



# ŞİŞECAM



**38** FILE

# CIRCULAR ECONOMY

**23** INVESTMENT  
MOVE FROM ŞİŞECAM

**24** GLASS TALKS

**31** ŞİŞECAM'S DIGITAL  
ANNUAL REPORT  
RELEASED





**WE ARE BUILDING THE FUTURE.**



Dear Colleagues,

Şişecam, continuously expanding its global area of influence and benefit by pursuing rapid yet sustainable growth throughout its 85-year history, is a global leader in its core areas of operations today. Şişecam has achieved critical breakthroughs in all aspects of its operations, particularly in its journey of globalization, under the leadership of our Chairman of the Board of Directors, Prof. Dr. Ahmet Kirman. Şişecam is a true success story as one of the best models for production-driven corporate development. Today, I am deeply proud to take over the CEO role at Şişecam. Undertaking this major responsibility with honor, I am truly excited about our new organizational structure which is built upon functional principles. As I embark on my new duty, I would like to express my gratitude to all Şişecam Board members – especially Prof. Dr. Ahmet Kirman – for their trust in me. I am confident that we will continue to benefit from Mr. Kirman's profound experience and support that has driven Şişecam's global success story. I am tremendously delighted that we will continue to work with him in his role as Chairman of the Board of Directors.

As you know, last year we took a strategic step forward by consolidating all business activities of Şişecam under a single umbrella. This step is one of the most important milestones in our corporate history. Our company operates on a truly global scale: Sales across more than 150 countries and production power spanning 14 countries on four continents. We are undertaking new cutting-edge projects and continuously working hard to build Şişecam of the Future by focusing on the principle of global excellence. We are taking major steps to position Şişecam as customer-centered, more integrated, and operationally excellent with a key focus on our highly competent human resources and use of smart technologies.

Şişecam's new organizational structuring, based on functional principles will simplify to more effectively manage a geography that spans four continents across our different lines of business. I consider this effort as an important step toward adopting a more simple, agile, and rapid structure across the company. In addition, our newly consolidated structure will assist in redesigning our respective business models according to our new operating model and ensuring a holistic implementation of such transformations through digital infrastructures. The experience and competencies we acquired by focusing on production groups will further expand our area of influence, supported by our strong performance. Meanwhile, the more collaborative environment we create will maximize future benefits.

Without a doubt, it is only possible to achieve the target results with any operating model if the employees have a sense of belonging to the company. Staff members should embrace the perspectives needed, pursue a shared goal, and reflect these steps in each and every business process. That includes the smallest decisions to

be made in a day-to-day business environment. At this point, I would like to share with you the perspectives and approaches that I believe should be embraced by every one of us so that our new structure and global excellence-oriented projects can generate the desired results. One of my goals as the CEO is to actively foster a business environment where you, my esteemed colleagues, can share and implement your bold and creative decisions freely, where dynamic and flexible processes are driven by the new structure, where our business model is accelerated, and where exceptional results are regularly achieved. I expect you to become effective team players who have a strong bond with each other while building trust-based, transparent, and open communications. One of my priorities is to continuously develop a business environment where our employees can work happily both in terms of ways of doing business as well as physical amenities.

As one of the greatest entrepreneurship success stories in our region, Şişecam is striding toward the future by drawing on its experience coupled with its forward-looking objectives. We must further develop and leverage our muscle of thinking big. This is an integral part of our journey of growth, culture, and corporate DNA. As Şişecam employees, we must constantly aim to go beyond what is currently in front of us. We must step out of our comfort zone, have an appetite for growth, have no fear of making mistakes, and actively take the initiative. In addition, we need to enhance our decision-making capabilities. Şişecam's new business model aims to ensure that decisions that require expertise are taken at the relevant centers of expertise. Similarly, decisions that entail field knowledge and quick decision making are made at the local level.

As you know, curiosity is a starting point on the journey to success. Being curious about, inquiring, and trying to make sense of catalysts can all ignite the cycle of success. Throughout this process, we must turn our mistakes into a learning opportunity. It is critically important to share our learnings with each other to prevent similar mistakes.

Thinking big and being brave to face bigger challenges is possible through teamwork. At Şişecam, we need team players who have strong bonds with each other based on trust. Team members should pursue a shared goal with open and transparent communication. Through our new functional structure, we aim to build teams that work hand in hand in collaboration in all processes. Our goal is to eliminate the boundaries among our work groups. We celebrate our successes together in good times, we must also share responsibility together when times are bad. While we are building Şişecam of the Future, a key question to regularly ask ourselves is: "How can I help?"

Career paths at Şişecam are paved with equal opportunities for each and every employee across all the geographies

where we operate. The ways you can individually contribute to Şişecam go beyond merely the countries where you work. The footprint of our operations is continuously expanding. You can capitalize on all opportunities available and convey your culture, innovative perspectives, and creativity to a new Şişecam geography outside your local area. Any career opportunity in any country where Şişecam operates is open to the applications and development journey of any Şişecam employee. I value the use of a shared language in our company. I believe that such a shared language will strengthen the bonds of the Şişecam Family as we work toward a shared goal.

