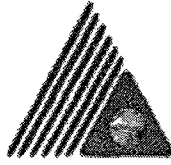T.C.
YEDİTEPE ÜNİVERSİTESİ
GRADUATE INSTITUTE OF SOCIAL SCIENCES

A SPECIAL USE OF PR: CORPORATE SOCIAL RESPONSIBILITY

by

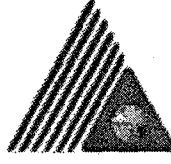Pelin Hürmeriç

Submitted to the Graduate Institute of Social Sciences
In partial fulfillment of the requirements for the degree of
Master of Arts
in Public Relations and Publicity

İSTANBUL, 2004

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Pelin Hürmeriç

Supervisor
Prof. Dr. Ayseli USLUATA

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A SPECIAL USE OF PUBLIC RELATIONS: CORPORATE SOCIAL RESPONSIBILITY

by
Pelin HÜRMERİÇ

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Date of Approval by the Administrative Council of the Institute
30./03/2004

To my parents for their endless love and support

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ABSTRACT

The aim of this study is to better understand the advent of the corporate social responsibility (CSR) – to diagnose the concept and to evaluate which of the CSR areas are most and less preferred in Turkey. Another aim is to gain insight on a CSR process model as applied by PR agencies or specialists. In the secondary research, literature is reviewed for definitions of CSR, relationship of CSR and public relations and the areas of CSR in both the world and Turkey. In study 1, indepth interviews were conducted, in which the practices of CSR in Turkey were discussed. The interviews have revealed that the most encountered CSR projects are the ones concerning education, then comes the health and environmental issues, next the ones concerning art and culture and lastly human rights and the employee affairs. Study 2 consists of a case study in which Turkcell's CSR project, "Contemporary Girls of Contemporary Turkey", (the winner in the Golden World Awards for Excellence in Public Relations, 2001) is analyzed.

Key words: Public Relations, Social Responsibility, Corporate Social Responsibility, Case Study.

ÖZET

Bu çalışmanın amacı kurumsal sosyal sorumluluk (KSS) kavramının gelişimini daha iyi anlamak - kavramı tanımlamak ve Türkiye'de hangi sosyal sorumluluk alanlarında en fazla ve en az proje gerçekleştirildiğini ortaya koymaktır. Bir diğer amaç ise halkla ilişkiler ajansları ve uzmanları tarafından uygulanan kurumsal sosyal sorumluluk uygulama modeli hakkında fikir sahibi olmaktır. İkincil araştırmada yazın taraması yapılarak KSS tanımları, sosyal sorumluluk ve halkla ilişkiler arasındaki ilişki ile dünyada ve Türkiye'de uygulanan sosyal sorumluluk projelerinin hangi alanlarda gerçekleştirildiği incelenmiştir.Birincil araştırmanın ilk bölümünde Türkiye'deki kurumsal sosyal sorumluluk uygulamalarının tartışıldığı derinlemesine görüşmeler gerçekleştirilmiştir. Bu görüşmeler, en çok rastlanılan KSS projelerinin eğitimle ilgili olduğunu ortaya koymuştur. Bunu ikinci sırada sağlık ve çevre, üçüncü sırada kültür ve sanat, son olarak insan ve personel hakları takip etmektedir. İkinci bölüm ise bir örnekolay çalışmasını kapsamaktadır. Uluslararası Halkla İlişkiler Derneği 'nin 2001 yılında gerçekleştirdiği "Halkla İlişkilerde Mükemmelliyet, Dünya Yarışması"nda topluma hizmet alanında ödül kazanan "Çağdaş Türkiye'nin Çağdaş Kızları" isimli proje incelenmiştir.

Anahtar Kelimeler: Halkla İlişkiler, Sosyal Sorumluluk, Kurumsal Sosyal Sorumluluk, Örnekolay Çalışması.

1. INTRODUCTION

Since the industrial revolution, there has been great changes not only in business and technology, but also in social systems and the way people consume. At first, there was mass production and mass marketing, where the same products and services were presented to masses with the same marketing mixes, which lead to mass consumerism attitude. Then consumers started to search for quality and to make comparisons between brands. Next came the more conscious consumers, who looked for others' wellbeing as well as their own. And today consumers are looking out for the wellbeing of their own, their society, the next generations' and the world's. In other words, today's consumer is expecting socially responsible producers.

In the last two decades, more and more corporations have been getting deeply involved in social issues. This is not only because they suddenly got aware of their responsibilities for the wellbeing of the society; but they also learned that they cannot reach the conscious masses by only producing and promoting their products. Thus, the corporations needed to find the way to reach their audiences' brains and their hearts. This was where a siginificant growth of interest in the concept of "Corporate Social Responsibility" (CSR) appeared.

Corporations are now trying to show their difference from other corporations with the help of this concept which can be briefly defined as a corporation's contributions to its community. The opinion that a corporation which is founded or exists in a particular country has to comply with the norms of that country, both legally and socially, lead them to adopt new and virtous approaches that aim at presenting a more qualified life to the internal and external audiences they target, besides the general public. Also the significance paid by the world's largest organizations such as The United Nations, The European Union and The World Bank have pushed the other large and small organizations to pay attention to CSR especially in the last two decades.

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On the academic side, scholars have been dealing with the reasons, process and the consequences of CSR since the beginning of the industrial revolution. Many theorotical and empirical studies have been produced. However, as the corporate social responsibility concept can conate different things to different sectors and corporations and as there is no single way to impliment the social responsibility programmes, there are huge differences between the academic and business worlds' understandings of the concept.

This study is a modest attempt to determine the social and environmental responsibilities of corporations and to clarify the idea of the corporate citizenship. In the first part, which will draw a theoretical framework, the relationship between public relations and corporate social responsibility will be explored. Second in this part, the possible meanings of the corporate social responsibility concept will be examined from both the academic and the business worlds' perspectives. The development of the concept in the world and Turkey and the reasons of CSR's growing importance after all the stages it has been through will also be analyzed. This part will end with the content of practices of CSR and the contribution it brings to a corporation.

The primary research stage of this work will comprise two studies; the first study's aim will be to find out which practices are most common to Turkish corporations and which are neglected. The second study will be a case study in which a highly reputed CSR campaign "Contemporary Girls of Contemporary Turkey" carried out by Turkcell will be analyzed. The research, programming, implementation stages and the consequences of the campaign will be figured out so that the plan of a successful CSR programme can be outlined.

The aim of this study is to give an understanding of the idea of corporate social responsibility and to form a model which will demonstrate the steps of a successful CSR campaign. The outcomes of this study is expected to form a corporate social responsibility masterplan. To do so, this study will seek the answer to the following three questions:

1- What are the social and environmental responsibilities of contemporary corporations?

2- Which of these universally agreed social and environmental responsibilities are undertaken by Turkish corporations? Which of them are neglected?

3- What kinds of specifications should a CSR campaign have in order to succeed?

1.1 Methodology

This thesis will consist of three parts. The first part will comprise the literature review. The definitions, historical framework, and the areas of CSR, besides the relationship with public relations will be given in this part. Briefly, the aim of this part is to introduce the corporate social responsibility concept and the advent of the idea.

Qualitative research will be adopted in the second part to explore the corporate social responsibility practices in Turkey. The main aim of this part is to find out which practices are most common to Turkish corporations and which are neglected, so that the projects realized by Turkish firms have to be examined. However, it is almost impossible to reach the corporations and get answers to the questions about their million-dollar projects which are kept as top-secrets. Thus, the methodology of this part is planned to include in-depth interviews with specialists that work for the most well-known public relations agencies, who can give insight and important information on the general approaches in Turkey. Directors will be chosen as interviewees if possible. This part will end with some direct examples of CSR projects realized by Eczacıbaşı Holding, Koç Holding and Siemens.

The third part will consist of a case study. The successful (winner in the Golden World Awards for Excellence in Public Relations, 2001) CSR project of Turkcell, Turkey's largest GSM company (Global System of Mobile Communication), will be analyzed and presented as a case study. This case will illustrate the CSR principles and test the theoretical applications given in the first part.

Finally, corporations' responsibilities to the society will be discussed in the light of the

studies of the scholars, and conclusions will be drawn on the "musts" of a corporate social responsibility project.

1.2 Limitations

The second part of this study, that includes the primary research to explore the practices in Turkey, is limited with

- the 4 well-known PR agencies in İstanbul.
- the information gathered through the web sites of the corporations.

The third part, that includes the case study, is limited with

- the information taken from the the folder that has been prepared to be presented in the competition "IPRA Golden World Awards for Excellence" in 2001,
- the Milliyet and Hürriyet newspapers in the media coverage sections.

2. THEORETICAL FRAMEWORK

The nature of the public relations profession requires a constant adaptation to the changes in the society. Therefore, the changes in the values and attiudes of people are directly reflected in PR business. Today, people are not only thinking about their own satisfaction with the products and services they buy, but they also care about the results of their purchases by means of the influences this purchase will have on the economic condition of society, the environment, shortly the future of other people. This is why public relations discipline has been widened as to include the issues which are followed by the majority of the societies. One of these issues is the responsibilities of the corporations to the society.

This chapter will briefly examine the relationship between public relations and corporate social responsibility, the reasons of PR practitioners to involve in social responsibility, the similarities and differences in the definitions and the processes of both concepts.

2.1 The Relationship Between PR and CSR

While scrutinizing the relationship between the public relations and corporate social responsibility , it is important to mention that, corporate social responsibility is seen as as a very effective tool and approach of public relations in this study. As the main aim of PR is to create and maintain mutual understanding and good will between a company and its publics, and as the publics are getting more and more conscious about the fact that companies owe something to the society they live in, firms are assuming broader and broader responsibility. Because it is impossible not to see that an environmentally and socially responsible business approach creates good business for many companies.

In the late 1970s and early 1980s, the importance of CSR has been increased and at the same time the corporation's image became an important concern. Because of the increasing demand for information from the public, the corporations had to meet this need.

The important changes in business and society during the late 1970s, affected public relations by forcing it into the center of the communication field. It has gone through various iterations, from public information to reputation management, yet its process and function remains strikingly similar to the central topic of CSR.

2.1.1 Development of Public Relations and CSR

Although organizations have been "relating" to the "public" for centuries, the 1920s began what became the most dramatic set of changes in the public relations field, which continued in earnest through the 1950s. Before this period, public relations focused on the dissemination of information or one-way communication models in which the quality of information was important but audience feedback had yet to be fully considered. Public relations grew in scope and stature in the 1920s with social scientists begining to take note of the profession (Newsome D. & Turk J.V. & Kruckeberg D., 2000).

Theorists, such as Walter Lippmann, focused on the importance of the media in forming public opinion. Practitioners also began to focus on the idea of social responsibility, noting that it was good for oublic relations and hence good for business. (Golden L. L. in Cynthia E. Clark, 2000)

"In the 1930s, the primary challenge was to persuade a confused public that things were about to change for the better. The focus of public relations at the time can be summed up by the campaign slogan of The National Association of Manufacturers and the US Chamber of Commerce, "What helps business helps you". (Golden L. L. in Cynthia E. Clark, 2000)

"The 1940s, according to one communications scholar, saw public relations become a "full-fledged profession" as it became more sophisticated and coordinated". (Steinberg C. S., 1975: 27)

Practitioners began to use opinion research techniques such as the newly established Gallup Poll.

It was also during this time that the first school of public relations was established at Boston University.

"In the 1950s, it was television that had a profound effect on public relations because of its powerful ability to shape the publics' opinions, something eagerly sought. Some corporations found TV to be helpful in shaping their reputations, whereas others did not" (Newsome D., 2000: 49).

Public relations study began to blossom with over 100 college or universities offering courses in public relations. Theory tended to focus on two-way communication models and was practiced by the likes of Edward Bernays, who focused on scientific research, audience feedback and the evaluation of attitudes. "Corporations were counseled to gain the public's consent for their operations and over-all philosophy, thereby solving public policy problems" (Heath R. L., 1990: 29-65).

"During the 1960s, the antibusiness sentiment in the United States was obvious. The much publicized era of activism began to change the way in which corporations interacted with society, and thus how they communicated with society". Nuclear power, civil rights abuses, regulation of business' activities, the consumer rights movement and the women's movement were the key issues in business and society in the 1960s. New demands were placed on public relations professionals, such as management skills and an understanding of human psychology. By the late 1960s, the discipline had its own organization, the Public Relations Society of America (Clark, C.E., 2000:2).

The idea of CSR appeared around the turn of the 20th century. (Post J. E. & Frederick W. C. & Lawrence A. T. & Weber J., 1996) At that time, businesses tended to respond to societal needs through charity. Certain wealthy individuals, such as Andrew Carnegie and Henry Ford, gave money to support the poor in a time when medicare and Social Security did

not exist. Soon, society's needs became too great, with steady population increases and the aftermath of World War I. As a result, much of the charitable contributions were taken on by businesses themselves and not just by their wealthy owners.

According to Post et al (1996) many of today's businesses think of CSR as making these types of paternalistic, charitable contributions. However, he continues, there is another form of CSR, that is, the stewardship principle. According to this view, corporations become stewards or public trustees by using their resources to affect all people in society in fundemental ways, not just stockholders. This latter principle led to modern stakeholder theory in which corporate managers recognize the need to interact meaningfully with all groups who have a stake in the organization's activities.

As Wood outlined in her comprehensive work on theory and research in corporate social performance, "it became apparent during this time, particularly through social activism and regulatory activity, that social expectations of business had outstripped managers' comprehension and capabilities." (Wood D J., 1991: 383) Thus scholars and managers alike began to explore, in earnest, the ideas of CSR. In the 1970s, a plethora of studies on various business-related social problems were conducted. Such research was based on the idea that a business is an "actor in the environment and should respond to social pressures and demands."

By the early 1980s, the companies focused on how companies should be responsible and how they tend to respond business-related social related social issues as well as what was considered ethical behavior (Clark, C. E., 2000). Models of CSR began to emerge, with most claiming that business and society are intricately woven and that businesses had a responsibility to respond to societal needs and pressures.

The founding of the International Association of Business and Society in 1990 reiterated the notion that all businesses around the globe faced similar business and societal issues.

2.1.2 The Process and Responsibilities of Public Relations

In the most widely read textbooks published after 1970, the process of public relations is described by using decision making models and two-way communication. Cutlip and Center offered four stages in their public relations model: fact-finding and feedback, planning and programming, action and communication and evaluation. (Cutlip S. M. & Center A. H., 1978: 316-317) This idea was slightly altered and became the four-step management process:

- Defining the problem or opportunity,
- Planning and programming,
- Taking action and communicating,
- Evaluating the program. (Cutlip S. M. & Center A. H. & Broom G. M., 1994)

Marston derived the well-known RACE framework from the above model, which includes: research, action, communication and evaluation .(Marston J. E., 1979: 185-203)

These formulas set out to solve an organizational or image problem by using primary or secondary research techniques to uncover it and communication tactics (issue ads, news releases, and alike) to remedy it. These decision-making processes are well known in public relations education and practice today, although they are quite different from the publicity-seeking press agents and publicists of the early part of the 1900s who practiced one-way communication. (Grunig J. E. & Hunt T. T., 1984)

Grunig and Hunt referred to these processes in their description of two-way symmetrical communication. They maintained that with the two-way symmetrical model both the company and various publics can change attitudes and behaviour as a result of a well planned, two-way flow of information. Rather than simply disseminating information, practitioners of this approach research the values of the stakeholder and attempt to define the issue, mutually, before communicating a corporate policy or a program regarding that issue.

Public relations firms seeking excellence practice two-way symmetrical communication, which can foster better relationships leading to greater organizational effectiveness, stronger ethics and higher profits. (Grunig J. E., 1992)

Practitioners, not just theorists, helped to forward the ideas of the two-way symmetrical model. In the mid-1970s, Harold Burson, one of the founders of Burson-Marsteller, began advocating that the role of a public relations executive is to provide qualitative evaluation of social trends, which will help the practitioner develop policies leading to a formal corporate response. (Burson H., 1974:224,227)

James Grunig and Todd Hunt devoted a chapter in their book to public relations and public responsibility in which they said, "public or social, responsibility has become a major reason for an organizationto have a public relations function" and two-way symmetrical communication is the best means by which to evaluate social responsibility.

Grunig and Hunt maintained that with the two-way symmetrical model both the company and the stakeholder can change attitudes and behaviour as a result of a well planned, two-way flow of information.(Grunig J. E. & Hunt T. T., 1984)

"During the 1990s, practitioners at the top public relations agencies promoted their services as reputation management and were clearly focused on a two-way symmetrical model.Besides managing reputation, the public relations practitioner must maintain credibility, build solid internal and external relationships and effectively manage issues" (Clark, C. E., 2000:5).

