

**Social
responsibility...**

Adding value

to the community
with

Education

Healthcare

Environment

Culture

and

Art

projects

Social Responsibility



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Celebrating 40 Years in Philanthropy: Vehbi Koç Foundation

Vehbi Koç Foundation strives to enrich life and accelerate development for the citizens of our country and the surrounding regions. Through its commitment to quality and progress in all aspects of life and its leadership in the social and economic spheres, Koç Holding is continuing to make a difference. Vehbi Koç Foundation which celebrated its 40th anniversary in 2009, is a monument to this awareness and commitment.

VEHBI KOÇ FOUNDATION

The objective of the Vehbi Koç Foundation is to carry out precedent setting services to raise the quality of life in the fields of **education, healthcare and culture**. Founded on 17 January 1969, as the first major private foundation of Turkey, Vehbi Koç Foundation's fundamental approach underlying all its activities are:

- To make philanthropic endowments for the public good,
- To create replicable models and
- To be sustainable centers of excellence



The Foundation fulfills its mission through the institutions it has established, sponsorship of regular programs and by underwriting a variety of worthwhile projects. With an asset size of \$1.2 billion as of 2009-end, Vehbi Koç Foundation is among Europe's biggest foundations.

Education	Healthcare	Culture
<p>The Institutions of Vehbi Koç Foundation</p> <ul style="list-style-type: none"> ■ Koç University ■ Koç Private Primary School and High School <p>Programs and Supported Projects</p> <ul style="list-style-type: none"> ■ Vehbi Koç Foundation Scholarships ■ Koç Elementary Schools "13 Schools" Project ■ The "Vocational Education: A Top Matter for the Nation" Project ■ Harvard University Vehbi Koç Chair for Turkish Studies ■ Sarıyer Vehbi Koç Foundation High School ■ Private American Robert College Suna Kiraç Hall ■ Galatasaray Lycee Suna Kiraç Library ■ Bosphorus University Superdorm Students' Dormitory ■ Vehbi Koç Award (In Education) 	<p>The Institutions of Vehbi Koç Foundation</p> <ul style="list-style-type: none"> ■ Vehbi Koç Foundation American Hospital ■ Vehbi Koç Foundation MedAmerikan Polyclinic ■ Vehbi Koç Foundation Zekeriyaköy Family Clinic ■ Göcek Private American Marine Polyclinic ■ Koç University School of Nursing and Semahat Arsel Nursing Education and Research Center (SANERC) <p>Programs and Supported Projects</p> <ul style="list-style-type: none"> ■ The Nursing Fund ■ Ankara University Medical Faculty Vehbi Koç Eye Hospital ■ Haydarpaşa Numune Hospital Vehbi Koç Emergency Medical Center ■ Vehbi Koç Award (In Healthcare) 	<p>The Institutions of Vehbi Koç Foundation</p> <ul style="list-style-type: none"> ■ Sadberk Hanım Museum ■ Vehbi Koç and Ankara Research Center (VEKAM) ■ Suna-İnan Kiraç Research Institute for Mediterranean Civilizations (AKMED) and Kaleiçi Museum ■ Koç University Research Center for Anatolian Civilizations <p>Programs and Supported Projects</p> <ul style="list-style-type: none"> ■ International Sevgi Gönül Byzantium Studies Symposium ■ Yapı Kredi Publications "Contemporary Art in Turkey" series ■ Sponsorship of Istanbul Biennial (2007-2016) ■ Tanas Turkish Contemporary Art Gallery (Berlin) ■ The Josephine Powell Collection ■ Atatürk Library ■ Vehbi Koç Award (In Culture)

VEHBI KOÇ FOUNDATION / Education

Education has always ranked primus inter pares - the first among equals - among Vehbi Koç Foundation's areas of interest. The first resolution of the Board of Directors of the Foundation back in 1969 was to establish educational scholarships to give equal opportunity in education to gifted but underprivileged young people who are highly motivated to study. As of 2009, the Foundation has supported approximately **40,000 students through scholarships**. 8,000 of these are students that enroll in "**Vocational Education: a Top Matter for the Nation**" project.