When recruiting for new or open positions, Şişecam will always prefer internal talent. The one and only factor that sets the boundaries you can reach in your career at Şişecam is you: Your contributions to your job, our company, and to yourself. We are very much a merit-based organization. We must uninterruptedly continue our journey of development by growing further for a Şişecam that is in sync with the spirit of our era, where each member of the Şişecam Family can focus on their own journey of development. Our new business model is centered on the goal of developing our own leaders internally. And you, based in any geography where Şişecam operates, can naturally be a candidate for any role at the company – including mine.

Our new operating model is a big step forward on our journey to help take Şişecam closer to its goal of achieving global leadership. But this is just one of many steps yet to take. We must continue to leverage all our tools that drive continuous improvement, particularly digital technologies. The objective is to simplify our organization and processes, agilize our decision-making mechanisms and create resources for value added work by automating our operational processes.

Şişecam is an inheritance from the great leader Mustafa Kemal Atatürk – the founder of the Republic of Turkey and our company. Şişecam will move forward into the future to achieve its ambitious goals with the bold decisions and devotion of each and every Şişecam employee, driving creative ideas. We are building the backbone of Şişecam of the Future by producing, creating, inquiring, developing, and improving this process. We also have full trust in your competencies and dedication. I would like to take this opportunity to express my gratitude to all of you for your valued contributions and commitment to help Şişecam reach its goals, and to all Şişecam members who have worked so diligently for our company. I wholeheartedly believe that we will continue to move forward on our journey toward creating Şişecam of the Future together, with cooperation and collaboration.

Warmest Regards,



**Gökem Elverici**  
CEO

# CHANGE EQUALS TRANSFORMATION!



Care for  
Ne>xt

# 7. TABLE OF CONTENTS



**ŞİŞECAM**

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Published for the employees  
of Türkiye Şişe ve Cam  
Fabrikaları A.Ş. and  
subsidiaries.

**Production:**  
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Published digitally for the  
employees of Türkiye Şişe ve  
Cam Fabrikaları A.Ş. and its  
affiliates.

**TÜRKİYE BANKASI**  
Company.

## 08-33 NEWS



## 34 DIGITAL LIFE

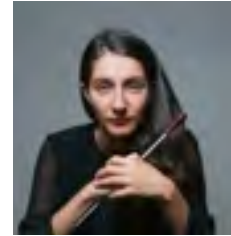


## 36 TECHNOLOGY

Experience  
Economy and  
Total Experience

## 38 FILE

Hope for  
the World:  
The Circular  
Economy



## 46 INTERVIEW

World-renowned  
young Turkish  
conductor, Nisan Ak

## 48 TRAVEL

The Most  
Beautiful  
Coves of the  
Aegean and  
Mediterranean



## 52 GASTRONOMY

Cold Drinks for a  
Refreshing Summer



## 54 ARTS

What NFTs  
Mean for  
Contemporary  
Art?

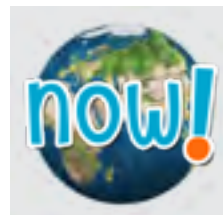


## 58 SOCIAL RESPONSIBILITY

- Success Stories of the Çayırova Sports Club
- Şişecam Çayırova Sports Club's First Rowing Boats Launched

## 62 FROM US

- Time to Come Together with Now!



## 64 PRESS

## 66 INDUSTRY RELATIONS

## 67 HEALTH

What To Be Cautious Of After  
Recovering From Covid-19?

# PAŞABAHÇE A TOP PICK FOR SPECIAL DAYS

THOSE WISHING TO DELIGHT THEIR LOVED ONES ON THE SPECIALIST OF DAYS YET AGAIN FOUND THE BEST COLLECTION OF GIFTS AT PAŞABAHÇE.



## MOTHERS

### ARE HAPPY THANKS TO PAŞABAHÇE

PAŞABAHÇE PUT A SMILE ON THE FACES OF MOTHERS AND MADE THEIR LIVES EASIER WITH ITS WIDE SELECTION OF MOTHER'S DAY GIFTS.

Paşabahçe was by the side of those wishing to delight their mothers with its wide range of gift options exclusive for Mother's Day. Individuals hoping to give their mothers a pleasant break amidst the hustle and bustle of daily life found the gifts they were looking for at Paşabahçe. Reflecting the energy of orange, green and pink in its carafes, drinking glasses, and cups with handles, the Canım Annem Collection was a popular choice among those who are always there for their mothers. Products such as bowls, sugar bowls, drinking glasses, tea cups, and service plates in the highly adored Timeless, Allegra, and Patisserie collections were gifted to mothers to accompany them during their breaks.





## A BIG

# THANK YOU TO FATHERS

WITH PAŞABAHÇE

THOSE SEEKING THE PERFECT FATHER'S DAY GIFT FOUND A WIDE ARRAY OF SPECIAL OPTIONS AT PAŞABAHÇE.

