

**Social  
responsibility...**

**Adding value**

to the community  
with

**Education**

**Health**

**Environment**

**Culture**

and

**Art**

projects

# Social Responsibility

Bringing excellence to the community



## The future is now!

A journey that began with our founder, Vehbi Koç...  
A journey to design the future starting today...  
Working today to meet the needs of tomorrow in the social aspects of development...

### Vehbi Koç Foundation

Vehbi Koç believed in the importance of institutionalization in creating a tradition of social responsibility and carrying it to future generations. His pioneering efforts to establish Turkey's first major private foundation, Vehbi Koç Foundation (VKV), set an example for us today and for those who will come after us.

By applying the three fundamental principles of the foundation's activities - to work for the benefit of the country, to set an example for others by creating models that can be replicated, and to create sustainable centers of excellence - Vehbi Koç Foundation has established its own institutions: Turkey's first major private hospital, the American Hospital; the first major private museum, Sadberk Hanım Museum; the first private high school providing foreign language education under the Turkish Ministry of Education curriculum, Koç High School; and Koç University, a center of academic excellence and unique research. These institutions demonstrate the contribution the private sector can make to social development. This perspective is reflected in the "17 Schools Project". Various Koç Group companies provide support to these schools which also benefit from the seminars and development programs designed for teachers, tutors and administrators by VKV Koç Private Primary and High School. On the other hand, the Rahmi M. Koç Museum and Culture Foundation and its affiliates provide a unique and exemplary perspective in Turkey for their displays of important examples of industrial archeology and products.

The annual Vehbi Koç Foundation Awards ceremony highlights the importance of pioneering social development, and persons or institutions that have made superior contributions to education, culture, and health, and it provides them with significant financial support. The 2008 Vehbi Koç Award was granted to Prof. Dr. Mehmet Özdoğan for his archeological work from 1980 onwards on sites in the Trakya-Marmara region.

#### Education

##### The Institutions of Vehbi Koç Foundation

- Koç University
- Koç Private Primary School and High School

##### Regular Programs and Projects Supported

- Vehbi Koç Foundation Educational Scholarships
- Koç Primary Schools "17 Schools" Project
- "Vocational Education: A Top Matter for the Nation" Project
- Harvard University Vehbi Koç Chair for Turkey Studies
- Sarıyer Vehbi Koç Foundation High School
- Private American Robert High School Suna Kiraç Hall
- Galatasaray High School Suna Kiraç Library
- Boğaziçi University Superdorm Students' dormitory
- Vehbi Koç Award (In the field of education)

#### Healthcare

##### The Institutions of Vehbi Koç Foundation

- Vehbi Koç Foundation American Hospital
- Vehbi Koç Foundation MedAmerikan Polyclinic
- Vehbi Koç Foundation Zekeriyaköy Family Practice Center
- Göcek Private American Marine Polyclinic
- Koç University School of Nursing and Semahat Arsel Nursing Training and Research Center (SANERC)

##### Regular Programs and Projects Supported

- Nursing Fund
- Ankara University School of Medicine Vehbi Koç Eye Hospital
- Haydarpaşa Numune Hospital Vehbi Koç Medical Emergency Center
- Vehbi Koç Award (In the field of health)

#### Culture

##### The Institutions of Vehbi Koç Foundation

- Sadberk Hanım Museum
- Center of Research on Vehbi Koç and Ankara (VEKAM)
- Suna-İnan Kiraç Mediterranean Civilizations Research Institute (AKMED) and Kaleiçi Museum
- Koç University Anatolian Civilizations

##### Regular Programs and Projects Supported

- International Sevgi Gönül Byzantium Symposium
- Yapı Kredi Publications Contemporary Art in Turkey
- Sponsorship of Istanbul Biennial
- Tanas Turkish Contemporary Art Gallery (Berlin)
- Josephine Powell Collection
- Atatürk Library
- Vehbi Koç Award (In the field of culture)



Our founder sets the vision for us in our approach regarding social development when he expresses his "code" as: "I live and prosper with my country. As long as democracy exists and thrives so do we. We shall do our utmost to strengthen our economy. As our economy prospers, so will democracy and our standing in the world." Consequently we take our part in addressing the issues in our country to the best of our abilities in the areas of health, education and culture so that we can thrive into the future.