2.1.3 Corporate Social Responsibility: Process and Responsibility

In his study, the CSR theorist L.E. Preston focused on the management of social issues by corporations.(Clarkson M. B. E., 1995) The managers followed a four-step process known

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as corporate social involvement. The stages included;

- Awareness or recognition of an issue;
- Analysis and Planning;
- Response in terms of policy development and
- Implementation

Another theorist Archie B. Carroll, sharpened the definition of CSR by stating that businesses have four basic responsibilities to society: economic, legal, ethical and dsiscretionary. He also outlined four main responsiveness strategies: reactive, defensive, accomodative and proactive (Carroll A. B, 1979).

Donna Wood, the CSP researcher provided a model of corporate social performence in a well-developed schema of principles, processes and outcomes. The Principles help to describe CSR, which is based on legitimacy, public responsibility and managerial discretion. The process of CSR includes environmental assessment, stakeholder management and issues management. The final component refers to the outcomes of corporate behaviour on social impacts, programs and policies.(Wood D. J.,1991:388-389)

2.1.4 The Similarities of Public Relations and CSR

Wood's description of corporate social performance and Cutlip and Center's four-step management process provide the central unifying factor between public relations and social issues in management.

Begining with the first stage of the management process, effective public relations practitioners focus on research and definition of the problem, or in some cases, the opportunity. This first step relies on internal and external situational analysis to monitor the knowledge, opinions, attitudes and behaviours of those who are concerned with or affected by the actions and policies of an organization. (Cutlip S. M. et al, 1994: 201-203)

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This initial step provides the foundation for the entire management process wherein communication is viewed as part of the solution, not the problem. The internal situation analysis includes a communications audit, "a systematic documentation of an organization's communication behaviour for the purpose of understanding how it communicates with its publics." (Cutlip S. M. et al, 1994: 323)

Strategic planning in public relations involves making sound decisions about program goals and objectives, identifying key publics, setting policies and determining strategies. (Cutlip S. M. et al, 1994: 349)

2.1.4.1 The publics

The aims of both corporate social responsibility approach and the public relations discipline is to establish and maintain trust, goodwill and understanding between a company and its publics. Although each PR project or CSR campaign has its own special audience to communicate, a similarity of "publics" can be discussed. It is important to note that the consumers are not the onlu publics to be reached. Generally there are 6 basic publics that take place in nearly all PR text books (for example Baskin et al, 2000 and Jefkins, 1998). These 6 publics are as follows:

Media Publics: "The media are the businesses that gather, package and sell information" (Baskin et al, 2000:196). By giving information to the societies, the media shape our perceptions and beliefs. As the journalists gather and organize information for the media, they have an important responsibility to the society they live in. They have the responsibility to provide information to the society, but also to provide feedback from society to the administrators of public institutions. Besides the journalists, national and local TV stations, national and local radio channels, national and local magazines, national and local newspapers can be counted as the media publics.

Employees: As it is understood from the headline, employees as target audience, involve communication with the actual employees of a corporation. The potential employees are sometimes included in the communication programmes of the actual employees, whereas some authors see potential employees as a different public.

If an organization achieves effective employee communication, the results may include more satisfied and productive employees (Baskin et al, 2000).

Community: Community relations mean a corporation's planned and sustained participation within a community in which it exists. "The quality of an organization's employees the cooperativeness of citizens and governmental agencies, the patronage of community members, the ability to attract – indeed, the success or a failure of an organization may depend on the effectiveness of its community relations" (Baskin et al, 2000: 269).

Jefkins (1998) underlines that different types of organizations will have different communities thus communities of a department store, a nuclear power station, hotel, educational establishment will be different.

Government: Public relations has to deal with the political environment of organizations. Relations with government is of great importance for every kind of organization. Relations with government is sometimes referred to as public affairs. The activities include monitoring public policy, providing political education for employees, maintaining liaison with various governmental units, encouraging political participation, etc (Baskin et al, 2000).

Investor Relations: Investors consist of not only individual buyers of shares and securities, but also of investment analyists and big share buyers (Jefkins, F. 1998). The main aim of establishing strong relationships with investors is to build confidence. The way to succeed this, is to provide precise information that concerns financial communities.

Consumer Relations: This aspect of public relations supports marketing efforts and usually takes place in the integrated marketing communications strategies. The public relations' role in consumer relations is to build reputation and image, manage the crises when necessary,

make research on public opinion and attitudes besides management of issues.

2.2 Concept of Corporate Social Responsibility

Dayton in Anderson summarises the changing role of business as seen in the following quotation, "I maintain that business must change its priorities. We are not in business to make maximum profit for our shareholders. We are in business for only one reason; to serve society. Profit is our reward for doing it well. If business does not serve society, society will not tolerate our profits or even our existence." (Anderson, 1989: 3).

Thus, to find out where they stand, companies need to answer two aspects of their operations: (1) The quality of their management - both in terms of people and processes and (2) The nature and quantity of their impact on society in the various areas (Baker, 2002). Answers to these two aspects show the companies' point of view about social responsibility since   Because business decisions have a major impact on the daily lives of everyone in society, business leaders must weigh their decisions against a number of societal and ethical issues (Boone, L. and Kurtz, D. 1990: 33).

According to Boone and Kurtz, business's social responsibilities can be classified in regard to its relationship to the general public, customers, company personnel, business associates and investors and the financial community. In the light of these issues it can be said that social responsibility involves questions of ethics, legality, economic costs and management judgement (Frederick W. & Post, J. & Davis K. 1992:29).

It is obvious that in the last decades, business boundaries have changed. Customers are changing their ways of consuming: from a mass consumerism attitude in the 1960s, they evolved in the late 1970s by requiring that purchased products comply to the stated quality, in the 1980s by asking for environmentally friendly products and today by demanding that producers become socially responsible. It is the era of the ethical consumer. Multinationals are

becoming bigger as acquisition and merger activities continue, thus giving them significant environmental, political and social responsibilities. Due to these new pressures, a change from shareholder capitalism to stakeholder capitalism is necessary in order to succeed in the market.

Businesses tend to be self-regulating, with management systems providing an indication of the way in which they are working and responding to their new responsibilities (Punter, 1998).

Corporations are not only economic entities but also social and political actors. Therefore they must make economic growth and the enhancement of the life of people a top priority. It should be mentioned that there is a failure to note that healthy, prosperous and stable communities mean more business opportunities for corporations. That is, it is to the advantage of corporations that poverty, discrimination, diseases, and political abuses are eradicated (Abbas, 2000). And also if industry does not take action on its own, societal problems may get worse and business itself may have trouble surviving in the future (Anderson, 1989: 10).

This research has aimed to examine the background and development of corporate social reponsibility. By analyzing the various definitions of CSR, the areas of CSR will be determined.

"Corporate responsibility's twentieth-century incarnation originated as an American practice and was subsequently adopted in Britain and Europe. The practice was stimulated by the idea that affluent companies could well afford charitable donations to those less well off in society. The sense of obligation was nourished by social activists in the 1960s and 1970s, many of whom criticized the role of large corporations and power elites in society and argued that political and economic justice could only be achieved through a redistribution of goods and power. These sorts of arguments tend to promote an idea that increased power should bring with it increased responsibility and an obligation not to exploit or take advantage of individuals and small communities" (L'Etang 1996: 85).

Although it is a relatively new topic to discuss and apply in business world; it has deep roots in history.

Social responsibility as a concept has been with us since the beginning of humankind. It has been developed and has obtained its present meaning as the human beings have improved themselves. In this research, different kinds of CSR definitions will be given and analyzed in order to apprehend the concept, corporate social responsibility and determine the areas of CSR.

In the dictionaries, the word "responsibility" is defined as: "The state, quality, or fact of being responsible, answerable or accountable". But as it is used for concern for others, the term "social" should be added to the word "responsibility".

The first comprehensive approach to modern era social responsibility was conducted in 1953 with the publication of Howard R. Bowen's Book, "Social Responsibilities of Businessman". According to Bowen, social responsibility refers to the obligation of businessman to pursue those policies, to make those decisions or to follow those lines of action which are desirable in terms of objectives and values of our society (Anderson, 1989: 6).

In the last decades, a new term, "corporate" was added to the concept "social responsibility". Social responsibility involves two major elements: business and society and these two elements are interrelated with each other. In business world, the needs and expectations of the society should be carried out, so that society can accept the existence of corporations and play a big role on increasing their profits. As a result, social responsibility actions should be planned and long-term and the companies should perceive this concept as a whole. Besides, they should plan and execute their socially responsible actions starting from the top management to the person working at the bottom level. The term corporate shows that the company takes social responsibility as a company policy.

In the publication "Making Good Business Sense" edited by "The World Business Council for Sustainable Development", Lord Holme and Richard Watts defined corporate social responsibility as followed: "Corporate Social Responsibility is the continuing commitment by business to behave ethically and contribute to economic development while improving the quality of life of the workforce and their families as well as of the local community and society at large" (Baker, 2002). In this definition, the ongoing, long term process of CSR is emphasized.

They have also stated the ways to act socially responsible and mentioned the fundemental aim. According to this definition, CSR starts by improving the life standards of working people and their families, then it broadens itself by taking society as a target.

As Baker (2002) mentioned, these definitions can vary from one country to another. In an African country, Ghana, "CSR is about capacity building for sustainable livelihoods. It respects cultural differences and finds the business opportunities in building the skills of employees, the community and the government"; on the other hand, in Phillipines, "CSR is about business giving back to society".

In the United States, CSR is defined in terms of philantrophy. Most of the companies' policy in USA is to make profits, pay taxes and then donate a certain share of the profits to charitable causes. "It is seen tainting the act for the company to receive any benefit from the giving."In Europe, CSR is focused on operating the core business in a socially responsible way, complemented by investment in communities for solid business case reasons.

Nowadays, while the increase in global competition is in question, producing goods and giving service of good quality is not enough for a company to survive. The companies should build a trustable reputation by acting socially responsible.

In an other definition, "Corporate social responsibility means that a corporation should be held accountable for any of its actions that affect people, their communities and their environment. It implies that negative business impacts on people and society should be acknowledged and corrected if at all possible. It may require a company to forgo some profits if its social impacts are seriously harmful to some of the corporation's stakeholders or if its

funds can be used to promote a positive social good" (Frederick et al: 30).

It mentions that the corporations should act socially responsible only for their actions which affect their community. But CSR programmes has to include every kind of action in order to increase the prosperity level of the society. So, it can be said that this definition does not give a clear and appliable meaning to CSR.

It is argued that corporate social responsibility, addressed comprehensively, can deliver the greatest benefits to a company and its stakeholders when integrated with business strategy and operations.

Michael Hopkins, the director of MHC International, states that "The aim of social responsibility is to create higher and higher standards of living, while preserving the profitability of the corporation, for its stakeholders both within and outside the corporation" (CSR Newswire, 2002).

In a report of "Business for Social Responsibility", CSR refers to business decision-making linked to ethical values, compliance with legal requirements, and respect for people, communities and the environment. Again as suggested in the report, CSR is defined as operating a business in a manner that meets or exceeds the ethical, legal, commercial and public expectations that society has of business.

In a different definition, corporate social responsibility is defined as "it is the managerial obligation to take action that protects and improves both the welfare of society as a whole and the interests of the organization. According to the concept of CSR, a manager must strive to achieve societal as well as organizational goals" (Certo, 2000: 48).

According to Calgary, "CSR means conducting activities in an economically, socially and environmentally responsible manner. It also includes working together with stakeholder groups to identify constructive solutions to shared problems" (Calgary, 2001: 3).

It is also argued that when we speak of corporate social responsibility, we are talking about self-regulation in the social interest.

We are talking about how the corporation can enlarge its service to society through policies voluntarily adopted without the pressure of competition or public intervention (Bowen in Epstein, E. & Votaw, D, 1978: 116).

In another definition, corporate social responsibility is defined as; "Socially responsible actions by a corporation are actions that, when judged by society in the future, are seen to have been of maximum help in providing necessary amounts of desired goods and services at minimum financial and social costs, distributed as equitably as possible" And according to this definition, the basic problem in defining corporate social responsibility is that socially responsible actions necessarily reflect moral values, the substance of which cannot be determined apart from particular situations.

In order to plan CSR programmes and assume CSR as the company's policy, the managers should answer these questions. What are society's needs? In what order of priority? Who will pay the costs of meeting them? Just because one group wants a particular action taken does not mean that others do or even that the action is socially responsible (Farmer, R & Hogue, D., 1989: 4).

According to Hart, the definition of corporate social responsibility can be studied in two parts:
1. The responsibility to plan and manage an organization's relationships with all those involved in or affected by its activities, or those who can affect the ability of that organization to operate effectively.
2. The planned and managed response of an organization to social and political change.

And from this classification, we can conclude that corporate responsibility in this sense is not a fringe activity touching on one or two functions in an organization. It is a whole new way of

thinking and acting which has to be built into everything an organization does.

2.3 The History and Development of CSR in Business

Today's understanding of social responsibility has its roots in the primarily rural, agricultural societies. Therefore it is necessary to examine the historical development of the idea from the time of rural societies to today's industrial societies. To do so, the history has to be divided into time periods according to the development of the social responsibility idea.

However, various major periods of business have been depicted by different authors. Two of these are Anderson's and Luthans and Hodgetts's studies. Anderson has divided the social responsibility history as (1)premedieval (2)medieval period, (3)mercantile period (4) early industrial prominence and (5) social prominence .(Anderson J. W. Jr., 1989), whereas Luthans and Hodgetts divided the same business history as (1) prebusiness era, (2) preindustrial times and the early industrial revolution, (3) the industrial revolution and after (Luthans F. & Hodgetts R. M., 1972). The second point of view will be adopted in this study.

Luthans and Hodgetts encompass the early civilizations of mankind, including the Mesopotamians, Chinese, Greeks and Romans in the prebusiness era. The second period is the pre- and early industrial revolution starting at 1100 and end at 1800. This period was characterized by the mercantile capitalists. The third period is the postindustrial years and after, which lasted from 1800 to World War II. During this period, industrial capitalism, government regulation and powerful labor unions developed. (Luthans F. & Hodgetts R. M., 1972)

2.3.1 The Prebusiness Era

The commerce in the prebusiness era, was not as we have today. Still, they had concepts involving management, economic, philosophical, and religios aspects of the business

life which reflected today's social responsiveness.

"In the small amount of business that did exist there were two major influences on the conduct of the manager. First, there were his personal ethics, the standarts of conduct or moral judgements based upon the conscience and personal dictates of the manager. They told the manager what was right and wrong and were greatly influenced by his religious beliefs and social affiliations. Second, there were laws or rules of conduct. The Code of Hammurabi is an excellent example". Although it was not as sophisticated as modern law, it shows that the commercial activity of the ancient manager was regulated to some degree. These kinds of laws, that were in use during the prebusiness era, encouraged business activities. But except for personal dictates and such laws as the Code of Hammurabi, which were restricted to the merchant's immediate customers and not to society as a whole, it is obvious that social responsibility was nonexistent (Luthans F. & Hodgetts R. M., 1972: 3-4)".

Still, the study of Anderson points out that Egypt, China and Greece had concepts and thoughts used in present day business such as "honesty in dealing with other people, "the fair use of staff", "wisdom" (Anderson J. W. Jr., 1989).

2.3.2 Preindustrial Times and the Early Industrial Revolution

"Beginning around 1100 A.D. business moved into the era of petty capitalism (1100 - 1300). The petty capitalist is often given credit for introducing business to society. He is usually associated with the "putting-out" system of capitalism, whereby an owner would advance capital goods or money to an individual in return for a promise to pay interest or dividends." (Luthans et al, 1972: 4).

From the social responsibility point of view, this system is important because it introduced such concepts as charging interest on loans ad selling merchandise on credit. (Luthans et al, 1972) The merchants usually bought their wares as cheaply as possible and sold them as high as the market would bear. Their skill in the market place was the measure of their success. Although their primary aim was making profit, they were not isolated from social responsibility.

With the collapse of the Roman empire, the early and mid-period saw the growth of the feudal system, the growth and increasing power of the Chatholic Church. (Anderson J. W. Jr., 1989)

During this era the Catholic Church was very powerful and its teachings was canon law, which had its origins in theology and Christian ethics. The Church attempted to determine what kinds of behaviour were right or wrong in the economic, as well as other areas of society. The two principal doctrines that came to the fore during this period were "just price" and "usury". "Just price" did not depend upon what the individual was willing to pay for the product, but upon a fixed value that could not be altered. (Luthans et al, 1972)   These capitalists had a social responsibility to uphold the Christian laws.

"The church also was concerned with "usury". It contended that money, in and of itself, was barren. This idea was espoused earlier by the Greek philosophers. If money was considered barren, it followed that payment for its use could not be justified. This was further supported by the belief that time belonged to God and, hence, no one had a right to charge interest for it". (Luthans et al, 1972: 5)

By the late part of the eighteenth century the industrial revolution started to have an effect on all businessmen. New machines were being invented and put into practice. And new factories were built to accomodate this machinery. The beginnings of modern management techniques accompanied these new factories.

2.3.3 The Industrial Revolution

According to Luthans et al, this era can be divided into three phases: industrial capitalism, financial capitalism and national capitalism.