Koç University was established in 1993 and is already well on its way to becoming an educational and research institute of the highest international caliber with 5,521 graduates, over 4,000 students, **31.8% of whom are supported through scholarships** and 364 academic staff, 49 of which have garnered TÜBA and TÜBİTAK awards. **Koç School and Koç Elementary School** have over 300 teachers and **1,175 primary school and 990 high school students, 15% of whom are supported through scholarships**. In addition to academic performance, all Koç School students are encouraged to engage in a wide range of social responsibility, cultural, arts and sports activities.

2009 Vehbi Koç Award was Granted in the field of Education!

The **Vehbi Koç Award** is given annually in one of the fields of education, healthcare or culture as a means of encouraging individuals or institutions that have contributed to improving the quality of life. The \$100,000 award is the largest cash award of its kind in Turkey. In 2009, the award was granted to the late **Prof. Dr. Türkan Saylan** for her work in the field of education, in particular for her contributions to educating women and children and her unwavering belief in the power of education.



We honor the memory of the late Prof. Dr. Türkan Saylan, recipient of the 2009 Vehbi Koç Award.

VEHBI KOÇ FOUNDATION / Healthcare

Vehbi Koç Foundation's healthcare activities are the largest in scale to be managed by a private foundation in Turkey. In addition to the sheer size of the healthcare investments, the Foundation is also a symbol of quality and innovation by global standards. The **American Hospital**, acquired in 1995, is a non-profit healthcare establishment owned and operated by the Foundation, providing a wide range of high-quality general and specialty healthcare services. The Hospital will cooperate with Koç University Medical School established in 2009 to train world-class medical staff.

The Foundation has also been especially active in supporting the nursing profession through the **Semahat Arsel Nursing Education and Research Center (SANERC)**, the School of Nursing and Nursing Fund. In 2009, nine projects were supported from the Nursing Fund. Martha Hill, Dean of Johns Hopkins University School of Nursing was invited to mark the celebration of the 10th anniversary of the **Nursing School**.

The Foundation has also been providing funding support to several large-scale healthcare projects such as **Ankara University Medical School Vehbi Koç Eye Bank** since 1969 and **Haydarpaşa Numune Hospital Vehbi Koç Emergency Care Unit**.

VEHBI KOÇ FOUNDATION / Culture

Vehbi Koç Foundation aims to protect, share and increase Turkey's cultural heritage with activities of unparalleled scope in various fields:

- **The Sadberk Hanım Museum** is Turkey's first private museum founded in 1980 and owns more than 18,000 objects in its rich collection of Turkish and Islamic Art and archeological objects. It adheres to international museology standards and publishes exhibition catalogues and academic research.
- The **Vehbi Koç and Ankara Research Center** founded in 1994 in Ankara
- The **Suna İnan Kıraç Research Institute for Mediterranean Civilizations (AKMED)** and **Kaleiçi Museum** established in 1996 in Antalya
- Set up in 2004 as part of **Koç University, the Research Center for Anatolian Civilizations (RCAC)**
- **Contemporary Arts in Turkey** publications published in cooperation with Yapı Kredi Yayıncılık since 2006
- **TANAS Turkish Contemporary Arts Gallery** established in 2007 in Berlin
- International **Sevgi Gönül Byzantine Studies Symposium** held since 2007
- Sponsorship of the **Istanbul Biennial**
- **Vehbi Koç Award** granted in the field of culture every three years

Koç Family is Awarded the Carnegie Medal

The Koç Family was honored with one of the most prestigious international awards of its kind, the Andrew Carnegie Medal of Philanthropy, in October 2009 for their philanthropic contributions. The award was particularly symbolic and meaningful as it coincided with the 40th anniversary of the establishment of the Vehbi Koç Foundation. Andrew Carnegie Medal of Philanthropy was inaugurated in 2001 by more than 20 of the institutions that the Scottish manufacturer and philanthropist Andrew Carnegie established during his lifetime. It is awarded every two years to individuals and families with exceptional and sustained records of philanthropic giving. The 2009 award was also given to New York's ex-mayor Michael Bloomberg, Citigroup's ex-CEO Sanford Weill and Intel's founding partner Gordon Moore in addition to the Koç Family. In previous years, the award has honored the Rockefeller Family, the Gates Family, George Soros, Brooke Astor, the Sainsbury Family, Kazuo Inamori, the Aga Khan, the Packard Family, the Heinz Family, the Tata Family, Eli Broad, and the Mellon Family.



