

**Koç Holding's "For My Country" project for 2009 trains Istanbul students on environmental concerns**

## **“WE WANT TO RAISE OUR YOUTH TO SAVE THE WORLD – THIS IS NOT A DREAM” Says Ali Y. Koç**

Launched in 2006 to raise citizenship awareness, Koç Holding's "For My Country" project for 2009 has encompassed environmental training and practices in cooperation with TEMA throughout 81 provinces. The training in Istanbul was held at Koç Holding headquarters in Nakkasstepe, with the participation of Ali Y. Koç, member of the board of directors and president of Koç Holding's Corporate Communications and Information Technology Group. In his address to students participating in the training, Mr. Koç stated that, "With this project, we want to raise our youth to save the world." Evoking memories of Vehbi Koç, he emphasized that "My grandfather encouraged all of his employees and family members to use the world's resources more economically. At that time, it was rumoured that he behaved this way because he was tight-fisted. However, today we are much more aware that environmentalism actually envisages a more conservational lifestyle."

Koç Holding inaugurated and promoted this project to develop individual solutions to social issues, thereby expanding citizenship awareness. Now in its fourth year, "For My Country" is focusing on environmental concerns, with children at the forefront, to foster environmental awareness in using our natural resources. With the Istanbul phase now completed at Koç Holding's headquarters, the training is ongoing throughout 81 provinces. Ali Y. Koç, a member of the board of directors and president of Koç Holding's Corporate Communications and Information Technology Group, participated in the training.

### ***The training program will reach 18,000 students***

Volunteer "ambassadors" have led "For My Country" training in 2009 to instill environmental awareness in students through Turkey. These ambassadors, or representatives, from Koç Group company dealers have voluntarily assumed leadership roles in local projects and have gotten involved in the training events and practices in their own provinces. Supported by TEMA provincial representatives, the volunteer ambassadors have now reached 13,000 students in 60 provinces, with training sessions held throughout the year. The target is to train 18,000 children through these programs to be completed by the end of the year. Moreover, in conducting the training in Istanbul, Altuğ Erkan, a "For My Country" volunteer ambassador, focused on the significance of environmental protection and on precautionary measures that would turn the tide against environmental devastation.

### ***“Environmentalism envisages a more conservational lifestyle,” says Ali Koç.***

Remembering Vehbi Koç, his grandfather and the founder of Koç Holding, Ali Y. Koç asserted that "Vehbi Koç, my grandfather, always encouraged all of his employees and family members to use the world's resources more economically. At that time, it was rumoured that he behaved this way because he was tight-fisted. However, today we are much more aware that environmentalism actually envisages a more conservational lifestyle."

***Koç seeks “to raise our youth to save the world.”***

Ali Y. Koç pointed out that the younger generation would shape not only the future but our values as well. With environmental concerns reaching ascendancy in the world, Mr. Koç emphasized that the greatest responsibility would fall on our children. He also states that Koç Holding believes that developing environmental awareness in the younger generation falls within the purview of their own leadership responsibilities. “For this purpose, we have started to provide environmental training in each province in Turkey to raise environmental awareness in our youth. Since October, we have trained approximately 13,000 young people. We are certain that you – our cherished youth – will be a more sensitive generation. This is not a dream but a future reality because of your support and awareness.”

***Koç Group employees, suppliers and dealers in unison support the project***

Since 2006, Koç Holding’s “For My Country” project has been made possible through the support of Koç Group companies, employees, suppliers, and dealers. In 2008, it was decided to proceed on a single theme each year to create a much broader influence. Following the 2008 tree planting campaign, efforts in 2009 have focused on ecological awareness through environmental training. Within this context in 2008, Koç Holding, in cooperation with both TEMA and the Turkish Ministry of Environment and Forestry, created funding for planting 700,000 trees in seven Turkish regions, covering an area of 1,750 soccer fields. In parallel with the tree planting, Koç Holding also initiated pilot training programs to raise environmental awareness in 10 provinces. This training in 2009 has expanded across Turkey, with the aim of reaching 18,000 young people.

***For more information on the project’s implementation, please visit our Web site at [www.dunyayikurtarancocuk.com.tr](http://www.dunyayikurtarancocuk.com.tr).***