The managers of the era, from 1800 to 1890, are named as the industrial capitalists. They were specialists who, by using power machinery and working the employees very hard, mass-produced goods at low prices. Also, they were strong advocates of John Locke's natural right of property as expressed in his "Two Treatises of Government" and Adam Smith's economic doctrine of laissez-faire as formulated in his "Wealth of Nations" (Luthans et al, 1972).

The central theme of Locke's theory was that the origin of private property was in existence even before the formulation of primitive societies. Ownership of private property was a right that every individual had and one which could not be taken away or annulled by either government or society. It was a natural right of man. The other natural rights Locke stated were life and liberty. According to Locke, these inalienable rights should only be regulated in order to protect them.

Jean-Jacques Rousseau and John Locke had a large influence on the French Revolution and the reform moves that were to take place in France after the revolution.

"Rousseau saw the original state of man to be free; however, under the existing unjust society dominated by the rich and by civil and church authorities he saw mankind everywhere in chains." (Anderson J. W. Jr., 1989:46)

Rousseau departed from Locke in his thoughts on private porperty. He had an opinion that private property was a departure from primitive simplicity and this departure would lead to a number of evils and injustices such as domination, selfishness and servitude. He believed in no taxes on property that was needed to modestly support man and his family, but for anything above and beyond that a sharply increased tax should be imposed on the property

(Anderson J. W. Jr., 1989).

According to Luthans et al, private property was of great importance to the industrial capitalists, for it provided a theoretical and moral foundation upon which their giant corporations could be built. It followed that as long as these corporations did not interfere with the rights of others, they should not be subjected to government control. No recognition was given to the fact that these giant powerful enterprises also had direct influence on the natural rights of people. Thus, according to their own Lockean philosophy, social responsibility was inevitable, but this was almost completely overlooked by the early capitalists (Luthans et al, 1972).

Adam Smith's concept of laissez-faire developed Locke's idea of government nonintervention in greater depth. Smith's basic thesis was that the government should have no involvement in business. The role of government ought to be restricted to defending against the enemies of the nation, constructing and maintaining public works and providing services which could not be carried on by anyone else.

According to Smith, it is the labor of a nation that supplies its needs; it is the aggregate labor that creates all useful goods and services and it is labor that is the real measure of the exchange of value.

Luthans et al determines that the industrial capitalists were staunch advocates of Smith's economic philosophy. It followed that they had little concern for social responsibility. It is obvious that they were more interested in building giant corporations. (Luthans et al, 1972)

"During the late nineteenth and early twentieth centuries, some degree of order was restored to the chaos that existed during the waning years of industrial capitalism. Those responsible for this order are known as the financial capitalists (1890 – 1933). Their primary approach was to form business trusts. This arrengement made it easier for all companies to exist.((Luthans et al, 1972:12)

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2.3.4 Social Prominence

During the 1930s, 1940s and into the 1950s business' social responsibilities grew with emphasis placed on employee welfare, medical care, retirement programs, safety programs and vacation, sick leave and special situation time off.

It can be seen that the period from the mid and late 1950s on through the present time have brought about the most dramatic changes in social awareness and responsibility in USA and the other countries.

"In the meantime in the moral-ethical area, more emphasis is being placed on psychology and the philosophies of Hegel, Spencer and Dewey, the existensialism of Jean-Paul Sartre, Maslow's psychology that self-actualization is the peak of satisfaction and fulfillment. Broad issue orientation has given way to sharper focus not only on issues but social awareness, social responsiveness and on social responsibility of these issues."(Anderson J.W. Jr., 1989:85)

The history and development of CSR in business varies according to the countries. For instance, it can be said that in the United States the idea of corporate social responsibility appeared in the early part of the twentieth century. Corporations at that time came under attack for being too big, too powerful and guilty of antisocial and anticompetitive practices. Critics tried to curb corporate power through antitrust laws, banking regulations and consumer-protection laws. After facing this kind of social protest, a few farsighted business executives advised corporations to use their power and influence voluntarily for borad social purposes, rather than for profits alone. (Frederick W. C. et al, 1994)

"The point to emphasize is that business leaders believed that business had a responsibility to society that went beyond or worked in parallel with their efforts to make profits."(Frederick W. C. et al, 1994: 33)

2.4 Areas of Corporate Social Responsibility

As global competition increases in business world, the scope of corporate social responsibility is getting wider and more complex. The areas which CSR programmes can be applied are

varying from country to country, culture to culture. It is true to say that society's needs are shaping the companies' CSR policies.

Although there are no strict borders about the areas of CSR, some issues are current for all countries and industries. Especially companies operating in globalising markets are increasingly required to balance the social, economic and environmental components of their business, while building shareholder value.

"In today's global environment, corporations have to engage actively to combat discrimination in all its forms, as well as poverty and diseases, ecological issues, child labor, economic sanctions, and human rights. In addition, corporations have to cooperate with governments and civil organizations on local, international, and global scales" (Abbas, 2000:1).

Before studying the areas of corporate social responsibility in detail, it will be useful to explain the Global Compact which was endorsed in 1999. The United Nations Secretary, General Kofi Annan suggested that the Global Compact should be an integral part of corporate philosophy and policies. Since then several global organizations have supported the Global Compact. These principles notify that business people should:

1 Support and respect the protection of international human rights within their sphere of influence;
2 Make sure their own corporations are not complicit in human rights abuses;
3 Uphold freedom of association and the effective recognition of the right to collective bargaining;
4 Eliminate all forms of forced and compulsory labor;
5 Abolish child labour;
6 Eliminate discrimination with respect to employment and occupation;
7 Support a precautionary approach to environmental challenges;
8 Undertake the initiatives to promote greater environmental responsibility and

9   Encourage the development and diffusion of environmentally friendly technologies.

10 Businesses should work against all forms of corruption,

It should be considered that "Society has devoted increased attention to issues such as environmental problems and pollution control, workplace safety, health and equal opportunities for minorities and women. Over the past two decades, society has come to value a clean environment, equal opportunities, safety and health much more than it did before. And according to Bucholy (1994), the corporations has come to be viewed as a social political institution and must respond to a wide range of issues of concern to various groups in society (Abbas, 2000:2).

Table 1.1. Business Activities to Improve Society (Committee for Economic Development, 1971)

Economic growth and efficiency

Improving productivity

Cooperating with governement

Education

Giving aid to schools and collages

Assisting in managing schools and colleges

Employment and training

Training disadvantaged workers

Retraining displaced workers

Civil rights and equal opportunity

Ensuring equal job opportunities

Building inner city-plants

Urban renewal and development

Building low-income housing

Improving transportation systems

Pollution abatement

Installing pollution controls

Developing recycling programmes

Conservation and recreation

Protecting plant and animal ecology

Restoring depleted lands to use

Culture and arts

Giving aids to arts institutions

Medical care

Helping community health planning

Designing low-cost medical care programs

Government

Improving management in government

Modernizing and reorganizing government

Above, Table 1.1 indicates the basic areas that a corporation can include in its socially responsible actions.

Responsibilities of corporations can also be classified according to its relationship to the general public, customers, company personnel, business associates and investors and the financial community (Boone et al., 1990:34). These factors are shown below in the figure 1.2.

The inner circle of primary responsibility involves not only investors, but customers and employees as well. Sometimes it is difficult to draw a clear line between these responsibilities because some issues' importance can vary from corporation to corporation. They can both be primary or secondary responsibilities.

In this study, emerging social issues will be categorized in order to examine corporations' CSR policies.

Tertiary responsibilities

Secondary
responsiblities

Primary
responsibilities

Responsible for:
Customers
Employees
Investors

Responsible to:
Suppliers
Local community
Physical environment

Some responsibility for (examples):
Unemployment in the U.S.
Poor in the other nations, especially
where affected by U.S. investment
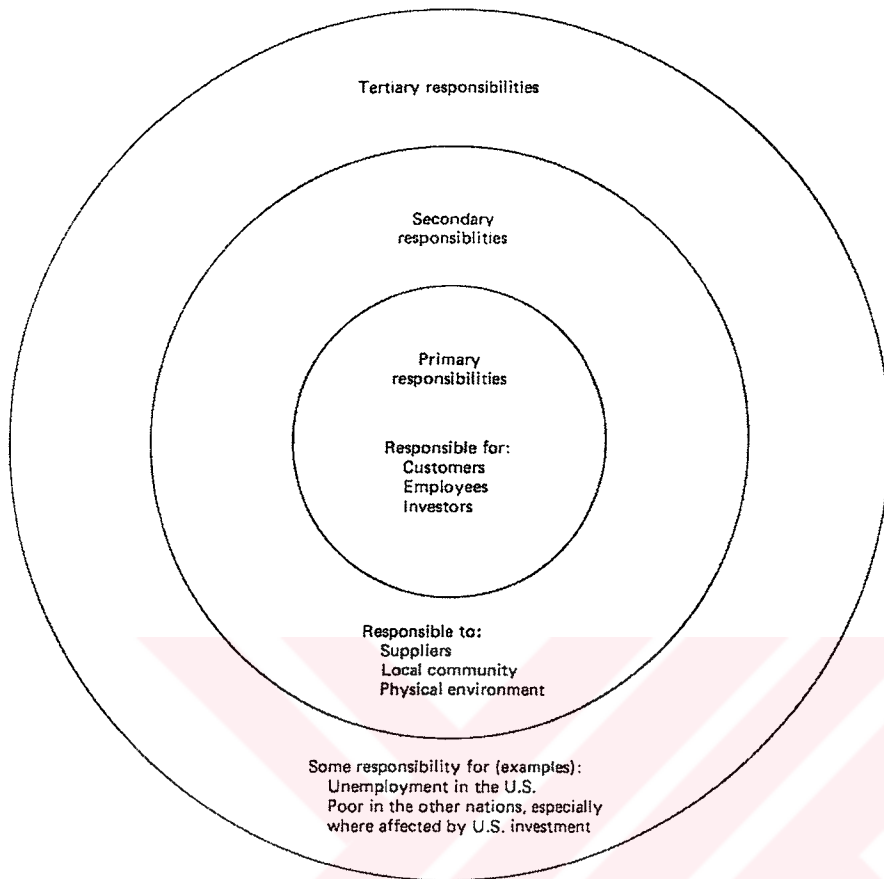
Figure 1.1 Responsibilities of the Corporation
Source: Friedman, Milton. (Cavanagh, G. & McGovern A., 1988:23)

2.4.1 Intracorporate Social Responsibility

In the last decades, as people started to spend most of their time at their workplace, intracorporate social responsibility became one of the most important areas. Employers are expected to handle the basic needs of their employees. According to Boone, some issues include workplace safety, child care, equal employment opportunity, sexual harassment, sexism and comparable worth (Boone et. al, 1990). Also, intraining, health-care should be

added to these issues. It is clear that necessity of some issues are not realized by some of the corporations.

Farmer and Hogue point out that to most workers, the employer is the person who generates their incomes and locks them into a job for eight hours a day, five days a week. And each employee knows that he is worth more than the boss pays and that many working procedures are badly thought out and often counterproductive.

While examining intracorporate social responsibility, we will first try to understand the nature of the issue by studying different cases from different countries. Cannon points that in Britain, three groups face special problems in realising their true potential today: women, ethnic minorities and the disabled. These are not the only groups but he claims that policies to tackle problems of gender, race and phsyical disability will hold the key to success for other communities. These groups together form a clear majority of the potential labour force in any nation.

2.4.1.1 Minority Groups

Although the benefits of "the diversity in the workplace" is an agreed upon issue in the business life, there are still many companies which do not pay the necessary attention to the minority groups. It is known that some of these companies tend to humiliate the minority groups. Many people litigate because of this problem. The companies that can sucessfully manage this kind of diversity and can remove itself from the minority group concept, create a difference between the other companies.

"Women make up the largest of these groups. Since the late 1970s the female share of employment has risen in all sectors of the labour market with the exception of operatives and labourers. In 1987, over 9 million women were employed in Britain; 5.1 million in full-time jobs and 4.4 million in part-time

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jobs. This sharply contrasts with the pattern of male employment. Among men, over 90 percent of the labour force are in full-time employment. When compared with men, women work overwhelmingly within a narrow range of industrial sectors and within specific occupational groupings. They are likely to spend far more time in involuntary unemployment. They have more enforced job changes. Women find it hard to win jobs after a break in work. Their job security is less. Average pay rates are roughly 70 percent of those for men working in the same job groups. Women now account for the majority of the labour force but only 52 percent are in full-time employment which compares with 83 percent for men" (Cannon, T., 1994:299).

Although higher educated women do better than their less educated peers, education does little to close the gap on the male colleagues. And it is obvious that some groups are especially disadvantaged, notably single parents. Some estimates put the rate of unemployment among female single parents two or three times higher than male single parents.

It can be said that the pattern has not changed significantly over the recent past. Women now spend more of their potential working lives in paid employment and the trend is towards even greater participation. But their employment profile has not changed. Women still tend to hold low-paid, unskilled or semi-skilled positions.

The proportion of women in managerial positions remained stuck at roughly 5 percent. Training opportunities are restricted. Participation of women managers in executive training is low (Cannon, 1994:299-300).

"Before an employee can advance vertically in most companies, he/she must gather experiences and credentials in key areas such as production, marketing and sales. However, because of unintentional stereotyping in male-run companies, women tend to be steered away from these critical positions and into auxiliary functions such as human resources, law public

relations and so on" (Reder, 1994:24).

Most companies do not accomodate the special needs of women. In today's living conditions, most women are working like men. They are expected to work till late hours, they are expected not to effect their job when they are pregnant or while raising a child. They are expected to arrange both their personal lives and professessional lives without affecting each other. On the other hand, they have low salary, difficulties in getting promotions and being an executive.

Today the companies should response the needs of a working women and mother. One of the most important issuues is child care. "The number of families with two working parents is up dramatically and businesses are being asked to establish care for children. Around 3.300 companies in USA have set up full or partial child-care programs in response to employee demands. America West Airlines opened a round-the clock, seven-day a week day-care center near its Phoenix factory. Similarly, the Washington, D.C based law firm of Wilmer, Cutler & Pickering expanded its offices to include a day-care center when attorneys of both sexes had child-care crises that could have upset major cases.A number of companies now offer their male employees the right to time off from work to care for a newborn" (Boone and Kurtz, 1990:41).

Women are not the only members when minority groups are discussed. In USA, The Civil Rights Act (1964) ruled that discriminatory practices are illegal. Title VII of the act prohibits discrimination in employment. To police this part of the act, the Equal Employment Opportunity Commision (EEOC) was established.This federal commission was created to increase job opportunities for women and minorities and to assist in ending job discrimination based on race, color, religion, sex, age or national origin in any personnel action. According to EEOC, minority groups are defined as: Black, Hispanic, Asian or Pacific Islander and American Indian or Alaskan Native.

"The EEOC assists an employer in setting up an affirmative action program to increase job opportunities for women, minorities and other protected categories. Such programs include analyzing the present work force and setting specific hiring and promotion goals, with target dates in areas where women, minorities and others are underutilized" (Boone and Kurtz:42).

According to Reder, business has been slow to both make amends for past injustices and recognize its pragmatic stake in fairness toward minorities. Minorities all around the world make up a rapidly increasing percentage of the overall population.

Table 1.2 The UK government's ten point plan for equal opportunity
Source: Clutterback, D. in Cannon, 1994)

1.	Develop an equal opportunities policy, embracing recruitment, promotion and training.
2.	Set an action plan including targets, so that staff have a clear idea of what can be achieved and by when.
3.	Provide training for all staff to help people including management, throughout the organization, to understand the importance of equal opportunities, with additional training for staff who recruit, select and train employees.
4.	Monitor the present position to establish the starting point and monitor progresstowards objectives to identify successes and shortfalls.
5.	Review recruitment, selection, promotion and training procedures regularly, to ensure good intentions are put into practice.
6.	Draw up clear and hustifiable job criteria and ensure they are objective and job-related.
7.	Offer pre-employment training, where appropriate, to prepare potential job applicants for selection tests and interviews and positive action training to help underrepresented groups.
8.	Consider the company's image within the community to see whether it encourages applications from underrepresented groups and fature women, ethnic minority staff and people with disabilities in recruitment literature to ensure the company is not seen as an employer that marginalises these groups.
9.	Consider flexible working, career breaks, provision of childcare facilities and so on to help women in particular meet domestic responsibilities and pursue their occupations; and the provision of special equipment and assistance to help people with disabilities.

10. Develop links with local community groups, organizations and schools to reach a wider pool of potential recruits.

2.4.1.2. Discrimination in Employment

Discrimination exists in every area in business. "In recent times the courts have defined discrimination in three major different ways. Prior to and during World War II, discrimination was defined as "prejudicial treatment"; that is, actions that were motivated by personal animosity toward the group of which the target person was a member. This definition, however, did not solve problems of economic inequality. The courts then redefined discrimination to mean "unequal treatment"; this meant application of different standards or different treatment to different groups of applicants or employees. This definition permitted the employer to impose any requirements on the job as long as they were imposed on all groups; however, by picking the right requirements it was possible to reject certain groups of people.

