

UNITED NATIONS  
GLOBAL COMPACT  
TEİD'S  
COMMUNICATION  
ON ENGAGEMENT  
REPORT FOR 2019/21

TEİD – ETİK VE İTİBAR DERNEĞİ  
TURKEY

2019 - 2021

BARBAROS MAH. MOR SÜMBÜL SOK. VARYAP MERIDIAN I BLOK KAT 5 D.66 BATI  
ATAŞEHİR – İSTANBUL - TURKEY

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## About TEİD – Ethics and Reputation Society

**The Ethics and Reputation Society (Etik ve İtibar Derneği – TEİD - <http://www.teid.org/>)** is a not-for-profit, non-governmental organization founded in 2010 with competence in integrity risk management and anti-corruption aiming to develop and encourage adherence to internationally recognized business ethics principles within the Turkish business environment. TEİD acts as a point of reference for private sector companies to implement the principles of business ethics and with the public sector in the pursuit of a socio-economic environment that incentivizes compliance with these principles.

TEİD not only guides the companies to create their business ethics policies and principles, but also helps them adapt these values to their administrative and commercial functions.

TEİD vision is to create a cultural change in the Turkish Private Sector and train compliance officers who will effectively manage integrity risks for their companies. In that respect, TEİD is collecting data on corruption and integrity through regular surveys on business community. We produce and deliver courses and online training modules and run “Ethics and Compliance Officers Certification Programs” for the education and certification of relevant private sector professionals. TEİD designs tools for the use of compliance officers. TEİD creates stakeholder engagement strategies, execute the communication plan and conduct event management for higher visibility and effective communications.

TEİD has over 170 corporate members with a total yearly income that exceeds 15% of Turkey's GDP employing more than 750.000 persons. All our corporate members are signatory of TEİD's Integrity Pledge, which is Turkey's biggest cross-sectoral collective action initiative.

TEİD has established the Turkish Integrity Center of Excellence (TICE) [www.tice.org.tr](http://www.tice.org.tr); the Private Sector Collective Action Center (ÖSKEM) [www.oskem.org.tr](http://www.oskem.org.tr) and is the founder of “Business Ethics Application and Research Center” within Istanbul Bilgi University.

TEİD's roles in international anti-corruption efforts and memberships:

- B20 Anti-Corruption Network member
- B20 Turkey Anti-Corruption Taskforce member
- B20 Turkey Anti-Corruption Taskforce, “Combatting Corruption in Customs workstream leader
- OECD's Anti-Corruption Network and Regional Anti-Corruption Advisory Board member
- UNODC's Anti-Corruption Network Member
- Globethics Network Turkey regional representative
- European Business Ethics Network member.

TEID tries to facilitate collective actions:

- to create a point of leverage before the regulators,
- to affect regulatory change in combatting with corruption and effective management of integrity risks,
- to enhance the commitment of the private sector with a strong advocacy program,
- to become a point of reference for business ethics and compliance related matters.

TEID has also advocated for the ethics and compliance manager as a profession and had prepared the profession profile, description, and standards with authorities. The official national ethics and compliance manager occupational standard has been published on the Official Gazette on June 2018. Parallel to this advocacy, TEID has established TEID Akademi, a certification program for "Corporate Ethics and Compliance Management". The program has finished its 10<sup>th</sup> edition and we now have around than 230 certified ethics and compliance managers in Turkey. The certification program consists of a 45-hours program together with a practicum to be prepared and presented at the end of the program.

In a short amount of time after it was established, TEID was accepted as a Global Compact Member; therefore, immediately upon establishment, TEID started to consider the Global Compact Ten Principles in every action.

In addition, TEID motivated its members to adopt the Global Compact Ten Principles and consider these principles in their daily business life.

The most significant application to impose these principles upon its members, TEID prepared the TEID Cross-Sectoral Integrity Pledge to be signed by each of its members in order to declare their commitment to the principles of TEID and Global Compact. With this bond, they announce their responsibility to abide by these principles in every administrative and commercial activities they lead, as well as spreading these principles to their employees and shareholders.

## TEİD Letters of Commitment

Ms. Sanda Ojiambo - CEO & Executive Director

United Nations New York, NY 10017  
USA

Dear Ms. Secretary General,

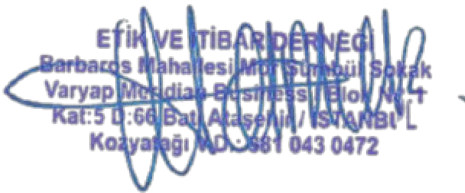
27.01.2022

I am pleased to confirm that Ethics and Reputation supports the ten principles of the UN Global Compact with respect.

With this commitment, we express our intent to advance these principles within our sphere of influence and will make a clear statement of this commitment to our stakeholders and the general public.

We also pledge to take part in the activities of the UN Global Compact where appropriate and feasible – through, for instance, participation in Country/Local Networks; involvement in specialized initiatives and workstreams; engagement in partnership projects; and reviewing and providing commentary to participating companies on their Communications on Progress.

Neslihan Yakal

  
ETİK VE TİBAR DERNEĞİ  
Barbaros Mahallesi Mırsin Çarşısı Sokak  
Varyap Medya & Business E Blok Kat: 5  
Kat: 5 D: 66 Batı Akademi / İSTANBUL  
Koşuyolu M.D. 581 043 0472

Secretary General

27.01.2022

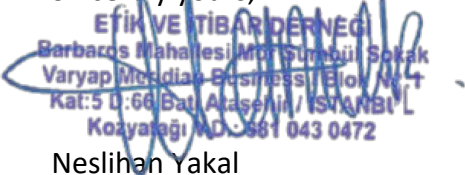
To our stakeholders:

I am pleased to confirm that TEİD – Etik ve İtibar Derneği (Ethics and Reputation Society of Istanbul/Turkey) reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labor and Inclusive Workplace, Environment, Fight Against Poverty and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

In this Communication of Engagement, we describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours.

We also commit to sharing this information with our stakeholders using our primary channels of communication.

Sincerely yours,

  
ETİK VE İTİBAR DERNEĞİ  
Barbaros Mahallesi Marmara Sokak  
Varyap Medikal Business E Blok Kat:5 D:66 Beşiktaş / İSTANBUL  
Koşyalı No: 381 043 0472  
Neslihan Yakal

Secretary General

## TEİD Leading Advocacy on Transparency Through Collective Actions

### A. Awareness-raising events on business integrity and compliance

- “Ethics and Compliance Function in Turkey 2019” survey conducted in 2021 and [report](#) published in 2020.
- “Ethics and Compliance Function in Turkey 2021” survey conducted in 2021 and report release in January 2022. Details can be found [here](#).
- Survey on the difficulties of big corporations in third-party integrity risks management in Turkey conducted – report available [here](#).
- TEİD developed several partnerships with local, sectoral, regional and professional organizations in order to expand its field of action.
- TEİD Webinar Series extended its outreach: a total of 31 webinars organized since the beginning of the pandemic (March 2020), with 7.000 online attendees, and around 5.000 views via [TEİD YouTube channel](#).
- TEİD raised awareness on third-party integrity risks via several events and trainings and developed tools to manage those risks more efficiently.
- TEİD organized sectoral, regional, and mixed focus group meetings with corporate members to understand their needs on ethics and compliance matters. A total of 19 roundtables meetings with TEİD corporate members have been organized with the participation of 120 persons.
- Products developed such as a [due diligence](#) form, the [selfIN](#) checklist for SMEs, an [ethics glossary](#), training module contents on third-party risk management and the minimum requirements on ethics & compliance to be developed for complying big corporations' expectations.

TEİD organized a workshop on Third-Party Integrity Risk Management to YASED members on October the 9th 2019. YASED members are multinational companies represented at CEO level. There were several departments participating to the event such as supply chain, procurement, ethics, and compliance, legal and marketing.

The moderators of the workshop were Ms. Aslı Ertekin, bp Turkey's Ethics and Compliance Officer and Fikret Sebilcioğlu, Managing Partner from Cerebra. Both moderators are TEİD Board Members. Details of the event can be found [here](#).