Paşabahçe brought together the ideal gift options for all fathers whose domestic responsibilities increased with the new normal. The top gifts included Pub glasses that fathers can sip on as they watch sports and TV shows, appetizer dishes from the Timeless and Elysia collections, and Mercan cups with handles to offer a splendid tea and coffee experience. For fathers who want to maintain a healthy lifestyle, Iconic glass bottle cups were an ideal gift option.

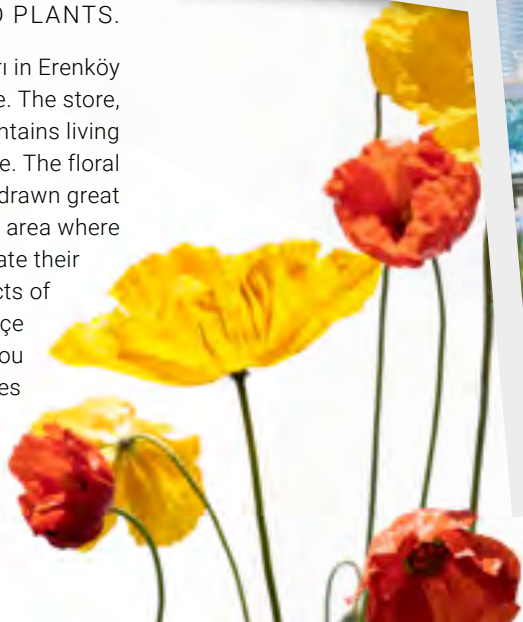


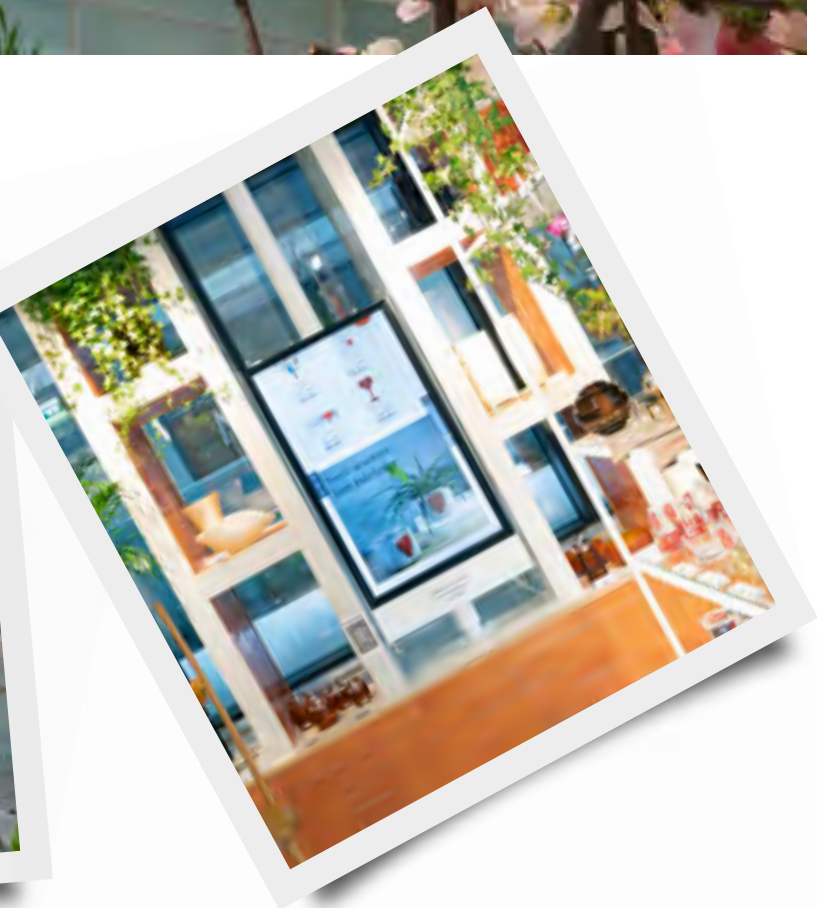
## FRESH FLOWERS

FIND THEIR PLACES IN CHIC VASES

THE FIRST EXPERIENCE STORE OF PAŞABAHÇE MAĞAZALARI THAT OPENED ITS DOORS IN ERENKÖY STANDS OUT WITH ITS FLORAL AREA BRIMMING WITH FRESH FLOWERS AND PLANTS.

The first experience store of Paşabahçe Mağazaları in Erenköy makes shopping faster, easier and more enjoyable. The store, which offers a personalized shopping experience, contains living spaces that enable visitors to have a delightful time. The floral area located on floor -1 of the experience store has drawn great interest with its cozy and natural aesthetics. In the floral area where fresh flowers and plants are displayed, visitors can create their own arrangement of live flowers with various products of their choosing, including pots and vases. Paşabahçe Mağazaları pairs the colorful flowers of Gift For You İstanbul with the most elegant of vases and ensures they are delivered to the desired address. A range of workshops are planned to be held in the floral area in the upcoming period.