And finally, the courts have redefined employment discrimination also to mean "unequal impact." Today, failure to meet both equal treatment and equal impact requirements is considered discrimination" (Anderson, 1989:197).

Discriminating against older workers is an important kind of discrimination in employment. Usually employees are forced to get retired after 65. Boone and Kurtz claims that the arbitrary choice of 65 as the retirement age appears to have been based on tradition. It was first proposed by nineteenth-century German leader Otto von Bismarck. Obligatory retirement ages were criticized for years as being unfari to older workers. Critics often pointed out that Galileo, Sigmund Freud and Thomas Edison made some of their most notable contributions to society when they were past age 60 (Boone and Kurtz, 1990).

Employers do not want older employees because they cost more than a new, young employee; their salaries are always higher and they cost more for health care. On the other

hand, they bring to work such intangible assets as experience, good work habits and emotional maturity.

Without small children to care for, they can adapt easily to irregular work schedules (Reder, 1994).

2.4.1.3 Sexual Harassment

As the U.S Equal Employment Opportunity Commission explained the facts about sexual harassment, it is defined as "unwelcome sexual advances, requests for sexual favors, and other verbal or physical conduct of a sexual nature constitutes sexual harassment when submission to or rejection of this conduct explicitly or implicitly affects an individual's employment, unreasonably interferes with an individual's work performance or creates an intimidating, hostile or offensive work environment".

The commission mentions that sexual harassment can occur in a variety of circumstances for instance; both the victim and the harasser can be a woman or a men. The victim does not have to be of the opposite sex. The harasser can be the victim's supervisor, an agent of the employer, a supervisor in another area, a co-worker or a non-employee. The victim does not have to be the person harassed but could be anyone affected by the offensive conduct. Unlawful sexual harassment may occur without economic injury to or discharge of the victim. And the harasser's conduct must be unwelcome.

It is obvious that most women come across sexual harassment during their business lives. Especially in recent years, with the guidance of the law, people are fighting against sexual harassment.

2.4.2 Concern for Customers

The concern for customers first of all requires the need of customers for detailed information on product or service quality, quantity and price. Lack of information about the products is the major problem faced by the customer. Usually additional information about the products are necessary for the customers. And safety is the second important issue that should be carried out for the customers.

The companies should treat all customers with dignity, irrespective of either they purchase the companies' products and services directly from them or acquire them in the market.

According to Cavanagh, the companies should provide their customers the highest quality of products and services, they should treat the customers fairly in all aspects of their business transactions including a high level of service and prevent their dissatisfaction. In other words, "companies need to improve their planning and design capabilities to reduce the volume of consumer complaints"(Bradshaw, T. and Vogel, D.,1981:191). Every effort done by the companies should ensure the health and safety of the customers, as well as the quality of their environment and this will be sustained by the companies' products and services. Respect for human dignity in the products offered and in marketing and advertising should be quaranteed. And the companies should respect the integrity of the culture of their customers as another responsibility for customers. (Cavanagh Gerald F., 1998: 298)

2.4.3 Corporate Social Responsibility and Environment

All around the world, environment is protected by the governmental regulations. There are some certain conditions which a company should obey while producing its goods. These conditions are periodically controlled by the concerned governmental corporations. But obtaining these conditions is not enough for a company to be socially responsible.

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In order to examine the social responsibility practices concerning environment, the environmental problems will be studied. Although, the terms ecology, pollution and recycling are frequently used to explain environmental issues, they are seldom precisely defined. Boone and Kurtz defines ecology as "the relationship between people and their environment". The dictionary, Webster defines it as "a branch of science concerned with the interrelationship of organisms and their environments especially manifested by natural cycles and rhtymes, community development and structure, interaction between different kinds of organisms, geographic distributions and population alterations".

"Today, when we talk about environmental problems, air and water pollution, modification of the climate, solid wastes, noise, radiation and thermal pollution, pesticides, population, land use, diminishing minerals and energy are in the forefront of today's discussions" (Kolasa, 1972:33).

Pollution, especially water and air pollution is one of the major environmental problems all over the world. Robinson claims that "the scientists agree that the world has finite assimilative capacity. Pollution will cause deforestation and desertification, loss of species, increased incidence of cancer and other destructive consequences. The challenge is for business and government to find ways of managing growth for sustainable development, without stressing the Earth's resources to a point from which they cannot recover" (Robinson, N. in Cannon, T., 1994:208).

Air pollution can be defined as, the change in the air or the harmful increase in the amount of pollutants such as dust, gas, smoke, odour, water vapour.

The most important issue related with air pollution is the growing hole in the ozone layer. Ozone gases are protecting the world by filtering the harmful ultraviole rays in the stratosphere. The researches indicate that as the ozone layer gets 1% thinner, ultraviole rays will increase 2%. And this means, it will increase the rate of skin cancers about 4%.

Carbon dioksit and Clorophlorocarbon gases which are used in products such as deodorants, air conditions and plastic foams are harming the ozone layer.

Another important type of pollution is water pollution. It is defined as the harmful change in water's physical, chemical and biological conditions.

Water sources in the world is limited and as the countries become more industrialized, these sources are being polluted by the industrial wastes. Water pollution causes a decrease in the kinds of plants, animals and any other living creatures. It also causes serious infectious illnesses.

Noise pollution is another ecological problem being faced by people. The blaring of horns, the shouts of pedestrians, the noise of restorations are some kinds of noises people face every day. Although noise is irritating people, there is a limit that some people can stand. Beyond that limit, physical and mental discomfortness start.

Pollution is not an important issue for some countries, it is concerning mankind. It is urgently necessary to control and prevent all kinds of pollution by the international agreements and applications.

According to Cannon, population growth is the most important global environmental issue. The world's population is expected to virtually double in the next 50 years with growth in the poorest parts of the world increasing even faster. Population growth should be under control, in order to keep the world's main sources. There are some suggestions that firms should become actively involved in birth control programmes. It is more likely that industry will participate in schemes to reduce the impact of population growth on certain types of ecosystem especially rain forests and fragile areas like arid semi-desert areas.

At the same time there is evidence that part of the cause of population is poverty which

can only be tackled through a combination of economic development, industrial success and distribution of the benefits which follow on a more equitable basis (Harrison in Cannon, 1994:214).

In the light of these informations, industries like chemicals, oil and defence are at the center of the debate on environmental protection. The public sees them as providing clearly identifiable threats through their factories, processes and products.

Fig. 10.6 The changing pattern of world population

Figure 1.2 The changing pattern of world population
Source: Cannon, Tom. 1994:214

"Firms in these industries wishing to overcome their problems manage a portfolio of strategies based on the four Ps; Pre-emption, Participation, Product development and Positioning. Pre-emption means introducing changes in practices which pose a threat to the environment before they are required by law" (Cannon, 1994:227).

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It is obvious that the companies which respect to the environment and the issues stated above without any legal sanction, are separated from the others and gain reputation.

2.4.4 Responsibilities to the Public

The responsibilities to the public are stated by Cavanagh, as to respect human rights and democratic institutions and promote them wherever practicable. He claims that the companies should recognize government's legitimate obligation to the society at large and support public policies and practices that promote human development. Companies and the forces in the community which are dedicated to raising standards of health, education, workplace safety and economic well-being should collaborate. They should stimulate sustainable development and play a leading role in preserving and enhancing the physical environment and conserving the earth's sources. Another responsibility of companies is to support peace, security, diversity and social integration and respect the integrity of local cultures. And the companies should be a good corporate citizen through charitable donations, educational and cultural contributions and employee participation in public and civic affairs (Cavanagh Gerald F., 1998: 298). It can be stated that these standards of corporate behavior are determined by the community.

3. STUDY 1: QUALITATIVE ANALYSIS OF CSR PRACTICES IN TURKEY

In this part of the study, the corporate social responsibility practices in Turkey are examined through the indepth interviews conducted with the directors of the Turkey's four most known PR agencies. The main aim is to find out which practices are most common to Turkish corporations and which are neglected. The identities and the name of the agencies are not given according to the privacy rule of the research.

3.1. Interviews

3.1.1. Interviewee One

Interviewee one was the account director in the agency. According to him, every change in the responsibilities of a PR agency or specialist was a result of a new need in the society. This was also his approach to corporate social responsibility. He underlined that CSR concept was a result of corporations' need of differentiating themselves from the others. These corporations do not always have to be profit oriented ones, NGOs also apply to the agencies for CSR projects. He stated that there were too many areas of CSR but some of them were not preferred by the clients. He gave efforts for civil and employee rights as examples of neglected areas as Turkey is a developing country. He also mentioned that when the only aim for engaging in a CSR project is to be differentiated, the project is expected to be short term. The duration concerns of institutional companies are said to be much less. Another important point that came out of the interview was the fact that many companies did not have any idea on what to do to be perceived as a socially and environmentally responsible company. Thus, they need advises that are mostly met with their PR agency.

He claimed that the key determinant of the projects were generally the budget and next the objectives of the campaign. He also underlined the importance of research in the planning

of CSR projects while stressing the added value of preparing a programme which will satisfy the specific need or problem of the society.

3.1.2. Interviewee Two

The interviewee two was both the director and the partner of the agency. He said that he saw the corporate responsibility from two dimensions. According to him, "The first dimension requires the corporations to carry out the necessary policies in the society they live in. This includes the transparency in their business policies, the appropriateness of the products to the moral values and to the laws. The second dimension is concerning the communication platform of the corporation. The corporations should return socially responsible projects to the society they obtain benefits from".

The interviewee claimed that the corporate social responsibility project should not be in a direct relation with corporation's products or services sales. This kind of activities can be named as the social promotion. There is a very thin line between the CSR projects and the social promotions. According to the interviewee, the multinational companies can easily separate these two processes. He also stated that the corporations that want to finance CSR projects, have a business target. And if the communication activities of these projects are realized, then it can be said that the corporation aims to reach to its perceptional target through its target audience.

From the interviewee's point of view, the sponsorship should be perceived as one of the CSR methods. But not in all situations sponsorship is used as a CSR method.

Their clients who are mostly multinationals, already have their programmed global CSR projects. These projects are adapted to Turkey by the agency. Both the corporations are demanding and sometimes the agency is guiding the corporations to realize CSR projects.

The interviewee pointed out the importance of the budget so that the corporations

sometimes choose to take part in unsuitable CSR projects because of this reason. As a result of this, CSR projects may be deformed and become something different than CSR.

According to the interviewee, environmental issues are the most important areas of CSR. After this comes the health and the issues concerning children. The interviewee told that the clients are not able to choose their area of CSR projects consciously. Therefore, the agency is guiding them to choose the area. He also stated that corporations prefer to be in collaboration with the NGO's because of the economic reasons and to increase the value of communication.

Altough it is obvious that a successful CSR project should be realized in long term, the interviewees indicated that duration of these projects is usually short term, related with the budget of the project.

3.1.3. Interviewee Three

The interviewee in the agency was the director of projects. The interviewee stated that "corporate social responsibility" and "sponsorship" concepts are used interchangeably in Turkey.

According to the interviewee, the CSR projects should require contiuity, creativity and consistency and the chosen areas of CSR projects should be the suitable areas for the business and communications target of the corporation. The projects applied, should answer the society's needs. To initiate a CSR project, in some situations the corporations are demanding, or in other times the agency is guiding. The interviwee indicated that education and health are the most important CSR areas in Turkey. And about the duration of CSR projects, they are guiding the client to make long term projects.

3.1.4. Interviewee Four

Interviewee four was the general manager of the agency. She explained the corporate social responsibility concept in three steps. First of all, the corporations should be good corporate citizens; they should pay their taxes regularly, fulfil the needs of their employees and they should not damage the environment they live in. After realizing these conditions, corporations should share their earnings with the society they exist in. And she claimed that it is important to separate CSR from sponsorship, which are usually mixed in Turkey.

The interviewee stated that the multinational corporations are continuing their global CSR projects by adapting them into Turkey's conditions. The other corporations are expecting the guidance of the agency in order to decide on their CSR project area. The agency is making perception research in order to determine the expectations of the corporations' shareholders and customers about the CSR area. She emphasized that the CSR area should be appropriate with the corporations' values and vision and it should be an actual need of the society.

As she mentioned, the most preferred areas in CSR projects are education and health. And the last preffered one in Turkey is the environmental issues. In order to see the effects in short term, the cultural and artistic issues are supported by the sponsorships.

She, finally stated that their clients are now conscious that a CSR project should be long term and sustainable.

3.2. Visible CSR Projects in Turkey

3.2.1. Eczacıbaşı Holding (http://www.eczacibasi.com.tr)

Istanbul International Music, Film, Jazz, Theatre and Visual Art Festivals

The Eczacıbaşı Group is a staunch supporter of the Istanbul International Festivals, both through its sponsorship of the Istanbul Foundation for Culture and the Arts, founded in 1973 on the initiative of Dr. Nejat F. Eczacıbaşı, and its direct patronage of selected festivals. In particular, the Eczacıbaşı Group's unwavering support of the Istanbul International Music Festival and Visual Arts Biennial has contributed greatly to their growing international prestige. Through the Dr. Nejat F. Eczacıbaşı Foundation, the Eczacıbaşı Group also gives the awards for the Best Turkish Film and Director Competition of the Istanbul International Film Festival.

Eczacıbaşı Virtual Museum

The Eczacıbaşı Group has long been committed to raising public awareness and appreciation of Turkish modern art. To this end, it has developed one of the largest permanent collections of abstract and figurative work by Turkish painters, which it has sought to exhibit in a variety of forums.

In 1999, in an effort to increase public access to this collection and other paintings, the Group established a virtual museum of Turkish visual art.
In line with contemporary museum norms, the Eczacıbaşı Virtual Museum contains both permanent and temporary collections supplemented by curatorial text.

Eczacıbaşı Sports Club

Established in 1966, the Eczacıbaşı Sports Club single-handedly trained many of

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Turkey's best athletes in the fields of basketball, volleyball, gymnastics and table tennis before focusing its resources exclusively on women's volleyball in the early 1990s. During this period, the Club won six National Championships in table tennis, eight National Championships in men's basketball and 13 National Championships in men's volleyball.

Since 1968, the women's volleyball team has won 24 National Championships, five National Cups and played in seven European Cup Finals, winning the Championship Cup in 1999. The team is also cited in the Guinness Book of World Records for winning the National Championship 17 consecutive years in a row between the 1972-1973 and 1989-1990 seasons.

In addition to its A-team, the Club has three teams for younger girls. To date, these teams have won 25 national championships and 36 Istanbul championships. Many of the girls trained by the Club have later joined the National Volleyball Team.

İpek Kağıt Personal Hygiene Project

İpek Kağıt has long been at the forefront of public awareness campaigns on healthy personal hygiene practices. In 2002, it began cooperating with the national educational system to provide primary school students basic information on personal hygiene. To date, it has organized personal hygiene classes for 1,300,000 students at 1,133 elementary schools in Istanbul, Ankara and Izmir.

Dr. Nejat F. Eczacıbaşı Foundation Music Scholarships

These scholarships enable outstanding young Turkish musicians to pursue graduate musical studies abroad. To date, the Foundation has provided financial support to 76 musicians studying a wide range of instruments as well as orchestration, direction and composition.

Babycare Classes for Low-Income Mothers

In cooperation with the Rotary Club and the Social Assistance and Solidarity Foundation, Eczacıbaşı-Corridor Health Services teaches low-income mothers registered with the national healthcare system how to care for their newborn and carries out preliminary health checks of mothers and babies.

3.2.2. Koç Holding (http://www.koc.com.tr/User/Default.aspx)

Nursing Fund

Established in 1974, the nursing fund is governed by the Nursing Committee, which is chaired by Semahat Arsel. Its objective is to identify the problems the nursing profession faces in Turkey and to generate feasible long-term solutions to these problems.
The Fund has sponsored the design and publication of books pertaining to nursing;
Scholarships have been awarded to more than 2000 nursing students;
Numerous scientific conferences and meetings have been organized;
Support has been given to efforts to improve relevant legislation.

As a result of a series of legal amendments made in 1999 to meet EU requirements, a four-year bachelor's degree in nursing has become mandatory in Turkey.
With these changes in the legislation, a very big step was taken towards raising the standards of the nursing profession throughout the country.

The Fund's activities continue to develop in step with these important changes.

Suna-İnan Kıraç Research Center for Mediterranean Civilizations (AKMED)

Antalya and its environs is unquestionably one of the most important centers of the Mediterranean region, which has been the cradle of countless civilizations throughout the

centuries. The research center's objective is to investigate, document and protect the historical, archeological, ethnographical and cultural heritage of Antalya and its vicinity. The Center has supported scientific study and research projects investigating the relations between the lands surrounding the Mediterrenean region and the civilizations that ruled over Pamphylia, Lycia, Psidia and Lydia. The center has also contributed to the restoration of cultural artifacts.Its publications are The Ceramics of Çanakkale, The Souvenir from Kütahya, Photographs of Smyrna in the 19th Century, The Splendor of Ottoman Ceramics, ADALYA (periodical).