A total of 59 persons from 46 companies attended the workshop. Main themes developed during the workshop were:

- Selection criterion of third-party companies;
- The Due Diligence Process;
- Effective monitoring of selected third-party companies;
- Ethics and compliance trainings of the third-party companies;
- Disseminating ethical culture to third-party companies through corporate governance systems and internal control processes.

As per the targeted sectors, TEİD has organized a half-day training program for healthcare compliance by Atty. Dicle Doğan, Atty. Ozan Karaduman and Atty. Altuğ Özgün on December 6, 2019. Main subjects of the training were the relations and the contracts with healthcare professionals, the new data protection law impacts on the healthcare sector and the role of the ethics and compliance professional in the healthcare sector on December 6, 2019. Details can be found here: <http://www.teid.org/saglik-regulasyonlari-ve-uyum/>

A conference called **“Effective Management of Third-Party Risks for Multinational Companies”** organized in association with YASED (the International Investors Association representing local branches of MNCs in Turkey [www.yased.org.tr](http://www.yased.org.tr) – YASED represents approximately 85% of all the total International Direct Investments (FDI) that has come to Turkey since 2000's. YASED member companies operate in 25 countries and over 15 sectors) for local MNCs and their actual or potential business partners took place on December 9, 2019.

The conference had two parts:

- 1st part: Panel with Ethics and Compliance officers from Philip Morris SA (Emre Çolak), L'Oréal (Atty. Hilal Utku), Astellas Pharma (Atty. Altuğ Özgün), Siemens (Esra Özak Oyman) and BP (Aslı Ertekin) on the importance of the third-party related integrity risks management and expectations from business partners.
- 2nd part: Aslı Ertekin from BP explained the due diligence process within their company and their high standards requirements and the third-party monitoring. Tayfun Zaman from Integrity Partners, and Fikret Sebilcioğlu from Cerebra CPAs & Advisors explained the minimum requirements for a local third-party and processes to be developed within a company to comply with local MNCs standards and the possibility to get funds from EBRD for this. A total of 115 participants from 88 companies attended the event.

Details and the presentations from the event can be found here: <http://www.teid.org/uluslararasi-sirketlerin-3-taraflarina-yonelik-etik-ve-uyum-sureclerinin-yonetimi-toplantisi-gerceklestirildi/>

Due to the COVID-19 pandemic situation, TEİD decided to switch all physical meetings, workshops, events, conferences, trainings to online platforms via Microsoft Teams Live Events and Zoom Webinar from April 2020.



A total of 62 online events (31 webinars) have been realized, an outreach of near 7.400 persons online.

**29 April 2020: "Managing effectively Ethics and Compliance Risks in times of crisis"**

Speakers: Av. Altuğ Özgün (Astellas Pharma), Aslı Ertekin (bp), Dr. Emre Doğru (Corpera Consulting), Av. Ertuğrul Onur (Coca-Cola), Dr. Fevzi Toksoy (ACTECON), Fikret Sebilcioğlu (Cerebra CPAs & Advisors)

YouTube Link: <https://youtu.be/wMHCIARSse4>

**06 May 2020: "Ethical Leadership and Dissemination of Corporate Values and Culture in times of crisis"**

Speakers: Av. Altuğ Özgün (Astellas Pharma), Dr. Emre Doğru (Corpera Consulting)

YouTube Link: <https://youtu.be/WFB9qpXECNA>

**13 May 2020: Combatting Fraud, Corruption and Bribery in times of crisis"**

Speakers: Fikret Sebilcioğlu (Cerebra CPAs and Advisors), Av. Seçkin Savaşer (Goodyear)

YouTube Link: [https://youtu.be/85Srl\\_IMGEU](https://youtu.be/85Srl_IMGEU)

**20 May 2020: "Managing Third-Party Related Ethics and Compliances Risks in times of crisis"**

Speakers: Aslı Ertekin (bp), Tayfun Zaman (Integrity Partners)

YouTube Link: <https://youtu.be/bc1VtjmzViQ>

**27 May 2020: "Data Privacy, Cyber Security and Digital Ethics in times of crisis"**

Moderator: Av. Altuğ Özgün (Astellas Pharma)

Speakers: Av. Didem Kalaycioğlu (Turkcell), Av. Deniz Tuncel (Hergüner Bilgen Özeke)

YouTube Link: <https://youtu.be/E3LQwOALrJs>

**03 June 2020: "Competition Law Violation Risks in times of crisis"**

Speaker: Dr. Fevzi Toksoy (ACTECON)

YouTube Link: <https://youtu.be/dj1b1YgyGQ8>

**10 June 2020: "Ethical Approach to People Management in times of crisis"**

Moderator: İdil Gürdil (KPMG)

Speakers: Av. Hilal Utku (L'Oréal), Tuğba Kavak (KPMG)

YouTube Link: <https://youtu.be/G-t9kBnEK00>

**11 June 2020: Online Round table meetings with our corporate members** (online session of closed groups to understand the change in the business and ethics & compliance risks and see how TEİD can help them to tackle the crisis)

Participant companies: Tofaş, Statkraft, Coca-Cola İçecek and Expanscience Laboratoires

**12 June 2020: “Inspiring Examples of Inclusion and Diversity Practices” – INplatform**

Speakers: Aslı Ertekin (bp), Aykan Gülten (Coca-Cola), Berna Özdemir (Allianz), Didem Alev (Mey Diageo)

Moderator: Neslihan Yakal (TEİD)

YouTube Link: [https://youtu.be/b4\\_MLY8947g](https://youtu.be/b4_MLY8947g)

**15 June 2020: “How to conduct effective internal investigations during the covid-19 pandemic period?”**

Moderator: Fikret Sebilcioğlu (Cerebra CPas and Advisors)

Speakers: Av. Birtürk Aydın (Esin Avukatlık Baker Mc Kenzie), Dr. Gökhan Yılmaz (pwc), Umut Turan (OTIS)

YouTube Link: <https://youtu.be/DWaUjklqDZA>

**17 June 2020: “Sociological Results of the COVID-19 Pandemic in Turkey and in the World”**

Speaker: Prof. Dr. Ali Murat Vural (University of Istanbul and TEİD Board Member)

YouTube Link: <https://youtu.be/OQQ0-lD8qVQ>

**26 June 2020: “What are the changes in export controls and trade sanctions after the COVID-19 pandemic?”**

Moderator: Av. Altuğ Özgün (Astellas Pharma)

Speakers: Murat Yücesan (Siemens), Av. Mehmet Baysan (Breeding Henry Baysan PC)

YouTube Link: [https://youtu.be/C\\_CgF-rNVWM](https://youtu.be/C_CgF-rNVWM)

**30 June 2020: Online Round table meetings with our corporate members** (Session 2 – sectoral approach: pharma)

Participant companies: GlaxoSmithKline, Novartis, Johnson&Johnson

**30 June 2020: “Managing Ethics and Compliance Risks in a post COVID-19 world”**

Speaker: Togrul Ahmedov (bp)

YouTube Link: <https://youtu.be/xK88IIUeN-I>

**3 July 2020: "Revising Risk Management in a post-covid world: Change and Transformation of Corporate Risk Management"**

Speaker: Doğu Özden (Tofaş Fiat)

Online Attendees: 49 YouTube Link: <https://youtu.be/7sFhYZkRdRg>

**16 September 2020: "Cyber Security and Fight Against Cyber Crimes" - INplatform**

Speakers: Av. Burçak Ünsal (Ünsal Hukuk Bürosu), Murat Lostar (Lostar Bilgi Güvenlik A.Ş.)