Vehbi Koç Foundation Funds New Galleries for Ottoman Art at Metropolitan Museum

Vehbi Koç Foundation is sponsoring two new galleries for Ottoman Art at the Metropolitan Museum of Art, the 5th most visited museum in the world. The galleries will receive millions of visitors from around the world to view unique works of Ottoman art created between the early 14th and early 20th centuries of the Empire. The galleries, which are currently under renovation, will bear the name of the Koç Family for the next 75 years and are scheduled to open in January 2011.

Vehbi Koç Foundation was established to make philanthropic endowments for the public good in the areas of education, healthcare and culture. With an asset size of \$1.2 billion as of 2009-end, Vehbi Koç Foundation is among Europe's biggest foundations.

Koç Holding Corporate Citizenship Projects

As a social responsible company with a leading role in society, Koç Group invests in education, healthcare, culture, arts and environment. Our basic philosophy is to contribute to society. We are encouraged by the fact that any investment we make fills a void in these areas and consider our growth as an integral part of the development of our society.

'Vocational Education: a Top Matter for the Nation' project celebrates its 4th year!

The 'Vocational Education: a Top Matter for the Nation' project was initiated by Koç Holding in 2006 with the support of the Vehbi Koç Foundation and in cooperation with Ministry of Education. The Project, which assisted its 4th generation of scholars in 2009, allows Koç Holding to create social awareness about the importance of vocational-technical education to the national economy, to initiate cooperation between the government and the business world, and to contribute to the creation of a skilled labor force by encouraging young people to enter vocational education. The Project maintains its importance as one of the most successful examples of social responsibility projects in our country because of the sustainable public good it has provided by offering solutions to unsatisfactory technical education and unemployment, as well as its long-term, clear objectives.



Fiat supports the Vocational Education Project through its laboratories.

Priority for girls

'Vocational Education: a Top Matter for the Nation' gives priority to young women to encourage equality of opportunity in education. Female applicants are accorded priority for scholarships if they meet the requirements.

For My Country 2009: 'The Child Who Saves the World'

The focus of the 'For My Country!' Project in 2009 program was nationwide environmental education for elementary school students. This focus was the continuation of the 2008 themes of 'environment' in which 700,000 trees across 7 regions were planted to form 'For My Country! - Forests'. Initiated in 2006, the 'For My Country!' project fosters individual solutions to social problems and responsible citizenship.



"For My Country" Project provided environmental education to 18,000 children.

Children visiting the Child Who Saves the World pages on the corporate website were asked questions about protecting our environment and using our resources more effectively. All those who answered the questions were awarded the title 'Child Who Saves the World' and their certificates were sent to their addresses. All the questions in the website were framed with the idea that being environmentally conscious requires reducing waste and a booklet, 'Little Things That Save the World', was handed out during education sessions as a source. Additional information about the project can be found in <http://ulkemicin.koc.com.tr/>. We will continue to develop 'For My Country!' in 2010.

Vocational Education: A Top Matter for the Nation Project:

- 7-year project
- 81 provinces
- 262 schools
- With the contribution of 20 Koç Group companies
- 8,000 vocational school students

Our companies' contributions to the Project:

- Voluntary career coaching meetings
- Departments and laboratories at schools
- On-the-job training opportunities

For My Country Project:

Through this project, children in Turkey's 81 provinces were educated about protecting natural resources and the importance of being environmentally conscious. These activities, given in cooperation with Koç Group dealers and the Turkish non-governmental environmental organization, TEMA, created about 18,000 environmentally conscious 'Children Who Save the World'.

First Lego League Turkey Tournament

Koç Holding hosted the first national tournaments of First Lego league, one of the most prestigious such organizations in the world. The tournaments are held to foster children's interest in science and technology and their creativity in these fields. The 5th First Lego League's theme was 'Climate Summit'. The children presented their research projects and environmentalist robots that could contribute to solving climate change issues. In addition to the 2010 national tournament, the Open European Championship will be held in Turkey with projects prepared under the theme 'Smart Move'.