Vehbi Koç and Ankara Research Center

The Vehbi Koç and Ankara Research Center opened its doors in 1994 to the worlds of science, culture and art. The Center's objectives are collecting printed and visual documents on Vehbi Koç, the founder of the Center, and conducting scientific study and investigation of the archeological, historical, ethnographic and cultural heritage of Ankara and its environs.

The Center has two archieves and a library which houses a rich collection of books, articles and periodicals about Ankara. Both the archives and the library are open to anyone conducting research on relevant topics. VEKAM operates in Ankara in an old country house in a vineyard where Vehbi Koç and his family lived for many years.

Vehbi Koç bought this typical late 19th century house from Marshal Feyzi Çakmak in 1923. VEKAM, aiming to revive and to acquaint future generations with the 2000- year-old country house tradition, had the house restored and the layout of the surrounding vineyard modified in 1991-1993 before opening its doors to the people of Ankara.

3.2.3 Siemens (http://www.siemens.com/index.jsp)

Support Provided by Siemens for Earthquake Victims in Turkey in 1999

The earthquake that shook the Turkish city of Izmit and neighbouring areas on August 17th, 1999, took the lives of an estimated 20,000 people. Hundreds of thousands were left

homeless. No one will forget the television pictures of homes destroyed, the desperate search for survivors, and people in tears, lamenting the loss of their loved ones. Such scenes caused great shock and sorrow all around the world. Among the many organisations that reacted swiftly were many companies. Siemens, for example, helped with donations of money and materials worth approximately EUR1 million. As well as supplying their expertise, many Siemens employees also made generous voluntary donations to the project. Only hours after the earthquake, employees at the Siemens regional subsidiary sent buses to the disaster area from Istanbul with food, drinking water, medicine, blood donations, and clothing. Every day, around 40 Siemens employees were in the area helping to rescue people who had been buried under the rubble, distribute supplies, and interpret for foreign aid and rescue workers.

Using 50 emergency tents, Siemens engineers built an encampment for 300 people with sanitation facilities, lighting equipment, and an emergency power-generating unit that ran on diesel fuel. This was supplemented with washing areas, a drinking water system, a playground, a large canteen in two prefabricated houses, and telephone booths that could be used free of charge. Two days later, additional aid from Siemens arrived: four mobile X-ray machines, two ultrasound systems, a patient-monitoring unit, and an X-ray area. Our experts installed the equipment as quickly as possible and instructed the medical personnel in its use.

Siemens Art Awards

The annual Siemens Art Award is an expression of Siemens' attitude towards arts and culture. The objective of organising an art contest is to encourage talented young artists, and to develop and nurture interest in the arts in Turkish society.
The Siemens Art Award was first organised in 1993 and became an annual fixture as a result of the great interest shown by young people. Awards have been given in a number of disciplines including painting & drawing, photography, sculpture, film and opera.
For the last three years the Siemens Art Award has been given in opera. The award is fast becoming a traditional event in Turkey's opera calendar.
The Siemens Art Award Opera Contest is open to all young talented opera singers, between

the ages of 18-30, of Turkish nationality. The winners are awarded a university scholarship in their subject in Europe or USA.

4. CASE STUDY : TURKCELL

"Contemporary Girls of Contemporary Turkey" is a corporate social responsibility project, performed by Turkcell Communication Services A.Ş. that won International Public Relations Association Golden World Award for Excellence in Public Relations in 2001 competition. The project was competing in the second category which was the public service.

This last part of the thesis will be the case study of this project and will be analyzed through the ROPE model of public relations which was formulated by Jerry A. Hendrix.

4.1 ROPE Model of Public Relations

The ROPE model is a process model created by Jerry A. Hendrix from the American University. This model involves the research, the setting of objectives, programming and evaluation phases. The elements of this process form the acronym ROPE. Hendrix (1988) states that "the ROPE model focuses special attention on the significance of objectives and their arrangement in a new hierarchical order of output and impact functions. Another feauture of this process model,... is special emphasis on the role of interpersonal communication, including speeches, speakers bureaus, small group and one-on-one formats, and non-verbal aspects of communication".

As it was mentioned before, the ROPE model has four phases: research, objectives, programming, evaluation that may all be modified according to the demands of the situation and different audiences or publics.

4.1.1 Research

This part is formed of 1) the investigation of the client for whom the program is being prepared; 2) the investigation of the opportunity or the problem (for what reason the program

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is being prepared) and 3) all audiences to be targeted for communication in the PR program.

1) The client research is conducted to learn about the client and is an essential starting point. It includes the background information about the client; the financial status, reputation, past and present public relations strengths, weaknesses and opportunities. Also, issues such as the precise mission of the organization, its goals, priorities, problems and how this proposed public relations program might help accomplish these overall objectives are learned during the client research.

2) In the opportunity or the problem research, the aim is to find out the reason to conduct a particular PR program at a time. If there is a problem to respond, than there is a need for a reactive program. If there is a opportunity to utilize, than the program

3) The third aspect of research in public relations process involves investigating the target audiences, or publics. This includes identifying the particular groups that should be targeted, determining appropriate research data that will be useful in communicating with these publics and compiling or processing the data using appropriate research procedures.
All organizations should have long-range and sometimes short-term, "relations", or communications with certain standard publics.
All organizations have unique groups of constituent audiences or special publics. Nonprofit organizations are concerned with donors as a special public.

4.1.2 Objectives

The most important element in the ROPE model is objectives. There are two types of objectives that are used in public relations programs: impact objectives and output objectives.

Output objectives are the distribution or execution of program materials. In other words, they represent the work to be produced. Output objectives set definite, specific and attainable goals which can be measured quantitatively. The disadvantages of output objectives

are, they are unrelated to the actual impact the program may have on its intended audiences.

Impact objectives have three different kinds: informational, attitudinal and behavioral. They represent specific intended effects of public relations programs on their audiences.

Informational objectives include message exposure to, message comprehension by, or message retention by the target public. Such objectives are appropriate when the practitioner wishes to publicize an action or event; seeks to communicate instructions, operating procedures or other forms of information; or wants to educate an audience about a noncontroversial subject.

These objectives aim at modifying the way an audience feels about the client or organization and its works, products or services. Attitude modification may consist of forming new attitudes where none exist, reinforcing existing attitudes or changing existing attitudes.

The third type of impact objectives is behavioral objectives. Behavioral objectives involve the modification of behaviors toward the client or organization. They may consist of the creation or stimulation of new behavior, the enhancement or intensification of existing favorable behavior or the reversal of negative behavior on the part on an audience toward the practitioner's client or organization.

In the public relations process, objectives precede and govern programming decisions.

4.1.3 Programming

Programming in a public relations process includes four elements: statement of a theme and messages to be communicated to the audiences, action or special event(s) sponsored by the client and the use of the media, either controlled or uncontrolled.

Themes and messages should encompass the program's entire scope and must be carefully planned in conjunction with the action or special event central to the program. The themes should be catchy and memorable.

The best themes are in the form of short slogans consisting of no more than five words. Not all programs require themes or slogans, but a brief, creative theme can become the most memorable part of the entire PR effort.

An action or a special event sponsored by the client should be considered along with the program's theme and message. These events can make public relations programs more newsworthy, interesting and effective. And it will be most effective if the event involves large number of people and includes the presence of at least one celebrity. The third element of public relations programming is uncontrolled and controlled media. The uncontrolled media involves the communication of news about the client or organization to the mass media and to specialized media. In other words, the decision-making editors of these outlets become the target audiences for uncontrolled media. The standard formats used to communicate client news to the media include news releases, fature stories, captioned photographs and news conferences. Because the practitioner looses control of these materials at the media outlet itself, they are called uncontrolled media.

The last element of public relations programming is effective communication. This includes the factors of source, message, channel, receivers and feedback.

4.1.4 Evaluation

Evaluation of the public relations program according to its stated objectives is the final element of the public relations process. Each objective can be measured by different methods.

The measurement of informational objectives includes three dimensions: message exposure, message comprehension and message retention. Message exposure is most

commonly determined by by publicity placement through national or local clipping and media monitoring services. It can also be measured through the circulation figures and audience-size data readily available for publications and broadcast media. It is measured by computerized tracking systems, which have been developed by some public relations firms for evaluating effectiveness in delivering messages to audiences.

Message comprehension is most frequently determined by the application of readability formulas to the messages used in PR programs. The third element message retention is usually tested by asking appropriate questions designed to check target audiences' knowledge of the client's message.

Attitudinal objectives can be measured by survey research instruments such as Likert Scales and the Semantic Differential. And behavioral objectives can be measured in two ways. In the first one, target audiences can be asked what their behaviors have been since exposure to the PR program. Assessment of audience behaviors requires testing before and after program exposure. A second way of assessing audience behavior is simply observing the target audiences.

The effectiveness of output objectives involve the distribution of uncontrolled and controlled media. This can be evaluated by keeping records of the number of news releases sent to publications and broadcast stations, the number of contacts made with journalists, the number of speeches given to targeted audiences, the number of publications distributed to each public and the number of meetings held with key audiences.

4.2 "Contemporary Girls of Contemporary Turkey"

Client Research

According to Turkcell company data and a report published in Global Mobile

Magazine's November 2003 issue, Turkcell is Europe's sixth biggest GSM operator in terms of subscribers.

The company was founded in February 1994, and introduced mobile communication in Turkey with its GSM services. Having signed a 25-year GSM license contract with the Turkish Ministry of Transportation on April 27, 1998, Turkcell has made continuous improvements to the range and quality of the voice and data communication services it offers; and hence, increased its number of subscribers. Having invested approximately $3.9 billion since its inception (as of December 31, 2003), Turkcell provides services to 20.9 million subscribers.

Turkcell is the first Turkish company to be listed on the New York Stock Exchange (NYSE) where its shares have been traded since July 11, 2000 along with trading on the Istanbul Stock Exchange (IMKB).

As far as direct and indirect ownership is concerned, Turkcell's shareholder structure is as follows: 42.35% is held by the Cukurova Group, 37.09% by Sonera Holding, 6.32% by M.V. Group, the free float is 13.96%, and 0.28% is held by other holders (http://www.turkcell.com.tr/index/ 0,1027,1609,00.html).

With over 2,500 employees and over 10.1 million subscribers, as od December 2001, Turkcell has adopted two principles to introduce qualified human resources in the mobile communications industry: continuity of education and concentration on human value and service. Turkcell believes that Turkey needs "qualified human resources" to beat the global competition in the contemporary "knowledge society". It considers education an important infrastructure investment and is aware of the fact that Turkey is only able to meet its targets in the global world with a well-educated population. Turkcell cooperated with **CYDD** to underline the educational problem in Turkey. CYDD's hands-on experience on women's issues, particularly education and Turkcell's managerial and organizational know-how and financial resources resulted in the "Contemporary Girls of Contemporary Turkey" project.

Problem/Opportunity Research

Turkcell worked with Çağdaş Yaşamı Destekleme Derneği (CYDD- The Association in Support of Contemporary Living) to scrutinize the educational problem in Turkey. According to the findings of a previous research, it was found out that in 1988, 16,7% of women aged 15-49 had received no education. Approximately 4.5 million women live in the eastern region of Turkey, a relatively undeveloped area, where the literacy rate was 50% in the 1990's. According to Turkish Ministry of Education figures in 2000, 99.4% of boys started primary school, compared to only 89.8% of girls. UNICEF figures indicate that the enrollment rate to the secondary school decreases from 86% to 48% thoughout Turkey. Girls, who cannot continue their education due to the lack of financial resources, are forced to marry at a very early age and end up being "teenage moms". This also causes a rapid rise in birth rates due to the lack of birth control. This is a never-ending vicious circle.

Audience Research

The project covers 5,000 girls with a desire to study who live in the 32 main rural areas of Turkey, which have been given development priority. It focuses on the eastern cities and the Black Sea region of Turkey.: Adıyaman, Ağrı, Ardahan, Balıkesir, Bayburt, Batman, Bingöl, Bilecik, Bitlis, Denizli, Diyarbakır, Elazığ, Erzincan, Erzurum, Gümüşhane, Hakkari, Iğdır, Karaman, Kars, Kastamonu, Malatya, Mardin, Muş, Niğde, Siirt, Sinop, Sivas, Şanlıurfa, Şırnak, Trabzon, Tunceli and Van. The target audience included:

- The girls
- The girls' families
- The local community in regions covered
- The government authorities in selected regions
- Opinion leaders
- Media

Objectives

The initial objective was to provide equal opportunities for girls and boys and enable girls to continue their education without being a burden on their families. It was aimed at providing occupational know-how to all girls participating in the project. Another important project goal was to educate girls and their mothers on basic health issues. The girls selected to receive a scholarship were also required to participate in the "public health courses" and their mothers were obliged to sign up for birth control.

Programming and Implementation

Messages were:
- Turkcell's priority is to invest in people
- Turkcell beleives that social development can only be achieved with mass movement, covering the whole of Turkey
- Having a philanthropic corporate culture, Turkcell supports projects that add to society
- Global competition requires qualified human resources
- Education is the most powerful tool in fighting the country's problems.

Communication channels were:

Internal announcements via:
- Intranet
- In-house publications
- E-mail

External announcements via:
- Mass media (national and local)

- One-to-one communications with participating girls and their families
- Promotional materials such as greeting cards, 2001 agenda, calendars
- A one-minute film broadcast in movie theaters

Vehicles to carry the messages to the media were:

- Press conference to launch the project
- Distribution of specially designed press kits to leading columnists
- Regular press releases to provide updated news
- Special features with Turkcell and CYDD executives
- Invitations to local and national press to the scholarship distribution ceremonies
- Press trips to the three cities participating in the project
- Distribution of the 2001 agenda and calendar to selected press members

A comprehensive media relations plan was designed, including regular press briefings and press trips to create public awareness of the project, its aim and the girls' problems.

In order to reach the target, following actions were executed:

- The girls: A three year scholarship, school materials, special education programs on public health.
- The girls' families: Birth control for mothers
- The local community in regions covered: Local scholarship distribution ceremonies
- The government authorities in selected regions: Local scholarship distribution ceremonies
- Opinion leaders: Distribution of greeting cards, calendars and agendas designed with the project theme.
- Media: Special tactics such as press conferences, press releases, press trips.

Implementation

The selection of girls was the most dificult part of the project. To achieve effective results and measure success, the number of participating girls was limited to 5,000. Additional applications had to be denied for the initial three year period of the project. Refusing them was a real challenge for the company.

The administration of the project was a major operation. As CYDD is an NGO with limited staff, Turkcell supported the operation and secured the completion of administrative arrangements.

The initial step was to receive an official document from all participating girls, stating that their mothers had started a birth control programme. This was put into action to achive one of the project's main objectives to increase the use of birth control. Secondly, in order to know the participating girls better, they were asked to submit a written piece introducing themselves and their local environment. On receipt of these materials, scholarships were granted to 5,000 girls.

The project was also used as an internal communications tool at Turkcell. An announcement was made to Turkcell employees, and those who wanted to work in the project volunteerly, were asked to register their names with the Corporate Communications Department. A total of 100 people, from various departments such as IT, Human Resources, Network Planning, Marketing, Sales, Corporate Communications and Finance supported the project by participating in the local scholarship distribution ceremonies. Turkcell dealers also supported the project, assisting with the organization. Turkcell's volunteer project team members spared time from their working hours and participated in 25 city visits.

The project team, including volunteers, visited all cities, personally presented scholarships to girls at special ceremonies. The girls expressed the desire for education, which proved that Turkcell's move to take part in the project was right. Since August 28, Turkcell

has received 21 letters from the girls participating in the project, expressing their gratitude and happiness with the project. Each letter was responded to by Turkcell. The volunteers especially admired such a close relationship with the girls, Turkcell and CYDD, based on unconditional love, trust and friendship.

The following stage of the project for the girls was to summarize a book provided by Turkcell. The objective was to encourage the girls to read. After the first year at high school, the girls would attend "public health and birth control" courses.

Evaluation

Measurable success criteria were graduation from secondary school and continuation of further education, improvement in their families' lifestyle through health knowledge, increase in birth control and increase in support for need girls from other organizations. The results were as follows:

- Increased public support by offering additional scholarships
- Increased demand from the girls
- Media coverage: During initial stage of this project, it received 95 press clippings in newspapers and magazines (see Appendix A); 22 broadcast features on several national and local TV channels.
- Continuous contributions came from Turkcell employees and dealers who are located in the selected cities.
- 21 personal "Thank you" letters from participating girls addresses to Turkcell.
- 5,000 girls and 5,000 families, approximately 25,000 people are reached directly, millions of others who live in the selected regions directly.

5. CONCLUSION

The contribution of this study to the literature has been presenting (1) the diagnosis of corporate social responsibility concept and its relationship with public relations; (2) the determination of the most and less prefered CSR areas in Turkey and (3) the musts of a CSR project in order to succeed, as a compilation.