THE DELICACY OF GLASS

# MEETS DELECTABLE CHOCOLATE



THE FIRST EXPERIENCE STORE OF PAŞABAHÇE MAĞAZALARI IN ERENKÖY IS BRINGING TOGETHER THE TASTINESS OF CHOCOLATE WITH THE ELEGANCE OF GLASS.

The first experience store of Paşabahçe Mağazaları offers a personalized and distinctive shopping experience. The store aims to meet the varying needs of visitors from a single source, and provides a special service for those who wish to delight their loved ones with chocolate. Visitors can create their own gift sets by selecting from a wide array of Paşabahçe Mağazaları's delicately designed glass products, including sugar bowls and other kinds of bowls, and specially made chocolates.



# LIFE

## IS THE BEST GIFT

PAŞABAHÇE MAĞAZALARI ADDS A SPLASH OF COLOR TO ALL MOMENTS OF LIFE WITH ITS MEANINGFUL GIFT OPTIONS FOR SPECIAL DAYS ALONG WITH ITS INNOVATIONS.



## SPECIAL GIFTS

### FOR MOM

ARE AVAILABLE AT PAŞABAHÇE MAĞAZALARI

CELEBRATING MOTHER'S DAY WITH THE MOTTO "THE LIFE YOU'VE GIVEN ME IS THE BEST GIFT", PAŞABAHÇE MAĞAZALARI –BOASTING A REMARKABLE SELECTION OF GIFTS– WAS THE NUMBER ONE DESTINATION FOR THOSE SEEKING SPECIAL GIFTS FOR THEIR MOTHERS.

Paşabahçe Mağazaları, the top destination for gift shoppers on special days with its rich product range, was yet again a source of delight for mothers on Mother's Day. Several gift options including cups and mugs that heighten the joy of mom's midday breaks, and vases and frames that enhance the aesthetic of living spaces were among the most popular choices of those on the lookout for unforgettable Mother's Day gifts.

#### GIFTS TO KEEP MOM COMPANY DURING HER TEA AND COFFEE BREAKS

The designs in the Lugat 365 collection created in line with the motto "Some words are just beautiful" highlighted the meaning of Mother's Day with various words like Anne (Mom), Gönül (Soul), Aşk (Love), Kadın (Woman), Yuva (Home), Saadet (Felicity), Minnettar (Grateful), and Müteşekkir (Thankful). Those pursuing a customized gift for mom made a lovely surprise by inserting their names in the sentence '... Loves Their Mom' found on the 'Write Your Name' mug. For moms who are big on hosting guests, the ideal gift options included the Nasip Kismet (Destiny/Kismet), Gönül (Soul) and Nazar (Evil Eye) porcelain sets, the Iznik Lale Porcelain Coffee Cup Set, and the Iznik Kalyon Coffee Cup Set.

#### GIFT OPTIONS THAT EMBELLISH LIFE

While the "Bouquet in a Glass" vases bring together the elegance of glass with flowers, the "Chocolate in a Glass" collection sweetens up mom's taste buds. Scented candles in a glass jar –the favorites being Amber, Cotton, Vanilla, Jasmine, Wood, Cedar and Forest– offered an array of splendid decorative candle options to put a smile on mom's face. The Mini Baroque Mirror, Mini Hand Mirror, Mini Heart Mirror, and Mini Square Mirror stood out as excellent gift options for mothers who are all about beauty.



## GIFTS

### EXCLUSIVE FOR DAD

AT PAŞABAHÇE MAĞAZALARI

THOSE WISHING TO PLEASE DAD ON FATHER'S DAY WITH A SPECIAL GIFT FOUND THE RICH SELECTION THEY WERE LOOKING FOR AT PAŞABAHÇE MAĞAZALARI.

Paşabahçe Mağazaları was there for those who wanted to experience the joy of Father's Day and make dad happy on this special day with a wide range of gift options. Paşabahçe Mağazaları colognes and cologne sets, which are pleasantly refreshing in summer months, were among the most popular gift options. Individuals who inserted their names in the sentences '... Loves Their Dad, ... Loves Books, ... Loves Travel, ... Loves Tea, ... Loves Sports, ... Loves Food' found on the 'Write Your Name' Mugs experienced the satisfaction of gifting dad a special present. Those in pursuit of an elegant gift for dad opted for the Father themed products of the Lugat 365 collection and the Time-less themed authentic designs. The most ideal options for fathers who admire Istanbul consisted of Istanbul themed designs such as paperweights shaped like the Hagia Sophia Dome, Selimiye Dome, Galata Tower, and Maiden's Tower.



## THE JOY OF

### APRIL 23

RESONATED THROUGHOUT PAŞABAHÇE MAĞAZALARI

PAŞABAHÇE MAĞAZALARI CELEBRATED APRIL 23 NATIONAL SOVEREIGNTY AND CHILDREN'S DAY WITH BRAND-NEW PRODUCTS THAT WERE INTRODUCED UNDER THE THEME 'FOR THE SWEETEST IN THE WORLD'.