Moderator: Av. Altuğ Özgün (Çetinkaya Attorneys-at-Law)

YouTube Link: <https://youtu.be/CBL0CPakBMQ>

**23 September 2020: "Current Global Integrity Challenges and Impacts of the COVID-19 Pandemic on Corporate Compliance and Fight Against Corruption"**

Speakers: Frank Brown (CIPE), Ertuğrul Onur (Coca-Cola İçecek)

YouTube Link: [https://youtu.be/4nmjD\\_Oei1s](https://youtu.be/4nmjD_Oei1s)

**29 September 2020: "Internal Investigations INguide Launch Event"**

Speakers: Umut Turan, OTIS Türkiye, Av. Gökçe Serez, Baker Mc Kenzie Esin Avukatlık Ortaklığı, Sinan Çamlık, CFE, CRMA, KPMG Türkiye; Av. Altuğ Özgün, Çetinkaya Attorneys-at-Law; Merve Gündoğar, PwC Türkiye

YouTube Link: <https://youtu.be/VTV0-z-YCig>

**6 November 2020: TEDAR Training on Ethics and Compliance in the Supply Chain**

Speakers: Atty. Altuğ Özgün (Çetinkaya), Fikret Sebilcioğlu (Cerebra), Aslı Ertekin (bp), Umut Turan (OTIS)

Link: <http://www.tedar.org.tr/TR/HaberDetay/-tedarik-zincirinde->

**17 November 2020: "An Antidote to Bribery, Corruption and Fraud: AWARENESS"**

Speakers: Fikret Sebilcioğlu (Cerebra) & Dr. Gökhan Yılmaz (PwC)

Link: <https://www.tice.org.tr/uluslararası-suistimal-farkındalık-haftası-sirketlerde-rusvet-yolsuzluk-ve-suistimallerin-panzehiri-farkındalık/>

**19 November 2020: "The Profile of a Fraudster" Survey Report Presentation & Panel**

Link: <https://www.teid.org/teid-kpmg-bir-suistimalcinin-profil-2020-anket-sonuclari-sunum-ve-degerlendirme-paneli/>

Speakers: Sinan Çamlık (KPMG), Atty. Filiz Esin (Gün + Partners), Gülçün Turasay (Eureko), Kemal Tapkan (Standard Profil)

**19 January 2021: Wirecard Case Study from the perspective of Corporate Governance, Ethics and Compliance**

Link: <https://www.teid.org/sorularla-etik-uyum-ve-kurumsal-yonetim-wirecarddan-ogrenmemiz-gerekenler/>

Speakers: Fikret Sebilcioğlu (Cerebra) & Ali Ilıcak (Çetinkaya)

**4 February 2021: BEYSAD Awareness-raising event on business ethics and third-party risks management**

Link: <https://www.beysad.org.tr/tr/teid-etik-ve-itibar-dernegi-isbirligi-ile-is-etigi-ve-3-taraflarin-risklerine-iliskin-bilgilendirme-toplantisi-yapildi>

Speakers: Fikret Sebilcioğlu (Cerebra) & Tayfun Zaman (Integrity Partners)

**31 March 2021: Launch webinar of “Third-Party Related ABAC risks Management” INguide**

Link: <https://youtu.be/h12ZWZty0po>

Speakers: Atty. Altuğ Özgün (Çetinkaya), Aslı Ertekin (bp), Emre Çolak (PMI), Fikret Sebilcioğlu (Cerebra)

On May the 25th, 2021: TEİD's board member Atty. Altuğ Özgün attended a webinar on “**Green logistics, Green Supply Chain**”, the event was organized by TOBB, The Union of Chambers and Commodity Exchanges of Turkey, and a total of 253 participants attended the event. The video can be reached from this link: <https://youtu.be/4fMo7GVZiVI>

On June 17, 2021: a webinar called “**Inspiring Remote Working Best Practices from the Diversity and Inclusion Perspective**” took place with the participation of Turkey's biggest holdings HR directors. The speakers were Tuğba Gök (Sabancı Holding), Önder Korkmaz (Koç Holding), Özlem Özbatır (Akkök Holding) and Özde Hamarat (Borusan Holding). A total of 183 participants attended the webinar and the video can be reached from this link: <https://youtu.be/VUT7PztGUxw>

**On June 22, 2021:** TEİD organized a webinar of **best practice sharing of its corporate members in matter of corporate integrity culture dissemination**. Main topics were ethics hotline and speak-up culture, trainings, public affairs, conflict of interest, gift & hospitality, and third-party relationships. The speakers were Nihan Özcan, (Johnson&Johnson), Aslı AKBABA (DCS Dijital Customs Services), Atty. Azra Çakıl (Çakıl Law), Büşra Karakurt Keskiner, (TAV Airports Holding), Canan Sarıdaş Öztürk (Ali Raif İlaç), Mesut Mehmet Cengiz (BSH), Senem Yüksel Vural (BSH), Serhat Yıldırım (Borusan Holding) and Sinan Çamlık, CFE, CRMA (Koç Holding), the webinar video can be reached from this link: <https://youtu.be/WT-DfyVIDuo> A total of 119 participants attended the online event.

On **September 28, 2021**, a webinar called “**Inspiring Remote Working Best Practices from the “Diversity and Inclusion” Perspective**” took place with the participation of Turkey's biggest companies HR directors. The speakers were Aysun Kalmık (Prysmian Group), Fulya Güçlü (Philip Morris) and Miray Tanışkan (Unilever). A total of 158 participants attended the webinar and the video

can be reached from this link: [https://youtu.be/a7KtJ1ENH\\_0](https://youtu.be/a7KtJ1ENH_0) and also available with English translation here: <https://youtu.be/7GfS3Qp3A2U>

On **October 14, 2021**, TEİD Board member Atty. Altuğ Özgün attended as a guest speaker a webinar on “**Green Deal**” organized by TEDAR.

On **October 20, 2021**, a webinar called “**Reshaping Reputation Management in a Changing Societal Values System**” by Prof. Dr. Ali Murat Vural (Istanbul University) and Burcu Önem (TEİD Board Member, Novartis) took place as events part of the Global Ethics Day 2021. The webinar can be watched here: <https://youtu.be/-vrD5QDw77U>

TEİD also organized a webinar on occupational fraud in companies during the Fraud Awareness Week called “**The Achilles' Heel of Companies: Occupational Fraud**” on **November 17, 2021**. The webinar can be watched here: <https://youtu.be/km-vaUaw5zg> The speakers were Senem Dal (Zorlu Holding), Atty. Okan Demirkan (Kolcuoğlu Demirkan Koçaklı Attorneys-at-Law), Prof. Dr. Volkan Demir (Galatasaray University Economics and Business Administration Faculty Dean) and Fikret Sebilcioğlu (Cerebra and TEİD's Board Member)

On **November 23, 2021**, TEİD Board Member Fikret Sebilcioğlu attended SEDEFED's 13<sup>th</sup> Competitiveness Congress on panel III under the title of “**Financing Activities and Investments in Companies**”. The main subject of Fikret Sebilcioğlu speech was to highlight the ethical standards that businesses should have in the near future for sustainable trade. The part of Fikret Sebilcioğlu's speech can be watched from this link: [https://youtu.be/DAE77s\\_FV40](https://youtu.be/DAE77s_FV40)

### **The 8th International Ethics Summit (Feb 10, 2021, to Mar 3, 2021)**

TEİD's 8th International Ethics Summit took place 4 consecutive Wednesdays from 17.00-19.00 (Turkish Local Time) in February and March 2021. The event was online, with translation option to English, which made the summit open worldwide.

The main theme of the Summit was “New Thresholds, New Horizons” but 4 subthemes were discussed every day. Speakers, moderators and participants' details and program can be found on the [Summit website](#).

- February 10, 2021: Paradigm Shift in Capitalism: Recordings in Turkish and English are available on TEİD YouTube channel: [https://www.youtube.com/watch?v=N7liSJ5-km4&list=PLxrtkUfKypGEfjrQO\\_J4duT0\\_F9QZZ2YM](https://www.youtube.com/watch?v=N7liSJ5-km4&list=PLxrtkUfKypGEfjrQO_J4duT0_F9QZZ2YM)
- February 17, 2021: Colors of Diversity from an Inclusive Perspective <https://www.youtube.com/watch?v=LuimspUtkEc&list=PLxrtkUfKypGElJdbNzcqVn8Y5vbgPyI3m>
- February 24, 2021: Effective Third-Party Integrity Risks Management <https://www.youtube.com/watch?v=NOYJ9RCV7GE&list=PLxrtkUfKypGGi7ar1s4zOmWgolGpdaYLN>
- March 3, 2021: Ethics by Design in Digital Future <https://www.youtube.com/watch?v=KhTW7alPz8Y&list=PLxrtkUfKypGEPFQcbAloVezbbQXZaoCGV>

A total of 2750 persons attended live the Summit and the video recordings are available on TEİD YouTube channel for further views and sharings.