In today's world the public expects corporations to act as leaders in bringing solutions to social problems and improve the quality of their lives, and they eliminate the ones which do not meet their expectations, not only by means of products or services but also by means of the benefits they bring to the society. For more than 20 years, corporations are trying to adapt themselves to this new expanded social role and getting more interested in the ethics of the business and public affairs gradually. In the future, as the corporations get more and more involved in the solution of problems occur in the society they exist in, the role of the government, companys and the individuals may change dramatically.

However, today although the importance of the corporate social responsibility is mostly understood, it is obvious that many corporations are acting in the way that suits their interest and prefer CSR projects that do not add real value to the society. Many of them just try to appear as socially responsible companies instead of being a real socially responsible corporate citizen. For instance, cigarette companies are establishing hospitals to cure lung diseases and offer free medical examinations instead of educating the society about the harm smoking causes in the human body. This is the same in Turkey; for instance Vichy, cosmetics company, prepared a "CSR project", which aimed at educating the Anatolian people about skin care. They state that their main aim is first to educate the people and then offer the company's services... (Gözütok, 2004). Although 300 person were medically inspected for free in the "scin care truck", the necessity of "the fulfillment of a need" custom has been omitted. This should be included in the social marketing category instead of CSR.

Another fact, that came out as a finding is that corporations are confused about the corporate social responsibility concept and the sponsorship. Many of them still suppose that

social promotions are increasing their credibility as as much as CSR projects. However, the publics that are getting more and more conscious, are easily separating the sincere corporate giving from profit-oriented marketing activities. The corporations must understand that it is inevitable to adopt corporate social responsibility as a main and unchangeable company policy.

As a developing country, Turkey has lots of empty spaces to be filled with the efforts of the corporations. Among these, the most encountered CSR projects are the ones concerning education, then comes health and environmental issues, next are the ones concerning art and culture and lastly, human rights and the employee affairs.

Finally, it is important to note that corporate social responsibility projects are not haphazard activities used to hoodwink the public. CSR campaigns require research, strategic thinking and decision-making. In both the literature review part, and the primary research parts of this study that included the interviews and the web site analysis, it is found out that there is an important order to be followed in a serious responsibity project. Although many models of CSR have emerged and are continuing to emerge, there is a five-step process that is followed by most PR agencies or specialists. This is a simple, easy-to- follow, but a necessary process which can give us insight about how a master plan should look like. According to this widely used process, the starting point should be research in which the current and future needs of the society should be the main concern. The next step has to be the in depth analysis of this need followed by strategic planning. Thirdly, a policy is needed to be developed to respond the issue. Fourth comes the implemention of the programme and last step is the evaluation of the programme by means of effectiveness.

As an explaratory study to understand the CSR concept and the current situation in Turkey concerning corporate responsibilities, this study may be a starting point for further research.

APPENDIX A1

5 bin öğrenciye karşılıksız burs

ÇYDD (Çağdaş Yaşamı Destekleme Derneği) Turkcell'in katkılarıyla 27 ilde maddi yetersizlikler ve gelenekler nedeniyle okutulmayan 5 bin kız öğrenciye burs vererek, eğitimlerini sürdürmelerini sağlayacak. Dernek Başkanı Prof. Dr. Türkan Saylan, "Ortaöğretim yaşamları boyunca destekleyeceğimiz bu öğrenciler, yükseköğrenimlerine devam ederlerse aynı desteği sürdüreceğiz" dedi. İçişleri, Milli Eğitim ve Sağlık Bakanlığı'nın da destek verecekleri projede, kırsal kesimden 5 bin kız öğrenciye verilecek karşılıksız burs, önümüzdeki yıllarda da devam edecek. Prof. Dr. Saylan, öğrencilerin ilçelerden ve illerden seçildiğini, gelecek yıl da talebe göre seçim yapılacağını açıkladı.

İSTANBUL

APPENDIX A2

Prof. Saylan ve Bakan Gemici bursu tanıttı.

Çağdaş Türkiye'nin çağdaş kızlarına burs

ÇAĞDAŞ Yaşamı Destekleme Derneği (ÇYDD) Turkcell'in işbirliği ile 27 ilde 5 bin kız öğrenciye burs verecek. 'Çağdaş Türkiye'nin Çağdaş Kızları' adlı projeye katılacak kızlar, hem kendilerini geliştirecek eğitimi alacaklar, hem yaşadıkları çevreyi geliştirici faaliyetlerde bulunacaklar. Turkcell Plaza'da dün düzenlenen basın toplantısında konuşan ÇYDD Başkanı Prof. Türkan Saylan, projeye cüzzam hastalarının kızlarının okuta-

rak başladıklarını, daha sonra geliştirdiklerini söyledi. Projenin 500 milyar liraya malolacağını belirten Prof. Saylan, okutulacak kız öğrencilerin halka eğitimekle görevli birer rehber olacaklarını ifade etti.

Turkcell Genel Müdürü Cüneyt Türktan da "Bu projeye büyük şevkle, heyecanla başladık. Kızlarımızın meslek sahibi, eğitimli bireyler haline gelmeleri, ülkemizin daha da ileriye gitmesi için önemli bir güç oluşturacaktır" diye ko-

nuştu. Basın toplantısına katılan Devlet Bakanı Hasan Gemici ise Leyla Allaq olayına değindi. Gemici, "Çocuklar için solukta birçok tehlike olduğunu biliyorduk. Ancak, onların soğuk dolaba kapatılacağı aklımıza gelmedi. Bu, ailelere örnek olsun. Çocukları için her tür tehlike var. Çocuklardan kimse alışveriş çıksınlar. Bu çocuklardan kimse alışveriş yapmasın" dedi.
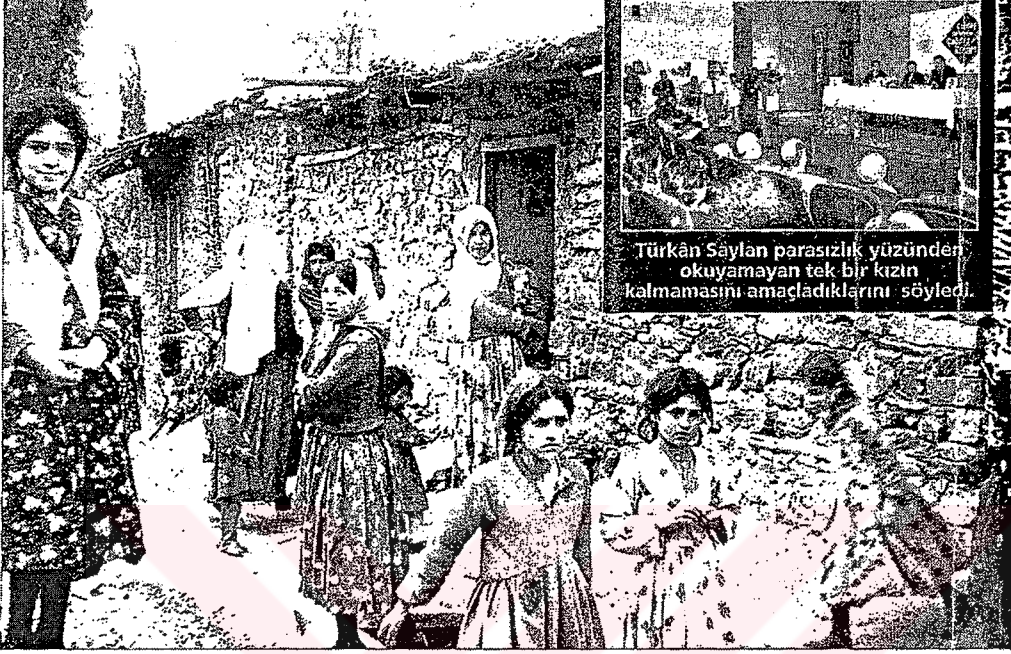
■ Nuran ÇAKMAKÇI/ İSTANBUL

Yayın Adı: Hürriyet Gazetesi
Tarih: 29.08.2000

Türkân Saylan parasızlık yüzünden okuyamayan tek bir kızın kalmamasını amaçladıklarını söyledi.

Kızını okutana yardım

Kırsal kesimde yaşayan 5 bin kız öğrenciye eğitim projesi çerçevesinde burs verilecek

DEMET EYİ

Çağdaş Yaşamı Destekleme Derneği (ÇYDD) ile Turkcell tarafından ortaklaşa hazırlanan "Çağdaş Türkiye'nin Çağdaş Kızları" adlı eğitim projesi çerçevesinde kırsal kesimde yaşayan 5 bin kız öğrenciye burs verilecek.

Devlet Bakanı Hasan Gemici, ÇYDD Başkanı Prof. Dr. Türkan Saylan ile Turkcell Genel Müdürü Cüneyt Türktan tarafından tanıtılan projeyle kalkınmaya öncelikli yörelerde bulunan 27 ilin kırsal kesiminde yaşayan ve maddi durumu yetersiz olduğu için okuyamayan 5 bin kız öğrenciye yılda 100 milyon lira para yardımının yanı sıra giysi, kitap ve diğer okul malzemeleri sağlanacak.

Parasızlık yüzünden okuyamayan tek bir kızın kalmamasını amaçladıklarını söyleyen Saylan, "Okuyan, yazan, meslek sahibi olan kızların çoğaltılması için çalışıyoruz" dedi.

Yayın Adı: Milliyet Gazetesi
Tarih: 29.08.2000

APPENDIX A4

Çağdaş kızlar

Çağdaş Yaşamı Destekleme Derneği (ÇYDD), Turkcell'in sponsorluğu ile, yeni bir eğitim projesine başlıyor. "Çağdaş Türkiye'nin Çağdaş Kızları" adlı proje ile kırsal kesimde yaşayan ve okumak için maddi yardıma ihtiyaç duyan 5 bin kız öğrenciye maddi destek verilecek. Proje kapsamında 27 ilin kırsal kesiminde yaşayan 5 bin kız öğrenciye yılda 100 milyon liralık yardım yapılacak. Yapılacak bu yardım projesine Turkcell sponsor oldu. Proje, Devlet Bakanı Hasan Gemici, ÇYDD Başkanı Türkan Saylan ve Turkcell Genel Müdürü Cüneyt Türktan tarafından düzenlenen basın toplantısı ile kamuoyuna duyuruldu.

Proje, Adıyaman, Elazığ, Bingöl, Gümüşhane, Batman, Karaman, Kars, Şırnak, Ağrı, Ardahan, Bitlis, Bilecik, Denizli, Diyarbakır, Erzincan, Erzurum, Hakkari, Iğdır, Malatya, Mardin, Muş, Niğde, Siirt, Şanlıurfa, Tunceli ve Van'da uygulanacak.

Proje kapsamında, ilköğretim ikinci bölümde okuyan kız öğrencilere para yardımının yanı sıra giysi ve araç-gereç yardımı da yapılacak. Para miktarı, her yıl, enflasyon oranında artacak.

> ÇYDD, kırsal kesimdeki 5 bin kız çocuğuna okuma yardımı yapacak. Projenin sponsorluğunu Turkcell üstlendi. Proje kapsamında, toplam 600 milyar TL harcanacak.

PARA ARTIYOR

Türkan Saylan konuşmasında, proje için şimdilik 500 milyar TL harcandığını, bu miktarın 650 milyar TL'ye ulaşacağını söyledi. Kırsal kesimde daha çok erkek çocukların okutulduğunu belirten Saylan, kız çocukların başlık parası nedeniyle küçük yaşlarda evlendirildiğini, bu nedenle projenin kızlara yönelik olduğunu vurguladı. Saylan, bu para alındıktan sonra kız çocuklarının da okutulmasını belirlediklerini ekledi.

Aileden sorumlu Devlet Bakanı Hasan Gemici, böyle organizasyonların ülke kalkınması açısından büyük önem taşıdığını belirtti. Gemici, Atatürk'ün ülkeyi gençlere emanet ettiğini, gençlerin korunması ile ülkenin korunmasının aynı anlama geldiğini kaydetti. Turkcell Genel Müdürü Cüneyt Türktan ise böyle projelere dahil olmanın Turkcell'e gurur verdiğini vurguladı.
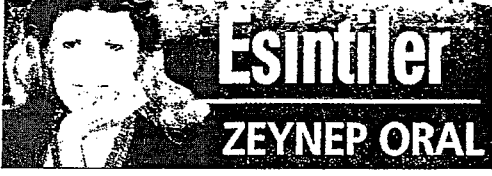
☒ Ayşe AYDIN

Yayın Adı: Hürriyet Gazetesi
Tarih: 03.09.2000

APPENDIX A5

Hakkâri...

Çoook, çok eskiden, pire berber, deve tellal iken, yeryüzüyle gökyüzü daha birbirinden yeni ayrılmış iken, okyanuslar köşelerine çekilip kıtalara yer açmış iken, dünyanın bir ucundaki yüce dağlar toplanıp bir araya gelmişler. Yüce dağlar günün birinde, "yeter bunca zamandır durduğumuz. haydi yürüyelim" deyip, yürüyüşe geçmişler... Yürümüşler, yürümüşler, yürümüşler... Tanrı da yukarıdan dağları izlemiş. Önce bu işe pek ses çıkarmamış, ama doğrusu bu ya, büyük dağların bu yürüyüşünden biraz da sıkılmaya başlamış... Dağlar tam Güneydoğu Anadolu'nun bir ucuna geldiklerinde... Bu yürüyüşe artık iyice öfkelenen Tanrı, "Duuur!" diye emir vermiş. Ve dağlar. oldukları yerde duruvermiş. İşte o gün bugün, dağların durduğu yer Hakkâri'ymiş.

Bu öyküyü Hakkâri'de duymuştum. 1988 yılındaydı. Saddam'ın bombalarından, ilkel, gelişmiş ve kimyasal silahlardan kaçan, binlerce, on binlerce, yüz binlerce insanın sınırı aşıp. Güneydoğu'ya akın ettiği ve bizimkilerin onlara kucak açtığı sıcak günlerdeydi...

Aradan on iki yıl geçmiş bile...

Sevgili okurlar, siz bu yazıyı okuduğunuzda, ben yine Hakkâri'de olacağım... Ama bu kez kaçanların, kovalayanların peşinde değil, çeşitli sanat etkinlikleri arasında "Hakkâri - İstanbul Köprüsü"ne bir tuğla koymaya çalışacağım.

Ve şimdi, Van uçağını yakalamaya birkaç saat kala İstanbul'daki odamda bu yazıyı yazarken bir yandan Hakkâri'ye yeniden dönmenin heyecanını yaşıyor, bir yandan da Hakkâri anılarımı tazeliyorum.

Hatırladığım en belirgin duygu korku. O zamanlar, kentte, herkes ama herkes korkuyordu. Yaptıklarından, yapmadıklarından, söylediklerinden, söylemediklerinden, düşündüklerinden. düşünemediklerinden korkuyordu...

Hayır, hayır, hatırladığım en belirgin duygu, suçluluk duygusu... Sanki suçluymuşum duygusu... Çünkü sürekli "potansiyel suçlu" muamelesi görüyordunuz. Zaten kent nüfusunun yarısından çoğu asker ve polisti. Ve o sıralar Hakkâri'de gazetecilik yapmak, "anarşistlik" yapmak gibi bir şeydi... Zaten herkes, potansiyel suçlu muamelesi görmekten, gerçek suçluya dönüşmekten korkuyordu...

Ne Hakkâri'ye tepeden bakan Sümbül Dağı, ne kenti kuşatan Vatan Dağları, ne orta yerdeki Baykalesi ne de yere bakan gönül yakan Zap Suyu... Yüreğimin belleğinde yer eden en yüce varlık Hakkâri'nin çocuklarıydı.

Hakkâri sokaklarında çocuklar "tıp" oynuyordu.

Hani ebe olan "Bir, iki, üç, tıp" der ve hızla arkasına döner. "Tıp" deyince, herkes olduğu yerde döner kalır. Kıpırdayan, yerinde duramayan, gülen yanar, oyundan çıkar... Hakkâri'de çocuklar "tıp"ı şöyle oynuyordu:

"Bir, ki, üç, ölüm!"... "Bir, ki, üç, ölüm!"... "Bir, ki, üç, ölüm!"

Dedim ya, bunlar eskidendi. 1988'de... Hakkari 2000 izlenimleri, önümüzdeki perşembeye.

★★★

Üç gün önceki "Kız Çocukları" başlıklı yazım üzerine birçok okur "Çağdaş Türkiye'nin Çağdaş Kızları" projesine katkıda bulunmak istediğini belirtti. Ayrıntılı bilgiyi Çağdaş Yaşamı Destekleme Derneği'nden ya da Mehmet Uçan'dan alabilirsiniz. (Tel: 0212 - 233 22 38 ve 0532 - 588 77 60).

Aynı yazı üzerine Halil Ceylan'ın Amerika'dan yolladığı bir özdeyişi sizlerle paylaşmak istiyorum. Rudy Manidan imzalı deyişi İngilizceden çeviriyorum: "Eğer bir erkeği eğitirseniz, bir insanı eğitmiş olursunuz; ama bir kadını eğitirseniz, bir ulusu eğitmiş olursunuz."