On April 23, Paşabahçe Mağazaları made the joy of Children's Day felt all throughout with products under the theme 'For the Sweetest in the World', tailored specifically for children. The wide range of products designed in line with the theme 'For the Sweetest in the World' includes a variety of plates, bowls, mugs, and picture frames. Ceramic mugs, bowls and dessert plates decorated with adorable animal figures add a spark of fun to meal time for little ones. The collection also contains designs that add a splash of color to kid's rooms.





## ŞİŞECAM LAUNCHED

### ANOTHER INNOVATIVE PRODUCT

ŞİŞECAM, WHICH CONTINUOUS ITS INNOVATIVE STUDIES TO PROVIDE SOLUTIONS FOR MARKET DEMANDS AND CUSTOMERS NEED, DEVELOPED A NEW PRODUCT NAMED ŞİŞECAM SOLAR CONTROL LOW-E GLASS NEUTRAL 50/33.

Şişecam continuous to develop annealed version of temperable products. Within the scope of these studies, Şişecam Solar Control Low-E Glass Neutral 50/33 was developed at Yenişehir Plant which has the same color and performance as Şişecam Temperable Solar Control Low-E Glass Neutral 50/33. Şişecam Solar Control Low-E Glass creates comfortable living spaces by offering optimum light transmittance and provides energy savings by reducing heating and cooling costs with effective solar control and thermal insulation. Neutral 50/33 can be used with its temperable version which has the same color and performance, offers an ideal solution for residential and small/medium sized commercial buildings.

## THE GLASS

### INDUSTRY IS ON THE RISE

ŞİŞECAM CONTINUES TO CHECK THE PULSE OF THE FLAT GLASS INDUSTRY WITH THE GLASS INDUSTRY INDEX.

Şişecam continued to monitor the activities, future expectations and confidence assessments of the Turkish flat glass industry in the first quarter of 2021 with its glass industry index. The compositional index data obtained from the survey results completed with the participation of customers increased by 1.6 points compared to the previous quarter. Following the stagnation caused by the pandemic in the first half of 2020, the demand for glass in the industry increased in the first quarter of 2021 with the recovery of the construction, furniture and white goods industries and the increase in processed glass exports. In parallel with these developments, an increase was recorded in the confidence, activity and expectation sub-indices.



## STATE INCENTIVE

### FOR THE FLAT GLASS INDUSTRY

THE STATE INCENTIVE, WHICH WAS SET IN MOTION WITH THE SUPPORT OF ŞİŞECAM FLAT GLASS-LED EFFORTS, CONTRIBUTES TO THE ATTAINMENT OF SUSTAINABLE QUALITY IN FLAT GLASS PRODUCTION.

Şişecam is engaged in ongoing efforts to drive the flat glass industry into the future, transform Turkey into a flat glass processing hub, and achieve sustainable high-quality processed flat glass production. As a result of these efforts, the state incentive for the fees of "Occupational Qualification Certificate" is given with the communiqué published in the Official Gazette dated 09.04.2021. Thus, the legal process for refunding the certification fees for flat glass craftsmen was completed. Glass processors showed great interest in the communiqué, which required them to obtain their mastery certificates by April 9, 2022. From the publication of the Communiqué to April 30, 2021, approximately 600 flat glass craftsmen applied to Accredited Testing and Certification Organizations to take part in the exams. Under the leadership of Şişecam, this system, which is expected to drive the flat glass industry into the future, turn Turkey into a flat glass processing hub and ensure sustainable high quality production, serving our industry targets both in Turkey and international markets.

ŞİŞECAM FLAT GLASS HOSTS

## R&D MEETINGS

R&D MEETINGS HOSTED BY ŞİŞECAM FLAT GLASS BROUGHT TOGETHER TURKEY'S LEADING FAÇADE CONSULTANTS.

The second R&D Meeting organized by Şişecam Flat Glass was held online this year. The future of glass was discussed at the workshop titled "Glass and Innovation in Façade" which was attended by Turkey's leading façade consultants. During the session, which started with a presentation by the Şişecam Science and Technology Center, R&D studies that will serve as inspiration for Şişecam's new projects were shared with façade consultants who carry out projects in Turkey and various parts of the world. Afterwards, the presentation titled "Transparent Solutions" gave participants an idea about newly developed products and reference projects. The synergy created by the exchange of ideas at the workshop, where expectations about the future of glass were shared by façade consultants, will be used to guide Şişecam Flat Glass development activities.



A CLOSER LOOK AT FUTURISTIC ARCHITECTURE:

## THE HOLOGRA-MAA

### EXHIBITION

THE HOLOGRA-MAA EXHIBITION HELD WITH THE CONTRIBUTIONS OF ŞİŞECAM FLAT GLASS IN PARALLEL WITH THE VENICE BIENNALE OF ARCHITECTURE HAS DRAWN GREAT INTEREST.

The special exhibition titled "Time-Space-Existence" organized by the European Culture Center in parallel with the Venice Biennale of Architecture, which will take place between May 22-November 21, 2021, has been opened to visitors. MAA - Melike Altınışik Architects is participating in the exhibition with its model projects under the name "HOLOGRA-MAA", which are also sponsored by Şişecam Flat Glass. "Hologra-MAA" takes visitors on journey and enables them to witness the time, space and existence stories of MAA's futuristic 369-meter-high Istanbul TV & Radio Tower in Istanbul and the Robot and AI Museum in South Korea's capital Seoul, as well as explore conceptual video and sound installations that create holographic spaces inside glass pyramids.