#### Participants Title:

Row Labels	Count of Attended
-	344
C Level	334
CEO/GMY	4
Legal	2
Manager	366
Mid-Level	459
Other	9
Student	45
Teacher	32
<b>Grand Total</b>	<b>1595<sup>1</sup></b>

#### Participants Department Info:

Row Labels	Count of Attended
-	320
Audit	274
Board & Other	49
Compliance	120
Consulting	84
Customs	7
Ethics & Compliance	29
Finance & Accounting	51

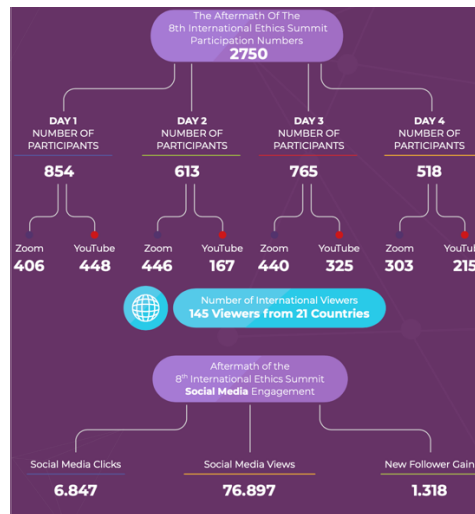
<sup>1</sup> Data on Zoom participations - Participation to the Summit via YouTube live streaming are not included to this data

Health	1
High School	28
HR	42
Internal Control & Quality	42
IT	16
Legal	163
Marketing & Business Devl.	48
NGO	43
Other	63
Public Affairs & Communication	49
Risk Management	13
Sales	70
Supply Chain & Operations	28
University	55
<b>Grand Total</b>	<b>1595*</b>

### Country of participants:

Row Labels	Count of Attended
Austria	13
Azerbaijan	1
Brazil	1
Canada	4
Germany	20
India	1
Iraq	5
Ireland	2
Israel	7
Italy	6
Jordan	1
Kuwait	3
Netherlands	16
Poland	15
Portugal	3
Qatar	1
Romania	1
Saudi Arabia	1
South Africa	2
Switzerland	10
Turkey	1448
UK	8
USA	26
<b>Grand Total</b>	<b>1595*</b>

## Full Data Summary (Zoom + YouTube combined) and social media interactions



### TEİD Ethics Forum – September 22, 2021

TEİD Ethics Forum organized on September 22, 2021 online under the theme of “Doing the Right Thing Together”: a half-day event with 2 keynote sessions and 3 panels to emphasize the importance of all stakeholders to conduct responsible business.

The main audience target of the TEİD Ethics Forum is local business partners and our motto is “Doing the Right Thing Together”. Our aim is to reach the actual and future local business partners of our corporate members and to emphasize the importance of responsible business. To be successful, companies need strong, reliable, and respected business partners. It is one of the indispensable conditions for sustainable success that all 3rd party business partners of companies implement ethical principles and values and make them a leading guide in all their activities.

Therefore, we aimed in our TEİD Ethics Forum to discuss the importance of having the same principles and values with our business partners while walking towards the same goal, in short, "Doing the Right Thing Together", and to discuss sustainable business models that respect stakeholder rights with today's dynamics.

For this purpose, we discussed together with the leading names of the Turkish business world, the developments in relations with business partners in our country and around the world.

Speakers, panelists, and moderators: Aslı Ertekin - TEİD Chairperson of the Board, bp, Hüseyin Gelis – Siemens Turkey Chairman of the Board and CEO, Eray Akdağ - Borusan Holding, Public Policy and Corporate Relations Director, Atty. Gülay Kaya - Arçelik, Global Compliance Manager, Atty. Merve Evrim İkiler – BASF, Head of Legal and Compliance, Market Area Turkey & Azerbaijan, Fikret Sebilcioğlu - TEİD Board Member, TEİD Third-Party



Ethics & Compliance Risks Management Working Group Leader, Prof. Dr. Emre Alkin – Economist Ayvansaray University, Yalın Alpay – Writer, Atty. Atike Kökbudak - KORDSA, Head of Legal and Compliance, Atty. Tuba Pekin - Mavi, Senior Legal Affairs Director and Compliance, Tayfun Zaman - TEİD Third-Party Ethics & Compliance Risks Management Working Group Leader, Emine Erdem - SEDEFED Federation of Sectoral Associations, Chairperson of the Board, Dr. Ümit Dereli - AİFD Association of Research-Based Pharmaceutical Companies, Secretary General, Tuğrul Günel - TEDAR Supply Chain Management Association, Chairperson of the Board, Emre Çolak - TEİD Third-Party Ethics & Compliance Risks Management Working Group Leader.

Details here: [www.teidetikforum.com](http://www.teidetikforum.com)

A total of 419 online participants attended the event with 322 on Zoom and 97 via YouTube live broadcasting. A total of 323 different companies attended TEİD Ethics Forum. 62 of them were TEİD corporate members. All videos available in [Turkish](#) and [English](#) on TEİD YouTube channel.

Keynote speakers, panelists, and moderators highlighted the main message of responsible business conduct through all the enterprise ecosystem and all sectors.

TEİD has developed a glossary on business ethics. The aim of this glossary is to allow an easier dissemination of business ethics practices by giving a clear definition of each term. The aim of the ethics glossary is also to allow an easier use of the DD questionnaire and the selfIN checklist. The glossary will allow all users to be on the same page for every single topic.

Details can be found here: <https://www.tice.org.tr/knowledge-center/intools/38567-2/>

Third-Party Integrity Risks Management Working Group and TEİD team have developed a checklist called selfIN for the use of third-party companies and business partners willing to work with MNCs. This list has been printed and distributed during TEİD events and has also shared on electronic platforms. selfIN can be found on this website:

<https://www.tice.org.tr/knowledge-center/intools/>

<https://tr.surveymonkey.com/r/selfinMart2019>

During physical events, 150 printed copies have distributed upon signature.

## B. Sectoral & Regional Collective Actions

To disseminate the Principles of Global Compact, TEİD also works with other NGOs. TEİD continues to create platforms for collective actions.

TEİD has been in touch with two sectoral association to develop sectoral collective actions.

The first one is [BEYSAD](#) the White Goods Suppliers Association. TEİD has organized a meeting with BEYSAD secretariat on Nov 26, 2020. The two NGOs has shared their strategies and have planned awareness raising events of BEYSAD members starting from February 2021.

BEYSAD sectoral meeting / awareness-raising training on Ethics & Compliance took place online on February 4, 2021, with 30 participants. The speakers were TEİD Board Members Fikret Sebilcioğlu & Tayfun Zaman. Both speakers shared the importance of business ethics principles and practices within the companies to comply international customers' or multinational companies' expectations. Outputs of the awareness raising event were also shared with all the association members through an article in the sectoral magazine. Tools such as selfIN checklist, the generic due diligence questionnaire, TEİD INguides have been shared with the audience during and after the webinar.

The second association is [TAB](#) the Turkish Shipowners Association. Two meetings (December 11, 2020 and January 12, 2021) were set with Board members of both associations and a long-term partnership has been planned.

The first step has been an awareness-raising event on March 25, 2021, for TAB members on Ethics & Compliance with 69 participants. The speakers of the event were Tayfun Zaman (Integrity Partners) and Asım Barlın (Solmaz Logistics) from TEİD together with speakers from TAB Excellence Center.

<https://armatorlerbirligi.org.tr/arsivler/3832>

The webinar can be watched from this link: <https://www.youtube.com/watch?v=ZuLx8zIKekQ>

Plus, regarding the sectoral risk mapping, the TAB Secretary General also attended the "Risk Management" TEİD Academy modular training on May 26th.

A second online event "Compliance Responsibilities of Shipowners and Operators" took place on June 29, 2021, with Tayfun Zaman (Integrity Partners) and Atty. Emre Kotil (Paksoy) as speakers. The main

target of this event was to highlight the compliance duties of ship owners and ship managers and the effective conflict of interest management for ship owners, ship renters and shipping staff. 25 TAB members attended the event. TAB will now establish a working group with members and TEİD will guide with the preparation of a sectoral risk mapping.