Yayın Adı: Milliyet Gazetesi
Tarih: 15.10.2000

APPENDIX A6

Öğrencilere yardım

GENEL Merkezi İstanbul'da bulunan Çağdaş Yaşamı Destekleme Derneği'nin (ÇYDD) Mehmetçik'le işbirliği yaparak düzenlediği kampanyada toplanarak Van'a gönderilen 5 milyar lira değerindeki bir kamyon dolusu giyecek, kırtasiye malzemesi ve oyuncağın dağıtımına başlandı. ÇYDD Van Şubesi üyeleri ve Mehmetçiklerden oluşan ekipler, İstanbul'dan gelen malzemeleri il merkezinde, ilçelerde ve bağlı köylerde önceden belirlenen dar gelirli ailelere ve öğrencilere ulaştırmak için seferber oldu. Yardımların dağıtımına Merkez ilçeye bağlı Beşçatak, Ortanca, Güvelek, Karakoç ve Arıtoprak köylerinde başlandı. Bu köylerde 80 aile ve 159 öğrenciye giyim ve kırtasiye malzemeleri, ÇYDD Van Şube Başkanı Armağan Bayraktar ile jandarma Merkez İlçe Komutanı Üsteğmen Orhan Ünlüsoy tarafından verildi. Yardımlar ın gerçek ihtiyaç sahiplerine ulaşması için Jandarma, Muhtarlar ve öğretmenlerden yararlandıklarını belirten ÇYDD Van Şube Başkanı Bayraktar, "Bölgede kız çocukların okutulması için Turkcell ÇYDD işbirliğiyle durumu iyi olmayan ve okumak isteyen kız öğrencilere aylık 100'er milyon lira burs verme projesi başlatıyoruz" dedi.

Yayın Adı: Milliyet Gazetesi
Tarih: 15.10.2000

APPENDIX A7

Öğrenciye çağdaş burs

ÇAĞDAŞ Yaşamı Destekleme Derneği ile Turk-cell'in ortaklaşa düzenlediği, 'Çağdaş Türkiye'nin çağdaş kızları eğitim projesi' kapsamında Niğde'nin Ulukışla ilçesinde 20 kız öğrenciye 100 milyon liralık burs verildi. Projenin, 26 ilin kırsal kesiminde okuma azmi ve kararlılığı gösteren toplam 5 bin kız öğrenciyi kapsadığı belirtildi. ■ Sunay TÜRKER/DHA

Yayın Adı: Hürriyet Gazetesi
Tarih: 23.10.2000

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Türkiye'nin çağdaş kızları

Niğde'de 105 kız öğrenciye yardım

ÇAĞDAŞ Yaşamı Destekleme Derneği'nin (ÇYDD) Turkcell işbirliğiyle başlattığı "Çağdaş Türkiye'nin Çağdaş Kızları" projesi kapsamında Niğde'de 105 kız öğrenciye yardım yapıldı. Proje nedeniyle Çiftlik, Çamardı, Altunhisar, Ulukışla ilçelerinde ilköğretim okullarında okuyan ve aileleri ekonomik sıkıntıda olan öğrencilere yardımın ilk dilimi olan 50'şer milyon lira dağıtıldı. Doç. Dr. Ayşe Yüksel, diğer dilimlerin öğrenciler adına bankaya yatırılacağını belirtti. ■ Sunay TÜRKER

Ulukışla Kaymakamı Hüseyin Parlak, eğitim öğretim yapma imkanı bulamayan genç kızların mutlaka bu olanağa kavuşturulacağını belirtti. Verilen söz öğrencileri sevindirdi.

Yayın Adı: Hürriyet Gazetesi
Tarih: 21.11.2000

APPENDIX A9

Özel sektörden sosyal sorumluluk projeleri

Ülke ekonomisine katma değer yaratan birçok kurum, sosyal amaçlı projelere de imza atarak yaşam kalitesinin iyileştirilmesine katkıda bulunuyor.

Koç Topluluğu'nun toplumsal sorumluluğunu üstlenen Vehbi Koç Vakfı, 32 yıldan beri Türk insanının yaşam kalitesinin geliştirilmesi için bağış ve katkılarıyla çok sayıda okul, yurt, kütüphane, klinik gibi tesisler yaptırdı.

2000 yılı itibariyle mal varlığı yaklaşık 500 milyon dolar olduğu bildirilen Vehbi Koç Vakfı'nın son dönemde yaptığı öncü projelerden birisi, Cumhuriyetin 75. yılı kutlamaları çerçevesinde giriştiği Koç İlköğretim Okulu Projesi oldu.

Sekiz yıllık eğitime destek vermek amacıyla Vakıf, Türkiye'nin dört bir yanında 13 ilköğretim okulu inşa etti. Projenin maliyeti yaklaşık 26 milyon dolara ulaştı.

17 Ağustos ve 12 Kasım depremleri sonrasında Vakıf, topluluk bünyesinde çalışan 500 depremzedeye 2 yıl boyunca kira ve 300 personele de kalıcı konut yardımı yaptı. Bu yardım ve konut projesi için Koç Ailesi, şirketler, personelin katkıları ve Koç Holding Emekli ve Yardım Sandığı Vakfı'ndan yapılan tahsisle 12.5 milyon dolar finansman sağlandı.

Benimsediği ``sağlıklı, temiz ve yaşanabilir bir çevre`` ilkesi yönünde topluluk bünyesinde 1983-2000 arasında toplam 54 milyon dolar çevre yatırımı gerçekleştiren Koç Topluluğu, çevre konusunda birçok vakfa da destek veriyor.

Türkiye'nin ilk özel müzesi Sadberk Hanım Müzesi, Suna-İnan Kıraç Akdeniz Medeniyetleri Araştırma Enstitüsü, sanayi kültürünün korunması ve tanıtılması amacıyla açılan Rahmi M. Koç Müzesi, topluluğun kültür hizmetlerinin önemli bir halkasını oluşturuyor.

Uluslararası 23 Nisan Çocuk Şenliği de, 4 yıldan beri Koç Holding'in sponsorluğunda gerçekleşiyor.

SABANCI HOLDİNG SANAT KÖPRÜSÜ

Sabancı Holding, bir yandan kültür-sanat alanında etkinlikler düzenlerken, Hacı Ömer Sabancı Vakfı (VAKSA) aracılığıyla da eğitim ve sağlık konularına ağırlık veriyor, bedensel ve zihinsel engelli kişilere yönelik çalışmalara önderlik ediyor.

``Altın Harfler`` koleksiyonu, 15. yüzyıldan 20. yüzyıla kadar uzanan döneme ait eserleriyle

dünyanın önemli müzelerinde sergilenen Türkiye`deki ilk ve en büyük özel koleksiyon. Ülkemizi yurtdışında tanıtarak farklı kültürler arasında sanat köprüsü kurmayı hedefleyen koleksiyon, bugüne kadar 3 milyon kişi tarafından ziyaret edildi.

VAKSA kuruluşundan bu yana, 53 yerleşim merkezinde aralarında bir üniversite, okullar, yurtlar, sağlık tesisleri, spor kompleksleri ve sosyal merkezler olan 112 kalıcı eseri toplumun hizmetine sundu. Vakıf yılda yaklaşık 1.000 öğrenciye de burs veriyor.
Zihinsel engelli gençlere ve yetişkinlere çeşitli spor dallarında eğitim ve yarışma olanağı sağlayan Özel Olimpiyatlar`ın Türkiye ayağı Sabancı Holding`in desteğiyle yapılıyor. Ayrıca, Erol Sabancı Spastik Çocuklar Eğitim ve Tedavi Merkezi, Türkan Sabancı Görme Engelliler Okulu gibi kurumlarda, zihinsel ve bedensel engellilere eğitim olanağı sağlanıyor.

Alarko Şirketler Topluluğu da sosyal sorumluluğun başarılı bir örneğini oluşturuyor. Alarko, 1986 yılında kurulan Alarko Eğitim Kültür Vakfı (ALEV) himayesinde bugüne kadar kesintisiz her yıl 100 öğrenciye karşılıksız burs verdi, 50`yi aşkın sanatçının eserlerini sergiledi, konserler gerçekleştirdi, 11 yıl boyunca Türkiye Tarih Türk Evleri Derneği`nin çalışmalarını destekledi.

2001 yılında, Türkiye Eğitim Gönüllüleri Vakfı bünyesindeki 1.000 öğrencinin eğitimini üstlenen ve üniversite öğrencilerine 75 milyon, ortaokul öğrencilerine 35 milyon aylık burs veren ALEV, Gebze Organize Sanayi Bölgesi`nde yapacağı Teknik Okul`un proje çalışmalarına devam ediyor.

GARANTİ'DEN UZUN SOLUKLU DESTEK

Garanti Bankası, toplumsal sorumluluk çalışmalarına uzun yıllardır sponsorluk yapıyor.

2001 yılında Basketbol A Milli Takımı`nın resmi sponsoru olan Garanti, doğa projeleri, Çevre Haberleri Yarışması ve Uluslararası Çevre Filmleri Festivali, Uluslararası Caz Festivali, Arykanda kazısı gibi çevreden spora, kültürden sanata kadar birçok alanda desteğini yıllarca sürdürüyor.

McDonald`s da, Türkiye`de faaliyete geçtiği 1986 yılından bu yana gerek yerel restoranları, gerekse şirket olarak çocuklara yönelik pekçok projeye destek oldu

McDonald`s Türkiye Halkla İlişkiler ve İletişim Müdürü Serap Gökçebay`ın açıklamasına göre, 2001 yılında aktif olarak çalışmaya başlayan McDonald`s Çocuk Vakfı da 60 milyar liralık bir harcamayla İ.Ü. Tıp Fakültesi Onkoloji Enstitüsü`nde ``aile odası``, Hacettepe Üniversitesi İhsan Doğramacı Çocuk Hastanesinde ``anne odası`` ve İ.Ü.Tıp Fakültesi Çocuk Sağlığı ve Hastalıkları Hastanesi`nde ``astım aciltedavi ünitesi ve çocuk immün yetmezlik odası`` açtı.

Vakıf, Marmara Üniversitesi Çocuk Servisi`nde 30 milyar liraya malolacak yeni bir aile odası çalışmasını sürdürüyor.

Turkcell de, Çağdaş Yaşamı Destekleme Derneği ile ortaklaşa yürüttüğü `Çağdaş Türkiye`nin Çağdaş Kızları`` eğitim projesiyle, kalkınmada öncelikli yörelerdeki 33 ilde 5 bin kız öğrenciye,

2000-2001 eğitim ve öğretim yılından başlamak üzere 3 yıl boyunca burs verecek.

Pfizer ise ABD'deki vakfı tarafından önemli bir bölümü finanse edilen ve halen inşaatı devam eden Düzce'deki Kabalak Sağlık Ocağı'nın açılışını, 2002 yılı başında gerçekleştirecek.

Pfizer'in Çağdaş Yaşamı Destekleme Derneği işbirliğiyle 47 bin dolar harcayarak yaptığı, Batman'ın Hasankeyf ilçesinde Atatürk İlköğretim Okulu ek derslikleri ise 2000-2001 öğretim yılından beri eğitim veriyor.

Yayın Adı: Hürriyet Gazetesi
Tarih: 02.01.2002

APPENDIX A10

NEW YORK'un ünlü Yale Club'ünde öğle yemeğindeyiz.

Masa komşumuz New York Times Gazetesi'nin CEO'su **Arthur Ochs Sulzberg Jr.** Masada, New York Times Şirketi mensubu dokuz kadın arasında tek erkek o.

New York'un kremasını biraraya getiren Yale Club'daki öğle yemeğinin organizatörü WEPR yani Halkla İlişkilerde Kadın Yöneticiler Vakfı.

57 yıllık bir geçmişi olan WEPR yaklaşık 15 yıldan beri sosyal sorumluluk projelerine ödüller veriyor.

Bu yıl ödül kazananlar arasında Turkcell'in **"Çağdaş Türkiye'nin Çağdaş Kızları"** projesi de var.

Yale Club'deki öğle yemeğinde Turkcell, WEPR'nin en büyük ödülü olan **"2002 Kristal Obelisk"** ödülünü alacak.

Kristal Obelisk iki sivil toplum kuruluşuna, iki de ticari şirkete veriliyor.

Kadere bakın ki, şirketler grubunda, projesi aynı ödülü kazanan kuruluş Arjantin'den.

Yani içerisinde bulundukları ekonomik kriz nedeniyle sık sık aralarındaki parallelikler kurulan Arjantin ve Türkiye, sosyal sorumluluk ödüllerinin verildiği bir platformda buluşuyorlar.

Ancak, kesinlikle taraf tutmuyorum, Turkcell'in **"Çağdaş Türkiye'nin Çağdaş Kızlar"** projesi, Arjantinli ConAgra Şirketi'nin **"Çocukları Daha İyi Beslemek"** projesinden çok daha fazla ilgi çekiyor.

Projenin ne olduğunu kısaca hatırlatmak istiyorum.

Turkcell iki yıldan beri 33 ilin kırsal kesimlerinde 5 bin kız öğrenciyi okutuyor.

Çağdaş Yaşamı Destekleme Derneği'nin geliştirdiği proje çerçevesinde en ücra köylerde, maddi olanaksızlıklardan okula gidemeyen kızlara ulaşılıyor.

Yeter ki, kızlar okumak için azimli olsunlar.

Milli Eğitim Bakanlığı'nın verilerine göre, 260 yatılı ilköğretim bölge okulunda 86 bin erkek öğrenciye karşılık 26 bin 875 kız öğrencinin olduğu göz önüne alındığında Turkcell'in projesinin

ne kadar önemli olduğu ortaya çıkıyor.

"Çağdaş Türkiye'nin Çağdaş Kızları" projesi, 5 bin aile ve 25 bin kişinin doğrudan, milyonlarca insanın ise dolaylı olarak yararlandığı bir proje.

Maddi olanakların öncelikle erkekler için kullanıldığı kırsal kesimlerde, kızların önünü açacak dev bir proje.

İşte bu yüzden Yale Club'ünün misafirleri, Turkcell Kurumsal İletişim Müdürü **Zuhal Şeker**'in konuşmasını dinleyip, alkışlıyorlar.

10 ödülün verildiği Yale Club'deki öğle yemeğinin yıldızları, Turkcell, özel **"Prizma"** ödülünü alan New York Times ve **"Amerika'yı Yıka"** projesini geliştiren dört Amerikalı kızkardeş oluyor.

Amerika'yı yıka ve yaraları iyileştir

YALE Club'de yapılan konuşmalarda 11 Eylül asla eksik değil.

Tam da Washington'lulara iki dehşet haftası geçirten keskin nişancının yakayı ele verdiği gün düzenlenen öğle yemeğinde, 11 Eylül ile ilgili anılar tazeleniyor, toplumsal değerlerin önemi üzerinde duruluyor.

Eğitime katkıları nedeniyle **"Prizma"** ödülünü alan New York Times'in CEO'su **Arthur Ochs Sulzberg "11 Eylül sonrası, toplumun iyi yönde gelişmesi yolunda sorumluluğumuz arttı. Eskisine oranla çok daha fazla eğitime, sağlığa, ırk ayırımı sorununa eğiliyoruz"** diyor.

Yukarıda öğle yemeğinin yıldızlarından dört Amerikalı kızkardeşten söz etmiştim. Kızların babaları, 11 Eylül günü Pentagon kurbanlardan **Albay Tracy Welsh.** Babalarının ölümünden sonra, 11 Eylül'ün diğer kurbanlarına yardım etmeye karar veriyorlar.

Kendi oturdukları mahallede arabaları yıkayarak, kurban ailelerine vermek üzere 10 bin dolar topluyorlar.Ardından, Washington'daki bir radyo kanalıyla, ABD'nin dört bir yanında, kendi yaşıtlarını (kızların yaşları 13 ile 17 arasında) örgütleyip kampanyayı yaygınlaştırıyorlar.
Neticede, ABD'nin 25 eyaletinde binlerce çocuk kampanyaya katılarak, Amerikan Kızılhaçı için 84 bin dolar toplamayı başarıyor.

Öğle yemeğinde tanıştığımız **Welsh** kızkardeşler ABD'nin gözdeleri durumunda bugün.

Yayın Adı: Hürriyet Gazetesi
Tarih: 28.10.2002

APPENDIX A11

Ayda 180 milyon lira hayatlarını değiştirdi

ONLAR Van, Şanlıurfa, Adıyaman, Harran'dan İstanbul'a gönderdikleri mektuplarını pembe, yeşil, turuncu kağıda yazıyorlar.

Renkli mektup kağıtları gül, sümbül bezeli, zarfların üzerinde de **"seni seviyorum"** yazıyor.

Mektuplar genellikle **"Filiz ablacığım, sizi çok seviyorum çünkü siz çiçekler kadar güzelsiniz"** diye başlıyor.