Children's Musical

'Sizinkiler', a children's musical staged to support children's imaginations and to contribute to their cultural and mental development, has toured throughout Turkey and reached nearly 200,000 children in 4 years. The characters, drawn from the nationally famous 'Sizinkiler' cartoon published since 1991, are acted by the Beşiktaş Cultural Center players. With free admission, the musical in its first year engaged the children in fantasy, allowing them to partake in a joyful adventure as well as to chase their dreams. In 2008 and 2009, the musical continued touring with a new, cheerful adventure drawing attention to the importance of the environment.

Beyond Babylon

The exhibition 'Beyond Babylon: Art, Trade, and Diplomacy in the Second Millennium B.C.' was staged at the Metropolitan Museum of Art in New York, which is visited by 5.5 million people every year. Running from 19 November 2008 to 15 March 2009, the exhibition was primarily sponsored by DEİK/ the Turkish-American Business Council with support from the Doğan, Doğuş, Koç and Sabancı Groups.

International Istanbul Biennial

Koç Holding supports projects that are long-lasting in terms of public good. The Holding embraces contemporary art because it takes a strong interest in social affairs, is international and engages ordinary people. Koç Holding, Vehbi Koç Foundation and some of the Group companies are strategic partners of the International Istanbul Biennial in a ten-year commitment that started in 2007 and will run to 2016. The theme of the 11th Istanbul Biennial, which was organized under the curatorship of the Croatian Curator Collective WHW/What, How & for Whom, was 'What Keeps Mankind Alive?' Under a special project, all university students were offered free-of-charge admission to the exhibitions as Koç Holding's guests. Throughout the Biennial, children's education programs were organized to raise children's interest in art and, particularly, contemporary art. Under a training program for art teachers, 100 teachers encountered contemporary art thanks to the Biennial. Koç Holding companies also made contributions to some projects for the future well-being of the Biennial. As part of the 11th International Istanbul Biennial, 141 projects of 70 well-known or recently discovered contemporary artists from 40 countries were exhibited. The Biennial was visited by approximately 101,000 people. Among the contributing companies were Arçelik, Aygaz, Opet, Tüpraş, Yapı Kredi Bank, Koçtaş, Ford Otosan, Yapı Kredi Publications and Bilkom.

Koç Fest: Music and Sports Meet!

Koç Fest University Fest has been turning campuses into fair grounds with contests and concerts by local rock stars. Initiated by Koç Holding in 2006 to enrich the lives of young people and contribute to their development, each Fest hosts nearly 20 games and activities - like Beko 'Basketball', Arçelik 'Super Jumper', and Ford 'Rally Driver' - that are organized under the sponsorship of Koç brands. Young people's favorite musicians, such as Şebnem Ferah, Mor ve Ötesi, also perform. Koç Fest has covered more than 35,000 kilometers to date and drawn approximately 1.5 million university students. In 2009, the festival combined music, fun and sports in a single event giving its name to University Sports Games under the sponsorship of the International University Sports Federation (FISU).

Contests were organized in 37 different sports. Nearly 2000 competitors entered the various competitions, which covered seven main sports areas, such as athletics, basketball and swimming. The champions of the Koç Fest University Sports Games gained the right to represent Turkey in international organizations.



Koç Fest, Mor ve Ötesi Concert.

Koç Holding and the UN Global Compact

The United Nations Global Compact was signed by Koç Holding's chairman, Mustafa Koç, in 2006. The Compact was initiated in 2000 and covers the private, public and civil spheres in a commitment to aligning their operations and strategies with ten universally accepted principles in the areas of human rights, labor, the environment and anti-corruption.

The common objective of these guiding principles is to help companies and organizations to move forward in terms of risk management, productivity growth, employee morale and motivation, employee loyalty, brand awareness and new markets. In this way, the Compact aims to contribute to the realization of the Millennium Development Goals. We announce details of our work in this regard and our activities aimed at sustainable development on our website through our Corporate Social Responsibility Reports, which highlight exemplary projects.