TEİD has also contacted the Maritime Anti-Corruption Network of Denmark MACN directors to exchange with them regarding the sector and to see if TEİD can help TAB to join MACN international collective action.

TEİD also collaborates with sectoral associations and federations on leveling the playing field in the healthcare sector. Principle stakeholders are the Association of Research-Based Pharmaceutical Companies (AIFD), Association of Research-Based Medical Technologies Manufacturers (ARTED) and All Medical Equipment Producers, Importers and Suppliers Associations Federation (TÜMDEF).

### C. Regional Collective Action Efforts: Awareness-raising events in the Aegean Region

TEİD held online meetings on 16 - 17 - 18 and 25 June 2020 with local chambers of commerce, NGOs, and business associations in İzmir. TEİD Vice chairperson of the Board Emre Çolak and TEİD Board Member, İnci Holding Board Member and Ethics Committee President Ece Elbirlik Ürkmez attended the meetings together with TEİD Secretary General Neslihan Yakal and Project & Trainings Coordinator Bahar Karacar.

#### 1. Meeting with Aegean Exporters' Association (EİB) EİB on June 16, 2020 <http://en.eib.org.tr>

Aegean Exporters' Association (EİB) was founded in 1939 in İzmir. The association represents 12 sectors with over 7.500 member companies. The annual exports realized by the members of all 12 Associations account for 8.1% of Turkey's total exports with 12.2 Billion USD.

During the meeting, the impact of ethics and compliance principles and rules into exportations has been highlighted and awareness-raising events to EİB members have been proposed.

#### 2. Meeting with İzmir Chamber of Commerce (İZTO) on June 17, 2020 <http://www.izto.org.tr/en/>

During the meeting, the impact of ethics and compliance principles and rules into exportations has been highlighted and awareness-raising events to EİB members have been proposed.

**3. Meeting with ESIAD (Aegean Industry and Business Association) on June 18, 2020**

<http://esiad.org.tr/?lang=en>

Aegean Industry and Business Association (ESIAD) was founded on 16 March 1992 under the leadership of pioneering industrialists and businessmen in the Aegean Region and started its activities on 4 July 1992. ESIAD is a non-governmental organization believing that free enterprise plays a critical role in economic development. Its members are prominent industrialists and businessmen of the region working on a volunteer basis to ensure that the Aegean Region contributes more to Turkey's development efforts.

It has been discussed to develop joint projects to raise awareness on ethics and compliance in the Aegean region.

**4. Meeting with EBSO (Aegean Region Chamber of Industry) on June 18, 2020**

<http://www.ebso.org.tr/en/welcome-to-ebso>

Aegean Region Chamber of Industry's mission is to create value by providing certification, initiative and informing, training, research and trade promotion services to our members with the perception of perfectness and to contribute to the sustainability of the industry with our stakeholders.

During the meeting, the importance of ethics and compliance principles and rules into exportations has been highlighted and awareness-raising events to EİB members have been proposed.

**5. Meeting with EGIAD (Aegean Young Business Association) on June 18, 2020**

<https://www.egiad.org.tr>

EGIAD members are mostly second-generation member to family owned businesses. EGIAD has over 600 individual members, representing local family-owned businesses top management. Surveys, joint events, webinars and conferences can be done after end summer.

**6. Meeting with TAİDER (Turkish Family Business Association) on June 25, 2020**

<https://www.taider.org.tr/en/>

TAİDER's mission is to take the lead for preparation and implementation of sub-structure required to ensure the sustainability of family businesses in our country as high-performance and competitive organizations with the international governance principles.

During the event, respective projects have been discussed and the idea of integration ethics & compliance trainings into their existing projects. We also discussed about the possibility to have a parallel session in TAİDER Online Summit on September 2020.

**7. Meeting with İzmir Chamber of Commerce Foundation on June 25, 2020**

<http://iztovakfi.org>

The İzmir Chamber of Commerce Foundation is the founder of the İzmir Economics University and is one of the regional leaders in trainings. During the meeting, it has been discussed to propose awareness-raising events followed by trainings and certification programs to business holders in İzmir, and master programs to university students.

On April 6, 2021, an event with TAİDER – Turkish Family-Owned Companies Association took place with the title of **“The Gate to International Competitiveness for Family-Owned Businesses: Business Ethics – Experiences Shared and Practical Solutions”**, 48 family-owned business owners attended the online event. The speakers of the event were Emre Çolak (PMI), Ece Elbirlik Ürkmez (İnci Holding), Fikret Sebilcioğlu (Cerebra) and Atty. Aydın Buğra İlter (ITA).

Event can be watched here: [https://www.youtube.com/watch?v=QW9Zkin\\_pUM&t=2223s](https://www.youtube.com/watch?v=QW9Zkin_pUM&t=2223s)

On April 21, 2021, an online event to EİB – Aegean Exporters Association members took place with the title of **“The Gate to International Competitiveness in Exports: Business Ethics – Experiences Shared and Practical Solutions”**. The speakers of the event were Emre Çolak (PMI), Ece Elbirlik Ürkmez (İnci Holding), Atty. Altuğ Özgün (Çetinkaya) and Aslı Ertekin (bp). A total of 25 companies attended the webinar.

On June 10, 2021, an event for İZTO (İzmir Chamber of Commerce) titled **“The Gate of Competition in the International Arena: Business Ethics with Experiences and Practices”** took place. The speakers of the event were Emre Çolak (PMI), Ece Elbirlik Ürkmez (İnci Holding), Fikret Sebilcioğlu (Cerebra CPAs & Associates) and Umut Turan (OTIS). A total of 24 companies attended the webinar.

During all those events, the importance of business ethics to be competitive in the international arena has been highlighted. Real life experiences from İnci Holding, a family-owned local business for 3 generations in the automotive sector of İzmir, have been shared together with tools and practical solutions from several perspectives. Representatives from multinational companies attended the event as speakers to highlight the expectations of MNCs from all their third-party companies in matter of business integrity and compliance.

References such as selfIN checklist, the generic due diligence list, TEİD's Ethics Glossary and TEİD INguides have been shared with the audience during and after the events to the attendees.

#### D. Cross-Sectoral Collective Actions

By its establishment and its by-laws, TEİD represents a cross-sectoral collective action. All TEİD corporate member signs the TEİD Integrity Pledge at the time of its membership and they declare to respect the TEİD Integrity Pledge.

In a short amount of time after it was established, TEİD was accepted as a Global Compact Member; therefore, immediately upon establishment, TEİD started to consider the Global Compact Ten Principles in every action. In addition, TEİD motivated its members to adopt the Global Compact Ten Principles and consider these principles in their daily business life. The most significant application to impose these principles upon its members, TEİD prepared the TEİD Cross-Sectoral Declaration of Ethics to be signed by each of its members in order to declare their commitment to the principles of TEİD and Global Compact. With this bond, they announce their responsibility to abide by these principles in every administrative and commercial activities they lead, as well as spreading these principles to their employees and shareholders.

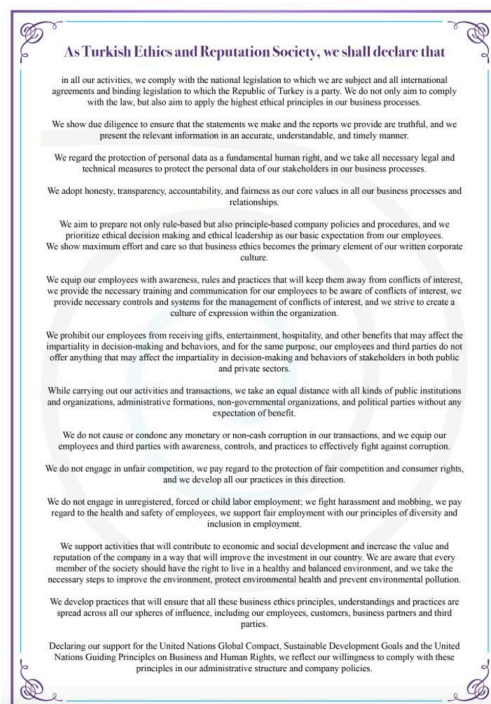
The number of corporate members signing TEİD's Integrity Pledge has now reached more than 170, they represent a significant portion of 15% of Turkish GDP and employ more than 750.000 person.