## KUMBARA KART CLUB CELEBRATES 5 YEARS!

ISICAM SYSTEMS' LOYALTY PROGRAM KUMBARA KART CLUB CELEBRATES ITS FIFTH ANNIVERSARY.

Kumbara Kart Club, a loyalty program that offers advantages and an effective rewarding mechanism, has left behind five years. Kumbara Kart Club members benefited from advantageous campaigns over five years and earned points and rewards at the same time, PVC professionals had the opportunity to increase his professional knowledge by receiving various trainings and follow the sector news thanks to the Kumbara Card Club. Kumbara Kart Club, which grows bigger every year with Isicam volunteer brand ambassadors, aims to act as a partner in the success stories of its members through special campaigns and surprises in its new age.



## KUMBARA KART'S PAINTING CONTEST FOR APRIL 23

Kumbara Kart Club celebrated April 23, National Sovereignty and Children's Day, with a painting contest themed "Isıcık and Nature". The April 23 Painting Contest, in which the children of Kumbara Kart Club members could participate, attracted great interest this year, as well. Children received their gifts from Isicam Systems by drawing nature with Isıcık which is environmentally friendly, investigative, smart, positive and energetic mascot.

## SAPLING PLANTATION

### ON WORLD ENVIRONMENT DAY

Kumbara Kart Club planted saplings on behalf of its members on the occasion of June 5, World Environment Day. Saplings were planted to raise the awareness among Kumbara Kart Club members who contribute to nature by using Isicam S 3+ and Isicam K 3+ products. Isicam S 3+ and Isicam K 3+ provides four times greater thermal insulation compared to ordinary double glazing unit and two times greater thermal insulation compared to Isicam S and Isicam K products.





ŞIŞECAM FLAT GLASS TAKES THE WORLD STAGE TO

## INTRODUCE ITS HIGH-QUALITY PRODUCTS

ŞIŞECAM LAUNCHED NEW GLOBAL DIGITAL COMMUNICATIONS CAMPAIGNS TO INCREASE ITS BRAND AWARENESS IN THE AREA OF FLAT GLASS AND PROMOTE ITS HIGH-QUALITY FLAT GLASS PRODUCTS THAT HOLD STRATEGIC IMPORTANCE IN INTERNATIONAL MARKETS.

The market dynamics, target audience differences and digital media habits of each region were taken into account in the preparation of the campaigns, which were broadcast in local languages in Italy, Bulgaria and Romania at the beginning of May, and are planned to be broadcast in the United Arab Emirates and Qatar as of July. Thus, different strategies were employed for each campaign. B2B target audiences, consisting primarily architects, engineers, interior architects, façade consultants, glass processors, glass wholesalers and contractors, who play a decision-making role in the glass industry, were reached directly and through private messages on various online channels. These messages were also posted on a number of social media channels such as Facebook, Instagram and LinkedIn, thus increasing the interaction. Alongside all these, target audiences were also reached through word-based and video search engine ads. The users who were reached through word-based and video search engine ads. The users who were reached through word-based and video search engine ads. The users who were reached through word-based and video search engine ads. The users who were reached through word-based and video search engine ads.



# ŞIŞECAM

## PREMIUM CLUB

### CONTINUES TO BE GLOBAL

ŞIŞECAM FLAT GLASS CONTINUES TO BE INCREASED ITS BRAND AWARENESS AND SUSTAINABLE RELATIONSHIPS BY ŞIŞECAM PREMIUM CLUB WHICH WAS DEVELOPED DUE TO STRENGTHEN ITS RELATIONS WITH ITS INTERNATIONAL CUSTOMERS.

Şişecam Flat Glass offers its customers a world full of privileges and an effective rewarding mechanism with Şişecam Premium Club in international markets. The companies that are members of the system earn more points as they purchased high-quality architectural glass products that provide energy saving, safety, security and noise insulation. Members can choose gifts in the gift catalog with the points they earned. Şişecam Premium Club was launched in Bulgaria in March and in Romania in May. The mobile application of Şişecam Premium Club, which is available in Bulgarian, Romanian and English, was released on Google Play and Apple Store. Şişecam Premium Club, whose number of members increased rapidly in a short time, will be a platform that includes e-trainings on glass and glass processing, new product announcements and news from Şişecam.





## ARDA TÜRKMEN

## AND PAŞABAHÇE

### PARTNERSHIP STANDS STRONG

THE SUCCESSFUL PARTNERSHIP BETWEEN FAMOUS TV CHEF ARDA TÜRKMEN AND PAŞABAHÇE REMAINS STRONG.