"Filiz Abla" dedikleri Turkcell'in **"Çağdaş Türkiye'nin Çağdaş Kızları"** projesini yürüten **Filiz Karagül.**

İki yıldan beri Güneydoğu ve Doğu Anadolu'da gezdiği yüzlerce köyün kızları kendi kızları gibi.

Mektuplarını çantasında taşıyor

Nasıl taşımasın ki?

Semiha, Hatice, Çiğdem, Suzan, Fatma ve diğerlerinin umutlarını, rüyalarını, sevinçlerini hep yanında taşımak kaç kişiye nasip olmuş?

Hem onlara cevap yazmak gerek.

Yazmasan alınırlar, üzülürler.

Kimisinin rüyası İstanbul'u, özellikle de Taksim Meydanı'nı görmekti.

İstanbul'da özgürlüğe kavuşmaktı.

"Hani kuş daima kafesin dışına çıkıp, özgürlüğüne kavuşmak ister ya, bizim bu taraflarda da öyledir. İstanbul'un en çok bir yönünü sevdim: Özgürlüğünü."

Kimisi denizi, kimisi kalabalığı merak ediyordu.

Tarkan da vardı elbet rüyalarında.

Onunla resim çektirmek, imzalı fotoğrafını almak filan gibi.

Gerçekleşti rüyaları.

İstanbul'u da gördüler, **Tarkan** ile de resim çektirdiler.

Filiz Abla'ya teşekkür etmek için mektuplar döşendiler.

Onlar güneydoğunun, doğunun şanslı kızları.
Kendileri de farkında hayatlarında bir şeylerin değiştiğini.
Bundan böyle kaderlerinin farklı çizileceğini.
Çünkü bir kere başlarına Turkcell'in bursu konmuş.

İlkokuldan sonra bursa hak kazanan 5 bin kızın arasındalar.

Ailelerin kızlarını okula, hele hele üniversiteye göndermeye pek gönüllü olmadıkları, maddi olanaksızlıkların, dini baskıların olduğu çevrelerde kaderini değiştirmek kolay iş mi?

Kendilerine başka dünyaların kapılarını açanlara müteşekkirler.
Doğru.

Ama bir şeyler değiştiyse, bunda kendi katkılarının da olduğunu gayet iyi biliyorlar.

Ne yazmış **Emine?**

"Filiz Ablacığım çok teşekkür borçluyum ama benim de başarımı yabana atmamak gerek."

Liseden sonra kısmetse üniversiteye gidecekler.

Belki spiker, belki gazeteci olacaklar.

Kızların kaderleri yılda 180 milyon ile değişti.

Evet yanlış okumadınız.

Turkcell burs alanlara yılda 180 milyon veriyor. Şimdiye kadar 1,5 milyon dolar harcamış.
Okul masrafları ve diğer masraflar için.
Kızlar hem kendi masraflarını çıkartıyor, hem de kardeşlerine katkıda bulunuyorlar.

Filiz Abla'ya mektupların bir tanesi şöyle bitiyor: **"Lütfen kendinize iyi bakın, çünkü Güneydoğu'nun insanları yani benim ve benim gibilerin sizlere ihtiyacı var."**

Gerçek işte bu kadar yalın.

Yayın Adı: Hürriyet Gazetesi
Tarih: 02.11.2002

APPENDIX A12

Mardin'i Mardinli kızlar dünya kenti yapacak

Şenay ORDU

Çağdaş Türkiye'nin Çağdaş Kızları Projesi, 2000-2001 öğretim yılında uygulanmaya başladı. Turkcell'in sponsorluğunda Çağdaş Yaşamı Destekleme Derneği'yle birlikte yürütülen projede kız öğrenciler hem eğitim alıyor, hem de yaşadıkları çevreyi geliştirecek eğitim faaliyetlerinde bulunuyorlar. 33 ilde yürütülen projenin Mardin'deki burs töreninde duygusal anlar yaşandı.

Dün yok Mardinli kızlar için. Bugün de yok. Varsa yoksa gelecek. Artık Mardinli kızlar için üzülmeyin. Siz onlar için köşenize çekilmiş gözyaşı dökerken, onlar kat kat kültür işlenmiş topraklardan besleniyor, ruhlarını zenginleştiriyorlar. Bununla da kalmayıp, ''Çağdaş Türkiye'nin Çağdaş Kızları'' projesine katılmış, eğitimlerini de sürdürüyorlar. Kimi şimdiden turizmci olduğunu varsayıyor, oteli nereye açacağının derdinde. Kimiyse 13'ünde mimar olmuş, kireç taşından evini dedesine bile elletmeme peşinde. Mardinli kızlar için üzülmeyin, sadece köşenizden çıkıp bir omuz da siz verin yeter.

Çok değil 3 yıl önce, Çağdaş Yaşamı Destekleme Derneği ile ''Kız çocuklarını okutalım, biz bu seferberliği başlatalım'' diye yola çıktı Turkcell. Ellerini bu ağır taşın altına soktuklarında, Ayşe'ninki kadar parlayan bir göz, Nazire'ninki kadar engin bir ufuk bekliyorlar mıydı bilinmez. Ama o kadar şanslılardı ki, bu ülkenin insanına güvenmenin nelere kadir olduğunu gözleriyle görebildiler. Senelik sadece 180 milyon liralık eğitim yardımıyla neler kazanılabileceği görüldü. Mardin'de düzenlenen dönemlik burs töreninde valisinden basın mensubuna, velisinden kaymakamına herkesin gözleri dolarken bir tek ''okuyan'' yöre kızları gülüyor, töreni bile değil, yarını düşünerek ders veriyorlardı hepimize.

Mardin'de din, dil, ırk ayrımı yok. Öyle bir mozaik ki, toprak insanının genlerine kadar işlemiş. Törene katılan ÇYDD Genel Başkanı Prof.Türkan Saylan'ın dediği gibi ''Aileleri suçlamak kolay. Oysa evlerinin köşesinde oturmak yerine, Türkiye'nin köşelerine ulaşmayı deneyen insanların çok azıcık desteğiyle suçlanan anne-babalar harikalar yaratabiliyorlar.''

Yayın Adı: Milliyet Gazetesi
Tarih: 23.11.2002

APPENDIX A13

Artık onların bir hayali var

Mardin'de çok çocuklu ailelerin kızlarıydı onlar. Yaşıtları gibi evlenip çoluk çocuğa karışacaklardı. "Çağdaş Türkiye'nin Çağdaş Kızları" oldular, "Artık hedefimiz daha yükseklerde" diyorlar

SEMRA KARDEŞOĞLU Mardin

Mardin'in ilçelerinde, köylerinde yaşayan, çoğu bol çocuklu ailelerin kızlarıydı onlar. Kiminin ailesi okumasına izin verse de, para kıt olduğundan öncelik elbette erkek çocuklarınındı. Gelecekse, annelerinden çok da farklı tasarlanmamıştı. Beş yıllık okul bitti mi 13'ünde evlilik, 15'inde anne, 35'inde anneanne. Oysa okumak istiyorlardı.

ÖDÜLLÜ PROJE

Üç yıl önce onların sesini duyan Çağdaş Yaşamı Destekleme Derneği, Turkcell ile birlikte harekete geçti. Kıyıya düşmüş denizyıldızlarını suya atmak gerekiyordu. Binlerce olsalar da hiç değilse birkaç yüzünün hayatını değiştirmek hiç de az şey değildi. Projenin adı "Çağdaş Türkiye'nin Çağdaş Kızları" oldu. Amaç, Türkiye'nin kalkınmada öncelikli illerinde maddi olanaksızlıklar nedeniyle okula gidemeyen, bırakmak zorunda kalan kız çocuklarının eğitimlerini sürdürmelerini sağlamaktı. Üç yıl önce başlayan proje sayesinden Şanlıurfa'dan Trabzon'a, Şırnak'tan Malatya'ya 33 ilde tam 5 bin kız çocuğu yararlandı. İlköğretimin 5 yılını bitirmiş ve maddi imkânsızlık içinde olan kız çocuklarının yararlandığı proje, geçtiğimiz günlerde ABD'de sosyal sorumluluk birincilik ödülünü aldı.

BU YIL DA OKUYACAKLAR

Mardin'de önceki gün düzenlenen burs töreninde 50 kız öğrenci bir yıl daha bu destekle okumanın mutluluğunu yaşadı.

ÇYDD Başkanı Prof. Türkan Saylan, Mustafa Kemal Atatürk'ün en büyük hedeflerinden biri olan, "Kız çocuklarının erkeklerle eşit eğitim hakkına sahip olması"nı az da olsa gerçekleştirdikleri için mutlu olduğunu söyledi. Prof. Saylan, okullarını yarıda kesen kız öğrencilerin yeniden okula başladığını ve bunlardan bir bölümünün bugün üniversiteli olduğunu belirtti.

ÖĞRETMENLİK İSTİYOR

13 çocuklu Erboğa ailesinin kızlarından Nazire ve Ayşe Erboğa da "Çağdaş Türkiye'nin Çağdaş Kızları" projesinden yararlanan iki öğrenci. Ağabeyleri okumasına rağmen ablalarının okuyamadığını söyleyen lise birinci sınıf öğrencisi Ayşe İngilizce, ikinci sınıf öğrencisi Nazire ise matematik öğretmeni olmak istiyor. Ayşe Erboğa, öğretmen olduktan sonra İzmir'de yaşamayı planlıyor, çünkü takvimlerde gördüğü İzmir'i çok beğenmiş. Nazire Erboğa ise, ailesinin tüm çocukları okutma imkânı olmadığını belirterek, "Örneğin ablalarımız okuyamadı. Annem hiç okula gitmemiş. Ama biz bu burs sayesinde liseye devam edebildik. Köyümüzde

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yaşıtımız arkadaşlarımız evlenip çocuk sahibi olurken, biz hedefimizi daha yükseklere koyduk" diyor.

HAYATIMIZ DEĞİŞTİ

Songül Çokan, İrem Tatar ve Öznur Yaşar, hepsi de, bu projenin sorumluluğunu hissediyor omuzlarında. Öznur Yaşar, babasının kendilerini terk ettiğini, annesinin ise evlenip onu babaannesine bıraktığını anlatıyor. Öznur'un en büyük arzusu ise polis olmak. "Eğer bu burs olmasa yaşlı babaannemin beni okutma imkânı yoktu. Belki sizin için çok büyük olmayan bu para bizim hayatımızı değiştirebiliyor" diye konuşuyor.

Yayın Adı: Milliyet Gazetesi
Tarih: 24.11.2002

APPENDIX A14

Turkcell'in üç yıldır Çağdaş Yaşamı Destekleme Derneği'yle (ÇDDY) yürüttüğü 'Çağdaş Türkiye'nin Çağdaş Kızları' projesi geçen hafta Mardin'de 46 genç kızın yüzünü güldürdü, geleceğini aydınlattı. Yıllık 180 milyon lira tutarındaki burstan yararlanan kızlar hedeflerine bir adım daha yaklaşmış oldular. Okula gidebilmek için ailelerine yük olmayacak, defterlerini, kitaplarını ve önlüklerini artık kendi paralarıyla alabilecekler. Böylece ailelerin, 'kızları yoksulluktan okutamıyoruz' mazereti de olamayacak.

Öznur Yaşar, 15 yaşında. Mardin Lisesi birinci sınıf öğrencisi. En sevdiği dersler matematik ve fizik. Polis olmak istiyor. 'Neden doktor ya da avukat değil de polis olmak istiyorsun' sorumuza verdiği yanıt yürek burkuyor: "Babamı bulmak için. Onu bulup karşısına geçeceğim ve 'Bak sen bizi terk ettin ama ben tek başıma okuyup, meslek sahibi oldum' diyeceğim."

Babası, Öznur ve iki kardeşini 12 yıl önce terketmiş. Şimdi İstanbul'da dördüncü karısıyla yaşadığını anlatıyor Öznur. Anneleri ise 'geçen bayram' yeniden evlenmiş. Üvey babadan şikayetçi değil, 'idare ediyoruz' diyor. 12 yaşındaki erkek kardeşi doğuştan kalp hastasıymış, ablası ise Diyarbakır'da hemşirelik okuyor. Arada bir okula gelen yiyecek ve giyecek yardımlarıyla geçinebildiklerini ve 'Çağdaş Türkiye'nin Çağdaş Kızları' bursu sayesinde okula devam edebildiğini söylüyor. Tek hedefi liseyi bitirip yatılı burslu olarak üniversiteye gitmek.

Öznur, tüm olumsuz koşullara rağmen okula gidebildiği için yine de şanslı. Onun kadar şanslı olmayan genç kızlar olduğu gibi, daha şanslıları da var Mardin'de. Ayşe ve Nazire Erboğa gibi. Onlar 13 çocuklu bir ailenin burs alarak okula gidebilen iki kızı. En büyük şansları Mehmet Erboğa gibi bir babaya sahip olmaları.

SÜPER BABA

Aileler bir yandan yoksulluk ve işsizlikle boğuşurken, diğer taraftan katı gelenekçi kafalarla mücadele ediyor. 13 yaşında evlenmiş ve 14'ünde ilk çocuğunu doğurmuş Cevahir Erboğa'yla sohbet ederken, ilkokulu bile bitirememiş kocası Mehmet Erboğa'yı alnından öpmek geliyor içimizden.

Cevahir Hanım, kızlarını okuttuğu için akrabalarının ve komşularının, kocasıyla alay ettiklerini anlatıyor. 'Kız çocuğu okutulur mu, ayıp ayıp' diyorlarmış Mehmet Bey'e. Ama kızlarının anneleriyle aynı kaderi paylaşmasını istemeyen Mehmet Bey, uğradığı bu hakaretlere kulaklarını tıkamış. Kızlarını yanına alarak gururla poz veriyor kameralara.

Turizm Meslek Lisesi'nin hazırlık sınıfına giden Ayşe İngilizce öğreniyor ve turizmci olacak, ablası Nazire ise matematik öğretmeni olmayı hayal ediyor. Hayatlarından memnunlar. Okula gidebilmek en büyük mutlulukları. Evde 20 kişi yaşıyorlarmış, babaları işsizmiş. Bunlar çok

tanıdık bildik sorunlar. Doğdukları günden bu yana farklı bir hayatları olmamış ki. Ama geleceğin farklı olacağına inanıyorlar. Meslek sahibi olup ailelerine daha iyi bir hayat sunmayı hedefliyorlar. Evlenmekten ise söz eden yok. Anne Cevahir de ''Okusunlar, sonra evlenirler. Bizde zorlama yok'' diyor.

'Çağdaş Türkiye'nin Çağdaş Kızları' Projesi, Doğu ve Güneydoğulu kadınlardan bazılarının belki de kaderlerini değiştirebilecek. Ve Mardin'de söylenen 'Omuzundaki çile şaldır kadının' sözü unutulacak ve rengarenk gerçek şallar süsleyecek kadınların omuzlarını.

Yayın Adı: Hürriyet Gazetesi
Tarih: 02.12.2002

APPENDIX A15

Şanlıurfa'dan 'Kolej'e

'Çağdaş Türkiye'nin Çağdaş Kızları' projesi, ailelerinin okula göndermediği 'zehir' gibi 25 minik kızın daha geleceğini aydınlattı

SEMRA KARDEŞOĞLU

Kız çocuğu olduklarından onlar için öngörülen gelecek, en fazla ilkokulla sınırlı bir eğitim, 15'inde evlilik, çokca çocuk, 40'ında, 50'sinde biten yaşamdı. Emine, Ayşe, Çiçek, Gazel'di adları. Okumak istiyorlardı. Aileler izin verse, maddi imkanlar öncelikle erkek çocuklardan yana kullanılıyordu.

'Kazanmazsa evlenecek'

Çağdaş Yaşamı Destekleme Derneği'nin (ÇYDD) Turkcell'le başlattığı "Çağdaş Türkiye'nin Çağdaş Kızları" projesiyle onların hayatları da, proje kapsamında liseye, üniversiteye devam eden 5 bin kız çocuğu gibi değişti. ÇYDD projelerine, başarılı ilköğretim öğrencisi kız çocuklarının, yıllığı yemekle birlikte 13 milyar lira olan İstanbul TED Koleji'nde okumalarını sağlayan yeni bir halka daha ekledi.

Bu kapsamda Siirt, Şanlıurfa, Van, Batman ve Bolu'da yapılan iki aşamalı sınava 250'den fazla öğrenci katıldı. Sınav sonucu başarılı olan ve yaşları 10 - 12 arasında değişen 25 kız öğrenci, TED kolejli olmaya hak kazandı.

ÇYDD Genel Başkanı Prof. Dr. Türkan Saylan, "Uzmanlar seçimde çok zorlandı. Ancak sınavı kazanamayan kız çocuklarının da bölgelerindeki okullarda okuması için burs desteği sağladık" dedi. TED Rehberlik ve Psikolojik Danışmanlık Koordinatörü Mürvet Görgenli de aynı zorluğu şöyle anlattı: "Bir kız çocuğunun ablası geldi. Sınavı kazanamazsa evlendirilecek dedi. İnsan ne yapacağını bilemiyor."

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