In addition to its commitment to the Global Compact Principles, TEİD is also one of the participants of "The Call to Action" which is an appeal by the private sector to governments to promote anti-corruption measures and to implement policies that will establish systems of good governance. "The Call to Action" urges governments to underscore anti-corruption and good governance as fundamental pillars of a sustainable and inclusive global economy.

#### **TEİD Integrity Pledge signed by all corporate members since TEİD's establishment in 2010**



Starting of 2022, the TEİD Integrity Pledge newest version includes ESG, data privacy and human rights together with anti-corruption and integrity principles.



TEİD Collective Action Ceremony will take place on Feb 9th, 2022 online.

During this event, TEİD's 170 corporate members will renew their signature to the updated version of TEİD Integrity Pledge

You can find the agenda:

- Opening Speech by Aslı Ertekin, TEID Chairperson of the Board
- Keynote Speeches: Collective Action Initiative Examples from around the world
  - Shawn Teixeira, Collective Action Director, Siemens AG (Germany)
  - Gemma Aiolfi, Head of Compliance, Corporate Governance and Collective Action, Basel Institute on Governance (Switzerland)
  - Babak Yektafar, Senior Program Officer, Middle East & North Africa, Center for International Private Enterprise - CIPE (USA)
  - Deon Rossouw, CEO, The Ethics Institute (South Africa)
  - Soji Apampa, Founder, The Integrity Organisation Ltd. and The Convention on Business Integrity Ltd. (Nigeria)
- “TEID Members” Parallel Round Table Meetings
- TEID Integrity Pledge Signature and TEID Family Photo Online Shooting
- Closing Speech by Aslı Ertekin, TEID Chairperson of the Board



## Global Compact Principles: Anti-Corruption

According to World Bank data, the money paid for bribery in the world each year is more than 1 billion dollars. It is a fact that the existent corruption in the world leads to a 20% increase in cost of business in developing countries' economies. Therefore, in order to ward off bribery, private sector and the state should work together as it is a common enemy.

As TEID, we are aware of the importance of this situation for our country and for the world, and we are leading many national and international practices to stop corruption.

## Turkish Integrity Center of Excellence – TICE



Turkish Integrity Center of Excellence (TICE) aims to level the playing field by inclusion of the private sector into combatting corruption.

Businesses seldom have appropriate expertise to implement internationally developed anti-corruption and good governance guidelines and standards. Assessment of improvement is hardly possible due to non-existing coherent data regarding socio-economic effects of corruption on leading sectors of the local economy.

Many companies have some sort of ethical standards but what they don't have is a compliance program to turn those standards into the very basis of their written corporate culture. Consequently, business ethics remain a soft skill for the companies rather than a value and an asset to be measured, reported and effectively managed. Our vision in this project is to create a cultural change in the Turkish Private Sector and train compliance officers who will effectively manage integrity risks for their companies.

TICE is a platform that will impact the Turkish Business both nationally and internationally in increasing its compliance standards.

We do not only act as a point of reference for the private sector companies assisting them to implant the principles of business ethics but we also work closely with the legislator in the pursuit of a socio-economic environment where companies act in compliance with those principles do not lose their competitiveness but gain advantages.

## Education, Trainings and Professional Certification

To produce and deliver courses and online training modules and runs “Ethics and Compliance Professionals Certification Programs” for the education and certification of relevant private sector professionals and produces tools for the use of compliance officers.

In parallel with the Ethics and Compliance Manager Certification Program, which started on November 5, 2016, TEİD was appointed by the Ministry of Labor and Social Security, Turkish Vocational Qualifications Authority to prepare the Occupational Standards of Ethics and Compliance Managers. After being published on the Official Gazette on June 2018, the Ethics and Compliance Profession has now a recognized status as a profession in Turkey.



Turkish Authorities have announced the “National Profession Standards of Ethics and Compliance Manager” Level 6.

The Standards address the role and responsibilities for an Ethics and Compliance Manager. They address requirements, the working environment and conditions, tools and equipment to be used, as well as codes of conduct which must be followed. They also cover measurement, evaluation and documentation systems.

Accordingly, an Ethics and Compliance Manager is responsible for:

- Establishing and implementing ethics and compliance programs, as well as related policies and procedures.
- Identifying roles and responsibilities within the organization.
- Establishing communication mechanisms within the framework of legislation, service procedures, quality requirements, risk management priorities and ethical principles which the organization is subject to.
- Conducting briefings, trainings and awareness studies regarding implementation of the ethics and compliance program.
- Monitoring, reporting and updating the program and keeps track of violations and notifications.

The Professional Standards were prepared by TEİD, the Ethics and Reputation Society, upon delegation by [the Turkish Profession Standardization Institute](#) and published in Official Gazette number 30446 on June 9, 2018. Please see [this link](#) for [full text of the Standards](#).

On July 2021, the draft National Qualification for the ECP have been published on TEİD website and on VQA website. The draft list has also been shared with 35 designated authorities during the review period before the final acceptance process by the VQA.

<https://www.teid.org/etik-ve-uyum-yoneticisi-taslak-yeterlilik-gorus-paylasimi/>

From March 28, 2019, TEİD Academy Corporate Ethics and Compliance Certification Programme's 5<sup>th</sup> edition took place with 17 participants.

On October 4, 2019, TEİD Academy Corporate Ethics and Compliance Certification Programme's 6<sup>th</sup> edition took place with 22 participants.

On September 18, 2020, TEİD Academy Corporate Ethics and Compliance Certification Programme's 7<sup>th</sup> edition took place with 36 participants.

TEİD Academy Corporate Ethics and Compliance Certification Programme's 8<sup>th</sup> Edition took place online from Jan 14 to Feb 20, 2021 (a total of 44-hour certification programme with 10 certified ethics and compliance officers). With this edition, the total number of certified Ethics and Compliance officers in Turkey via TEİD Academy programme reached more than 170.

On September 17<sup>th</sup> 2021, TEİD Academy Corporate Ethics and Compliance Management Certification Programme had its 9<sup>th</sup> edition with 16 participants and 45-hours long programme with more than 30 topics and 25 trainers.

On November 9<sup>th</sup> 2021, TEİD Academy Corporate Ethics and Compliance Management Certification Programme had its 10<sup>th</sup> edition with 47 participants and 45-hours long programme with more than 30 topics and 16 trainers.

All TEİD Academy Corporate Ethics and Compliance Management Certification graduates are listed on TEİD Akademi website [here](#).

Under TEİD Academy 5 half day modular trainings were also available for all TEİD stakeholders:

- “Business Ethics with the Perspective of Corporate Governance” on April 7<sup>th</sup> with the participation of 21 attendees (by Atty. Altuğ Özgün & Atty. Nihal Mashaki)
- “All You Need to Know About Code of Ethics” on May 7<sup>th</sup>, 2021, with 13 participants (by İdil Gürdil)
- “All About Corporate Risks: How to Assess Risk? How to Map Your Corporate Risks?” on May 26<sup>th</sup> with 5 participants (by Doğu Özden – Tofaş Fiat)
- “How to Build an Effective GDPR Compliance Program” on June 9<sup>th</sup> with 16 participants (by Atty. Didem Kalaycıoğlu Birol – Turkcell)
- “How to Incentivize the Speak-Up Culture within Your Company” on June 18<sup>th</sup> with 10 participants (by Atty. Seçkin Savaşer – Goodyear)

TEİD also holds a webpage called INboard where companies can post their ethics and compliance related job offers and access easily competent TEİD Academy alumni.

<https://www.teid.org/inboard/>

## The Business Ethics Research and Application Center

Aside from these works, TEİD also realizes the importance of Academia. With the collaboration of Istanbul Bilgi University, TEİD has opened the “Business Ethics Research and Application Center” on March 2015. This center includes certificate programs as well as 2-year programs that will consist of topics of ethics and compliance program, ethical risk management, anti-corruption regulations.



## Communications and Publications

To create stakeholder engagement, TEİD strategize and execute the communications plan and do event management for higher visibility and effective communications. Since 2020, TEİD publishes every year a calendar with important dates in matters of ethics and compliance in order to help its corporate members or any ethics and compliance professional to organize awareness-raising events around ethics, integrity and compliance principles. The 2022 can be found [here](#).

