



UTIKAD's CORPORATE SOCIAL RESPONSIBILITY PROJECTS: A SUSTAINABLE JOURNEY OF SUSTAINABILITY

Sustainability is a fashionable word. Even your local market chain or municipality is striving to be sustainable or introduces its activities as sustainable. The producer of your jean manifests itself as a sustainable brand. And sustainability is indeed a fancy word. Being sustainable is almost a *sine-qua-non* requirement of any type of business or establishment of our day.

But do we know what sustainable means? We have an idea what the word itself means but what is the case when it starts to define businesses, what we do or the products themselves? How do we measure sustainability? Are its effects measurable at all?

Any talk of sustainability has an implicit vision: This vision is the FUTURE. Future itself is always unknown and sustainability helps us prepare ourselves for it. Whether it is environmental, economic, political, social or institutional sustainability, we are driven to circumvent the uncertainties of the future. For instance, a sustainable business strives for carrying out its activities in an unknown environment, i.e. future. A sustainable environmental policy, on the hand, aims at leaving behind a good global environment for future generations.

All in all, sustainability emerges both as a means and an end. It is a means for a better future. But as an end, it is a moving target. Businesses and industries will try to achieve it, but it will appear to us in different faces throughout time.

In UTIKAD, we think we have to start somewhere, at some point. We are a non-governmental organization which aims making sure its members are conducting their businesses under better conditions. With this principle at hand, we embrace a broader definition of sustainability. It is not defined in so-called "green" terms only. As much as we take the FUTURE serious, we do so when it comes to sustainability too. With a number of projects we have undertaken as UTIKAD, we hope to be the point of reference in logistics industry both for our members and other associations, locally and globally.

Sustainability is the basis of UTIKAD's corporate social responsibility projects.

UTIKAD's sustainability journey began in 2013. UTIKAD is the first non-governmental organization that was awarded the "Green Office Certificate" of WWF in Turkey in 2013. At the same time UTIKAD began to support the WWF's Earth Hour Campaign which is one of the biggest movements to protect our planet.

UTIKAD's sustainability projects accelerated since 2014. 52nd FIATA World Congress to which 1,100 delegates and participants all around the world has attended was organized by UTIKAD in Istanbul in 2014. The motto of FIATA World Congress 2014 was "Sustainable Growth in Logistics".



Also, the "Sustainable Logistics Certificate" which is the first and the only in the world, is also the best example of international best practice prepared in cooperation with Bureau Veritas. The certificate was introduced first time in the world during the FIATA World Congress 2014 in Istanbul.

Due to sensitiveness about sustainability, UTIKAD received the 'Low Carbon Hero Award' for 'Sustainable Logistics Certificate' during the Low Carbon Heroes Award Ceremony which organized by the Sustainable Production and Consumption Association (SÜT-D) in 2018.

During the same congress in 2014, UTIKAD, which believes the training of the industry is one of the most important components of the sustainability, received the validation for FIATA Diploma in Freight Forwarding. The program organized by UTIKAD in cooperation with Istanbul Technical University Continuing Education Center graduated almost 100 trainees in total.

In 2015 UTIKAD became a signatory of the United Nations Global Compact and created its own principles and policies in parallel to 10 Principles of Global Compact. UTIKAD published two Communications on Engagement (COE) Reports which involved the reporting period's projects, activities and awards until now. The first COE report has published in 2017 and second report in 2019. UTIKAD is also the member of Sustainable Supply Chain Management and Women's Empowerment Working Groups of Global Compact-Turkey.

Caring about the supporting and development of women's presence in business life in Turkey UTIKAD has been the first non-governmental organization that won the Certificate of Equality For Women At Work in 2017. After the successful audit process, the certificate was revalidated in 2019. In our association's secretariat, we have a staff of 12 people, and 9 of them are women.

UTIKAD was also awarded the Special Jury Prize for its project titled "Increasing awareness towards women employment in the logistics industry" during the Atlas Logistics Award Ceremony in the scope of Logitrans International Transport Logistics Fair in 2018.

With the aim of drawing attention towards a big and social issue of our society, UTIKAD participated in Istanbul Marathons in 2017 and 2018 with running teams composed of its members, and collected donations for non-governmental organizations, especially for women and children.

As part of the sustainability of business life, UTIKAD published a report about "E-Commerce in Turkey: Logistics Process & Development Potential" in 2019. The report aims to facilitate the introduction of SMEs into e-commerce, create solutions to overcome obstacles for the e-commerce in Turkey and carry the Turkish SMEs to the future.

UTIKAD also organizes different events in the logistics sector. "The Summit of Future Logistics" was held in September 2018 and "Transformation to Future Summit" will be organized in Istanbul in September 2019.

So, the sustainability journey of Utikad and its members goes on...

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