Koç Group, by initiating and managing hundreds of educational, cultural, health, art, sports and environmental projects - in partnership with the Vehbi Koç Foundation and its affiliates, Koç Holding and Group Companies - sets a standard for corporate social responsibility. In a period of global economic crisis, such work is more important than ever and we are moving in full scale with the projects that we have committed to.

## Corporate Citizenship Projects

Koç Holding acts together with its companies in the corporate citizenship projects it has started in order to achieve a larger scale and contribute more to the country. The involvement of Koç Group companies in these projects is an essential aspect of increasing awareness of our shared responsibility to take action that will benefit the nation.

### Koç Holding and the Global Compact

The United Nations Global Compact, signed by our Chairman Mustafa Koç in 2006, is an important international framework that demonstrates how social responsibility can be integrated into a company's operations and carried forward. As an international platform and network, the Compact brings together the private sector, state institutions and NGOs to ensure continuous development and commitment to moving towards a common goal. Its main goal is to work towards sustainable development by monitoring the progress achieved in human rights labor, and environment and anti-corruption. To serve this purpose, our Group's Corporate Social Responsibility Report relates the best practices in Group companies. The report is available on our website.

We work in close cooperation with our companies to expand the scope of the social responsibility projects that we initiate as the Holding company with a view to bring greater value added to our country. As a way of improving community service by increased participation at individual and corporate level, the joint effort under these projects aids in strengthening the notion of community service in our country. The projects entitled "For My Country" and "Vocational Education: A Top Matter for the Nation" are two examples of such community service.



### Vocational Education: A Top Matter for the Nation

This project was initiated to contribute to the development of our country, facilitate Turkey's EU harmonization process, and emphasize the importance of vocational education to create a competent work force for the development of industry. We continue these projects with noteworthy annual improvements and draw encouragement from the significant rise in vocational high school enrollments since the start of the project. Through the 8000 beneficiaries we plan to reach with this project, we will strive to convey the message to our youth that as long as they develop themselves as productive individuals, they can prepare their own futures.

Koç Group companies provide a valuable institutional support, moreover they support with their employees who provide coaching as volunteers. We have thus spread the notion of citizenship and community service in all 81 cities in our country. In our project, carried out collaboratively by the Vehbi Koç Foundation and the Ministry of Education, Koç Holding is working in partnership with 21 Koç companies to carry out the following tasks:

- Organize mentorship meetings whereby our employees share their knowledge and experience with the students we provide scholarships
- Establish new departments at vocational high schools in line with the needs of the industry
- Establish vocational high school laboratories that use advanced technology
- Provide practical training opportunities at our companies which are leaders in their respective fields
- Organize culture-art tours for our scholars
- Introduce our production facilities to our scholars
- Provide our students with e-mail addresses to promote increased technology usage.

Detailed information about our activities and the project can be found on our project website at [www.mlmm.com.tr](http://www.mlmm.com.tr) and in our Corporate Social Responsibility Report at [www.koc.com.tr](http://www.koc.com.tr)



Economic growth will have a true meaning, only when our children are able to enjoy it with fresh air and fair climate.

We can all do something. The more we are, the merrier... The more we do, the bigger the impact... So, with all our companies, distributors, employees and their families, we are building 7 forests with 700,000 trees in 7 regions in Turkey. Koç Holding, with its social responsibility project "For My Country", continues its long term investments with the confidence of knowing that local solutions also address global problems.




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Koç Holding, in the spirit of giving back to the country which has nurtured its growth, sponsors Children's Musical and Koçfest with the aim of enriching the lives of children and teenagers. Both of these activities complement and increase the impact of the "For My Country!" and "Vocational Education: A Top Matter for the Nation" projects.

## "For My Country!"

As part of the "For My Country" project initiated by our founder Vehbi Koç with the mission statement "If my country exists, so do I", Koç Group employees and dealers carry out various social responsibility projects in their respective cities. The goal is to make social responsibility awareness within Koç Group ever more widespread and adopted. A wide variety of social responsibility projects - from building playgrounds for disabled children to renovating schools, from establishing new laboratories to gifting computers - are being realized through the voluntary participation of Group companies, employees, dealers and suppliers. Across Turkey, voluntary support has contributed to 387 social responsibility projects during the last two years.