TEİD has also a very active social media pages with contents in Turkish with TEİD name and in English with TICE company pages on LinkedIn. Every ethics and compliance officer can follow TEİD events, reports, publications and also have some recommendations and communications tools for internal communication purposes.

TEİD LinkedIn page: <https://www.linkedin.com/company/teid-etik-ve-itibar-dernegi-ethics-and-reputation-society->

TICE LinkedIn page: <https://www.linkedin.com/company/turkish-integrity-center-of-excellence---tice>

Communication campaign organized on September 26, Compliance Officer Day with specially designed key visuals: <https://www.teid.org/compliance-officer-day/>

## INbooks

INbooks are complimentary books for our members and stakeholders about business ethics, ethics and compliance management, anti-corruption etc. They are prepared to increase the awareness about these topics and as a contribution to Turkish literature. Details can be found [here](#).

## Our INbook collection:

- “The Honest Truth About Dishonesty How we Lie to Everyone - Especially Ourselves”, Dan Ariely
- “What Money Can't Buy: The Moral Limits of Markets”, Michael J.Sandel
- “How to Pay A Bribe?” a TRACE book by Alexandra Wrage and Severin Wirz with contributions of Jeffrey D. Clark, Musikilu Mojeed, Matteson Ellis, Barnaby Pace, Andrew Feinstein, Ken Silverstein, Kathleen Hamann, Daniel Jordan Smith, Paul Holden, Amy L. Sommer
- “Social Responsibilities of Board of Directors”, TEİD – Argüden Academy collaboration by Dr. Yılmaz Argüden, Former President of Board of Global Compact Turkey)
- “Ethics and Business: An Introduction”, Kevin Gibson
- “The Rise of Business Ethics”, Bernard Mees

## INexlibris

INexlibris is an online library that includes all kind of researches, dilemmas, guides etc. about ethics and compliance programs, anti-corruption, business ethics, corporate governance etc.

## INmagazine

INmagazine, is the first business ethics, compliance and integrity themed magazine, a quarterly published in Turkey. So far, 25 INmagazines are published including more than 500 articles of more than 100 authors. INmagazine can also be read online. INmagazine all issues can be found [here](#). INmagazine is also available via Turkcell Dergilik, Press Reader and JooMag. It also has one issue printed and distributed widely to all TEİD network.

## INguide

Our series of guides to guide Ethics and Compliance managers in their daily lives; We published a total of 22 guides, details can be found [here](#).

1. Ethics Reporting Guideline,
2. Ethics Committee Guideline,
3. Collective Action Guideline,
4. Whistleblowing and Retaliation Guideline,
5. Gift and Hospitality Policy Guideline,
6. Ethics Management for SMEs Guideline,
7. Cyber Compliance Guideline,
8. Managing Conflict of Interests Guideline,
9. Social Media and Ethics Guideline,

10. Ethics Culture Guideline,
11. Competition Law and Ethics Guideline,
12. Data Protection Regulation Compliance Program Guideline,
13. Internal Investigations Guideline,
14. Sponsorships and Donations Guideline,
15. Third-Party Related ABAC Risks Management for MNCs Guideline,
16. Anti-Bribery and Anti-Corruption Guide: Handbook for Business Partners / Third-Party Companies,
17. Turkish translation of CIPE's "A Guide For Companies In Emerging Markets: Strengthening Ethical Conduct & Business Integrity" Guideline,
18. TEİD Regulation Development and Activation Working Group Inventory of Turkish Regulations on Anti-Corruption and Anti-Bribery
19. U.S. Department of Justice Criminal Division Evaluation of Corporate Compliance Programs (Updated June 2020) Unofficial Turkish Translation by TEİD
20. Comparative Framework of Personal Data Regulations of Turkey, EU, China and California
21. Case Study Book no. 1
22. Case Study Book no. 2

## Advocacy

To facilitate collective actions, to create a point of leverage before the regulators, to affect regulatory change in combatting with corruption and effective management of integrity risks, to enhance the commitment of the private sector with a strong advocacy program and to become a point of reference for business ethics and compliance related matters.

## Diversity and Inclusion in the Private Sector

TEİD has decided to prioritize the topic of inclusion and inclusion by establishing a working group. The working group had its first workshop in January 17, 2020.

**TEİD Diversity and Inclusion Launch Workshop** on 17.01.2020 with 35 participants

Speakers: Arzu Deniz Aksoy & Meltem Azbazdar & Filiz Toprak Esin

Link: <https://www.teid.org/teid-cesitlilik-ve-kapsayicilik-calisma-grubu-calistayi/>

12.06.2020 Webinar - "**Inspiring Examples of Corporate Diversity and Inclusion Practices**"

With 100 online attendees

Speakers: Aslı Ertekin (bp), Aykan Gulten (CCI), Berna Özdemir (Allianz), Didem Alev (Mey Diageo), Av. Filiz Esin, Av. Meltem Azbazdar

Link: <https://www.tice.org.tr/kurumsal-cesitlilik-ve-kapsayicilik-uygulamalarindan-ilham-verecek-ornekler-webinari/>

25.11.2020: Diversity and Inclusion online workshop on "**Becoming an Inclusive Leader in the Workplace**" with 20 participants by Tuğba Barutçuoğlu & Duygu Beypınar from Mey Diageo

On 17.02.2021, TEİD 8. International Ethics Summit under the theme of "**Colors of Diversity from an Inclusive Perspective**"

Speakers: Caner Eler, Socrates Dergisi ; Demet Akman, L'Oréal ; Filiz Yavuz Diren, Philip Morris Sabancı ; Gamze Cizreli, Big Chefs ; Laurent Duffier, L'Oréal ; Levent Kömür, Mey Diageo Türkiye,  
Moderators: Meltem Azbazdar & Filiz Toprak Esin, TEİD Board Members

Link: <https://www.youtube.com/watch?v=QgFhyJKsax4>

A total of 768 participants attended this special day of the 8<sup>th</sup> International Ethics Summit.

June 17, 2021: Webinar on "**Inspiring Remote Working Best Practices from the "Diversity and Inclusion" Perspective**" took place with the participation of Turkey's biggest Turkish holdings HR directors. The speakers were Tuğba Gök (Sabancı Holding), Önder Korkmaz (Koç Holding), Özlem Özbatır (Akkök Holding) and Özde Hamarat (Borusan Holding).

video from this link: <https://www.tice.org.tr/uzaktan-calisma-doneminde-kurumsal-cesitlilik-ve-kapsayicilik-uygulamalarindan-ilham-verecek-ornekler-webinari/>

also available in English:

<https://www.tice.org.tr/inspiring-remote-working-best-practices-from-the-diversity-and-inclusion-perspective-webinar/>

A total of 150 persons attended the webinar online.

September 28, 2021: Webinar on "**Inspiring Diversity & Inclusion Best Practices from local MNCs**"

Speakers: Prysmian Group (Aysun Kalmık), Unilever (Miray Tanışkan) and Philip Morris International (Fulya Güçlü)

<https://www.tice.org.tr/kurumsal-cesitlilik-ve-kapsayicilik-uygulamalarindan-ilham-verecek-ornekler-webinari-2/>

also available in English: <https://www.tice.org.tr/teid-inspiring-examples-of-corporate-diversity-and-inclusion-practices-webinar/>



A total of 158 persons attended the webinar online.

Two INmagazines had as main theme “Diversity & Inclusion in the workplace”

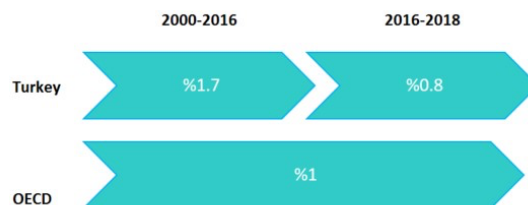
- INmagazine no. 16 <https://joom.ag/xuxe>
- INmagazine no. 20 <https://joom.ag/JCBC>

## “Next Gen Ethical Leaders” Project

As Ethics and Reputation Society (TEİD), besides focusing on business ethics, creating and sustaining ethical society culture is one of our most important objectives.