The long-standing partnership between Chef Arda Türkmen and Paşabahçe is going strong. As part of this collaboration, advertorial and sub-band advertisements were broadcast during the program Arda's Kitchen, which airs on Kanal D on Saturdays with the sponsorship of Paşabahçe. In addition, Paşabahçe product placements are still used in the videos published on the YouTube channel Arda'nın Mutfağı, and Arda Türkmen continues to share Paşabahçe products through his social media accounts. Product development efforts for Arda Türkmen licensed Paşabahçe products are also underway.



## PAŞABAHÇE

## AND AYDAN ÜSTKANAT PRESENT

### A DELICIOUS PARTNERSHIP

Journalist, magazine writer, national and international award-winning chef, gastronomy writer, and recipe consultant Aydan Üstükanat joined forces with Paşabahçe, resulting in magnificent recipes and elegant presentations. Aydan Üstükanat, who built onto the food culture she inherited from her family with Cretan roots by tapping into her artist, researcher and creative identity, creates healthy recipes for Paşabahçe. She also offers guidance on several topics, including presentations for special days and simple presentation ideas. The recipes created by Aydan Üstükanat and her presentations that incorporate Paşabahçe products are shared on Paşabahçe's Instagram page.



# TASTEMAKERS

## FEATURES NUR BİLEN YAVUZER'S STYLE

NUDE GLASS CONTINUES TO REFLECT THE UNIQUE EXPERIENCES OF CREATIVE NAMES RENOWNED FOR THEIR STYLE AND TASTE THROUGH ITS VIDEO AND PHOTO SERIES CALLED TASTEMAKERS.

The refined and exquisite Nude collections designed by globally acclaimed designers are the inspiration behind the new photo and video series called TASTEMAKERS by NUDE Glass. The series, which takes you on a tour through the living spaces of prominent names in different fields of the creative industry and reflects their perspectives on design, also exhibits the touches that Nude Glass designs add to spaces. In the second episode of Tastemakers, Nur Bilen Yavuzer, the founder and creative director of Beauty Omelette, creates a medley of simplicity, elegance, and shimmer. She focuses on setting up a ceremony around the dining table, which holds a special place in our lives. Yavuzer celebrates each precious moment with her timeless style that integrates the new with the old and believes in the importance of enriching these moments with design objects that surround us. Nude glass objects add meaning and value to Yavuzer's daily rituals with their permeability, translucency, and sense of trust.



# SPRING FLAVORED

## COCKTAILS

THE FOUNDER OF THE COCKTAIL BLOG AND MIXOLOGIST MORTEN KRAG PREPARED A SELECTION OF DELICIOUS COCKTAILS FOR THE #NUDEFRIDAYCOCKTAILS SERIES.

A source of inspiration for many people with his Instagram account and blog, mixologist Morten Krag has prepared a special cocktail selection for Nude Glass's #NudeFridayCocktails series. Morten Krag, who lives in Viborg, Denmark and was introduced to mixology at an early age, sees mixology not only as a career, but as a passion for discovering new things, experimenting and pushing the limits. Morten's interest in the field earned him worldwide fame.





## ŞİŞECAM FLAT GLASS

WON THE

FACADE MATERIAL

THE YEAR AWARD

ŞİŞECAM TEMPERABLE SOLAR CONTROL LOW-E GLASS NEUTRAL 70/37, THE BRAND-NEW DOUBLE SILVER PRODUCT BY ŞİŞECAM FLAT GLASS, WAS CROWNED THE MATERIAL OF THE YEAR AWARD AT HE 2020 ROOFING AND FACADE MATERIALS AWARDS.

The Roof and Facade Materials Awards, organized by the Roof and Facade Magazine for the 10th time, were presented to their winners on April 13. Facade Material of the Year Award went to new double silver product Şişecam Temperable Solar Low-E Glass Neutral 70/37. With 1.0 U value, Şişecam Temperable Solar Control Low-E Glass Neutral 70/37 maximize energy savings by providing outstanding thermal insulation and efficient solar control. Neutral 70/37 provides high light transmittance while reducing the need for artificial lighting and also shows all the details of nature thanks to its low reflection and transparency. Şişecam Temperable Solar Control Low-E Glass Neutral 70/37, which provides energy savings by reducing heat loss in winter and solar energy transmission in summer by 50% compared to ordinary, is preferred in residences, villas and store front glazing.

## PAŞABAHÇE

RECEIVES

PANDEMIC

PERIOD

ACHIEVEMENT

AWARD

The 20th Retail Days was held on June 2-3 at the Haliç Congress Center. During the Retail Sun Awards organized as part of the Retail Days, the Pandemic Period Achievement Awards also found their rightful owners. Paşabahçe was deemed worthy of the Pandemic Period Achievement Award thanks to its Stay Healthy, Stay At Home Campaign.



A PRESTIGIOUS

AWARD

GRANTED TO  
PAŞABAHÇE MAĞAZALARI



Organized for the first time in Turkey by the world-renowned award organization Awards International, the Turkey CX Awards 2021 were held on June 10. Dozens of companies competed in 18 different categories at the Turkey edition of the CX Awards, one of the most prestigious awards in the domain of customer experience. As a result of the evaluation made by the professional jury of the Turkey Customer Experience Awards, Paşabahçe Mağazaları received the Silver Award.