In 2008, Koç Group changed its approach: instead of carrying out different projects as part of the "For My Country" initiative, the Group determined a single theme "Forests for My Country". In partnership with Turkey's leading environmental NGO, TEMA, and the Ministry of Environment and Forestry. The "Forests for My Country" project used grants made by Koç Group companies, employees, dealers and suppliers to plant 700 saplings in seven regions to ensure a better future for our children. As part of the awareness campaign, the "For My Country" and "Vocational Education: A Top Matter for the Nation" projects joined forces on particular tasks and contributed to the effectiveness of the program. Students were given environmental training in 10 cities seven cities where "For My Country" forests are located. Detailed information about our projects can be found at <http://ulkemicin.koc.com.tr/>. We will continue to develop new ideas and take effective action "For our Country" in 2009!

With the mission to "give back to society", Koç Holding carried its Children's Musical Theatre Plays and Koçfest activities still further as part of its contribution to the development of children and young people and the enrichment of their lives. Both projects work in partnership with the "For My Country" and "Vocational Education: A Top Matter for the Nation" projects to increase their impact.

## Koçfest

With contests during the day and rock concerts in the evenings, Koçfest turns university campuses into entertainment parks. The festival has travelled 30,000 km so far and has drawn over 1.2 million university students. The students came from 11 cities in 2006, 13 cities in 2007, and 14 cities in 2008. Koçfest will join forces with the International University Sports Federation in 2009 to merge entertainment and sports under one roof. The champions of Koçfest Sports Games will have a chance to represent Turkey in international organizations.

## Children's musical Theatre Play

Children's Musical production "Sizinkiler" contributes to the intellectual and cultural development of children, who are the future of Turkey. It has reached 200,000 children across Turkey in just three years. The adventures of the "Sizinkiler" characters, from a much-loved cartoon strip of the same name first published in 1991, are brought to the stage by Beşiktaş Cultural Center (BKM) actors and actresses. The play is free to watch and, for the first two years, it invited children to dream and to join a fun adventure following their dreams. In 2008, the play drew attention to the environment.



## Beyond Babylon

The "Beyond Babylon: Art, Trade and Diplomacy in 2000BC" exhibition organized at New York's Metropolitan Art Museum was visited by around 5.5 million people between 19 November 2008-15 March 2009. This exhibition was sponsored by DEİK/Turkish-American Business Council with the support of Doğan, Doğuş, Koç and Sabancı groups. Such exhibitions play an important role in fostering a favorable business and investment environment and promoting business and cultural tourism in Turkey. They also promote the "Turkey" brand abroad and enhance Turkey's image.



## International Istanbul Biennial

As Koç Holding, we will sponsor five Istanbul Biennials spanning the 10 years from 2007 to 2016. The 11<sup>th</sup> International Istanbul Biennial, the second sponsored by Koç Holding, will be held in the fall of 2009 around the theme "What Keeps Mankind Alive?". Of all the art activities organized in Turkey, the International Istanbul Biennial is the one that attracts the most attention and it is the most popular. The goal of our sponsorship is to create and enhance, particularly in the young, a positive image of contemporary art which, in Turkey, is widely seen distant, hard to comprehend and cold. We also have the goals of introducing contemporary art trends to those who are unacquainted with them and to increase the overall interest in contemporary art. In this way, the Group contributes to the development of Istanbul brand.

## Mehmetçik Monument

The Mehmetçik Monument is 6 km west of Polatlı and marks the site of the Sakarya Battle. The monument symbolizes the heroic defense put up by the 5713 Turkish soldiers who died during the Sakarya Battle, one of the bloodiest battles of the Turkish War of Independence. The monument, designed by Doç. Dr. Sait Rüstem and rising to 32 meters, was sponsored by the Office of Commander in Chief, Tüpraş, and the Ministry of Transportation. To bear eternal witness to the Turkish soldiers' immortal struggle, the monument was built on Kartaltepe, the point of greatest enemy penetration. The monument reminds everyone of the great struggle that was required to achieve independence for the country.

## Koç Group Companies

In addition to the projects run by Koç Holding and Vehbi Koç Foundation, there are scores of projects and initiatives developed and managed by Koç Group companies in various areas.

Detailed information on these projects is given on our Company website [www.koc.com.tr](http://www.koc.com.tr) in the Corporate Social Responsibility Report.



For many years, Koç Group has contributed to the development of young people through its work in the educational and cultural field. The Group shows the same sensitivity to preserving Turkey's cultural heritage and representing Turkey abroad. Every year, the Group sponsors exhibitions on various aspects of culture that are a model of international cooperation.

As the main sponsor of the International Istanbul Biennial, Koç Holding hosts the best known art event in Turkey, one that adds value to the international reputation of Istanbul.