If we look at Turkey's labor force, it is around 30.5 million people, which makes Turkey the 3rd largest labor force market in Europe. Young population is an important contributor to labor force growth and has boosted the country's rank over its competitors. Turkey has posted the largest labor force growth in relation to EU countries.

### Annual Average Increase in Labor Productivity (%)

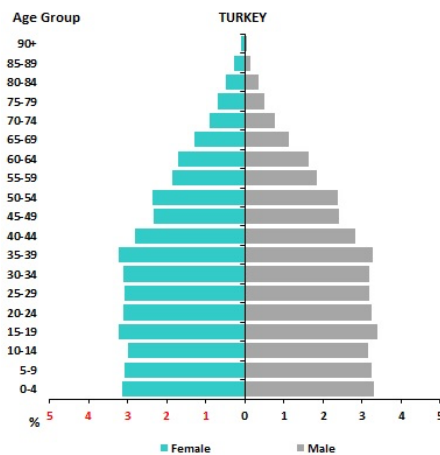


The growth in the number of universities has allowed Turkey to graduate a larger number of students, which in turn, has enabled Turkey to transform its young population and large labor force into a skilled workforce.

Turkey's characteristics:

- More than 6.7 million students are enrolled in tertiary education
- Approximately 800,000 students graduate from universities every year
- World-class engineering education

Turkey, with half of its population under the age of 31 in 2016, has the largest youth population when compared with countries in the EU. In the past decade, Turkey's age-dependency ratio has continued its downward trend.



Source: OECD, World Bank, [ISPAI](#), TurkStat

With **“Next Gen Ethical Leaders”** project, TEİD is aiming youth to increase awareness on ethical values and to incorporate those values before entering the labor market. The earlier youth get aware and adopt ethical values, the more they will tend to take ethical decisions as individuals, as future parents, as employees, as managers and leaders.

TEİD's focus on youth has started in 2014 with Mustafa Saffet Anatolian High School, which later became the very first public high school with an ethical code in Turkey.

What brought us together was the students' research, in order to improve their fictive Entrepreneurship Club companies. They had discovered that, in order to make their business sustainable, they should adopt an ethical management. While searching a reference institution to be guided on this matter, they realized that most of the Turkish leading companies were TEİD corporate members, so they have contacted TEİD and have started to work together since then. Once we had a general information session on business ethics, students prepared their club companies code of ethics. As they understood the importance of these values, they decided to adopt the same approach for their school itself.

This very first experience has also been a prototype which guided us to create the roadmap of our project with the “Today's Youth is Tomorrow's Leaders” motto. **Our aim is to increase the awareness**

**of ethics by the young generation and contribute to the raise of responsible individuals and leaders for the future.**

The main objective of the project is to **create a behavioral change of the young generation** so that their ethical decision mechanism functions as a natural will. This is only possible by internalization of the ethical values.

Parallel to that objective, students create an ethics committee with the elected representatives. They revealed their own ethical values during a first “Ethical Values Workshop” where the attendance was only limited to the students and TEİD representatives in order to break the hierarchical chain between the students and administration/teachers. The refined values were gathered under the title “Code of Ethics” and announced/promoted within the school.

The adventure of MSAL (Mustafa Saffet Anadolu Lisesi) continues with the creation of a hotline within their school as a next step to the code of ethics and an ethics committee.

On the other hand, recognizing the ethical problems, resolving those problems and finding a communication strategy, award mechanisms and all kind of similar subjects were released to the students’ choices, goodwill and imagination.

Another initiative has also been possible with the participation of The Sezin School.

With the participation of Private German, Private Alev Schools, Üsküdar American High School, İELEV High School, Sezin Schools, Güç Kardeşler Anadolu High School and Daruşşafaka High Schools students, we have organized an Ethics Summit during which several topics (ethics in food, in education, in artificial intelligence, in social responsibility, in arts, in media, in sports and in business life) have been discussed and manifests have been presented to all attendees at the end of the event on April 9<sup>th</sup>, 2019. Around 250 students attended the event.



On June 3<sup>rd</sup>, 2021, TEİD has organized together with Sezin High School the II. Sezin Ethics Summit with the participation of TEİD board members and secretariat as speakers and moderators. The ethics summit had 4 different working groups around 4 different topics: climate and sustainability, diversity & inclusion, corporate social responsibility, and transparency. A total of 218 students from several high schools attended the summit and presented their manifest at the end of the Summit.

TEİD also works in association with universities to advocate for the profession. Several meetings with university students were organized in order to promote the Ethics and Compliance Profession in law and economy faculties of İstanbul, Marmara and Bilgi Universities. Those events aim to promote the profession and also aim to disseminate the importance of the profession.

On October 21, 2020, another Global Ethics Day Celebration event took place with high school students, TEİD Board members Güray Karacar from Tofaş Fiat and Hilal Utku from L'Oréal went through their own experience around the importance of ethics and integrity in business and in life in general. 71 high school students from several high schools attended the event and got their attendance certificate at the end of the event.

On December 17 and 18, 2020, TEİD Academy 7<sup>th</sup> edition had its graduation ceremony. A total of 45 people attended the online certification graduation.

On December 21, 2020, TEİD Board Member Atty. Altuğ Özgün attended Prof. Dr. Canan Çetin's Strategic Human Resources Management lecture as guest lecturer on Medipol University. A total of 25 students attended the lecture.

On December 26<sup>th</sup>, 2020, TEİD Board member Atty. Altuğ Özgün attended Prof. Dr. Canan Çetin lecture to PhD. Students of Istanbul Zaim University on Ethical Decision-making and Ethical Leadership. A total of 13 students attended the lecture.

Galatasaray University "Business Ethics" Lecture – Guest Speaker: Atty. Ertuğrul Onur, TEİD Former Chairperson of the Board and actual Board member, Coca-Cola İçecek on March 25<sup>th</sup> 2021 <https://www.teid.org/gsu-isletme-etigi-dersi/>

On April 28<sup>th</sup> 2021, TEİD organized an online event to promote the "Ethics and Compliance Profession as a career path" to Istanbul University Law School students with an online event where TEİD Board Member Emre Çolak explained the dynamics of his career choices. <https://www.teid.org/teid-bir-kariyer-yolu-olarak-etik-ve-uyum-yoneticiligi-etkinligi/>

On May the 5<sup>th</sup>, 2021, TEİD Secretary General Neslihan Yakal and Project & Training Coordinator Bahar Karacar met the students of Kavlak Academy Law School to promote the "ethics and compliance officer" profession: <https://www.teid.org/teid-kavlak-academy-egitim-programina-misafir-oldu/>

On November 5<sup>th</sup> 2021, TEİD's Project and Training Coordinator Bahar Karacar attended as a guest lecturer to the "Compliance Officer" continuous learning program of Université Paris II Panthéon Assas. This program is the first one designed under this title.

The main topics of this lecture were Turkish Legal Anti-Corruption Framework, General information about TEİD and TICE and finally the Vocational Standards of the "Ethics and Compliance Manager" prepared by TEİD and approved by the Republic of Turkey Vocational Qualifications Authority on June 2018.

Details can be found here: <https://www.teid.org/universite-paris-ii-pantheon-assas-universitesinde-etik-ve-uyum-yoneticisi-meslek-standardi-dersi-verildi/>

TEİD’s Board Member Fikret Sebilcioglu, CFE, CPA, TRACE Anti-Bribery Specialist was guest speaker to Prof. Dr. Perran Akan’s “Business Ethics” lecture to Boğaziçi University Tourism Management Faculty on December 14, 2021. Fikret Sebilcioglu’s main topic was “Occupational Fraud”.

Details can be found here: <https://www.teid.org/bogazici-universitesi-turizm-isletme-fakultesi-business-ethics-dersi/>

TEİD’s 6th Term Chairperson of the board, Atty. Ertuğrul Onur attended the “Business Ethics” lecture of Prof. Dr. Orhan Kocagöz at the Turkish-German University College of Administrative Sciences and Economics. He shared his experiences in the business life on ethics and compliance applications.

Details can be found here: <https://www.teid.org/turkish-alman-universitesi-isletme-fakultesinde-is-etigi-semineri/>