ŞİŞECAM

AWARDED AT

ADAM SMITH

AWARDS 2021

Şişecam won the Best Cyber Security Solution Award at the Adam Smith Awards 2021 with its end-to-end digital treasury management system, which started to monitor balances and cash flow on a daily basis and manage payments from a single source following SWIFT integration with global banks. Thus, Şişecam, a global player in the glass and chemicals sectors, made its mark alongside global giants such as Bridgestone, Microsoft Corporation, Rolls Royce, Tesco, TetraPak, and Unilever, which received awards in 24 different categories at the Adam Smith Awards, one of the most prestigious corporate award organizations in the world. Şişecam's end-to-end digital treasury management system has centralized its treasury operations in 21 countries in the Middle East, Africa and Asia to create a single, consolidated and dynamic overview through the Kyriba application. Thanks to these features, the SWIFT MT940 end-of-day bank account statements of more than 1,000 accounts can be obtained with a real-time view of cash positions. Moreover, all payment orders are created via Şişecam ERP and forwarded to Kyriba to be digitally signed, eliminating the risk of unmonitored processes. Through the application that does not allow for manual transactions, each payment is successfully transferred to banks immediately after fraud checks. Each payment order takes 8-15 minutes to complete, and the digital approval process within Kyriba provides significant benefits for remote signatories.

ŞİŞECAM

## PARTAKES IN EDUCATIONAL PARTNERSHIP IN BULGARIA

Efforts oriented towards the career development of Şişecam employees are underway both domestically and abroad. As part of these efforts, a Dual Education Cooperation Agreement was signed between Şişecam plants operating in Bulgaria and John Atanasov Professional High School of Economic Informatics on April 2. Aiming to support the development of young employees, the agreement will also offer career orientation opportunities. The agreement for the cooperation planned to support high-quality education and train qualified personnel for local businesses was signed during a meeting. The meeting coordinated by Şişecam's operational branches in Bulgaria, namely Paşabahçe Bulgaria EAD, Trakya Glass Bulgaria EAD, and Şişecam Bulgaria EAD, was attended by Chief Human Resources Officer of Şişecam Şengül Arslan, Human Resources Director for Corporate Functions and Glassware Ufuk Mahir, Directors of the Bulgaria Plants and their Human Resources Managers, Director of Regional Educational Institution Elka Stancheva, Principal of Tsar Simeon Veliki Technical Vocational High School Nikolay Nikolov, and Principal of John Atanasov Professional High School of Economic Informatics Georgi Nikolov.





## BEGINNING OF A NEW ERA AT ŞİŞECAM

ŞİŞECAM CHAIRMAN OF THE BOARD OF DIRECTORS PROF. AHMET KIRMAN AND ŞİŞECAM CEO GÖRKEM ELVERİCİ VIRTUALLY MET WITH ŞİŞECAM EMPLOYEES TO SHARE THE TARGETS FOR THE UPCOMING PERIOD.

Şişecam Chairman Prof. Ahmet Kirman relinquished his role as CEO to Şişecam CEO Görkem Elverici on June 29, 2021. During the digital events organized due to the transfer of duty, Prof. Ahmet Kirman and Görkem Elverici met with Şişecam employees. Şişecam Chairman Prof. Ahmet Kirman and Şişecam CEO Görkem Elverici came together with Şişecam employees at the first meeting, which took place on June 29, just before the transfer of duty. During the meeting, Prof. Ahmet Kirman talked about digitalization and functional-based management processes, as well as the One Şişecam merger. Şişecam CEO Görkem Elverici, who took the floor afterward, shared the targets for the upcoming period and indicated that they were considering investment opportunities outside their current field of activity. Later in the event, Prof. Ahmet Kirman and Görkem Elverici answered the questions of Şişecam employees.

In the event that took place on July 2, Şişecam CEO Görkem Elverici addressed the employees. Elverici opened his speech with a brief overview of the growth story of Şişecam. Elverici, who discussed the foreign investments of Şişecam and the point it has reached in the global markets in figures, also shared his targets and expectations for the future with Şişecam employees. After answering the questions of Şişecam employees in different regions, Elverici shared the objectives and short-term results of the One Şişecam merger and stated that they are taking firm steps towards operational excellence. Moreover, Elverici



stated that Şişecam's digital transformation journey is successfully moving forward. He also underlined that infrastructure development efforts are continuing at full speed and voiced their expectation that the process will accelerate in the coming period. Furthermore, Şişecam CEO Görkem Elverici shared Şişecam's roadmap for the upcoming period and declared that they are determined to enter new business areas alongside their existing fields of activity. In his speech, Elverici also shared his expectations of Şişecam employees and his views on the advantages of the new organizational structure.

# INVESTMENT MOVE FROM ŞİŞECAM

ŞİŞECAM IS GROWING IN BOTH TURKEY AND INTERNATIONAL MARKETS WITH NEW INVESTMENTS.

Şişecam, which is the second-largest producer of glassware and the fifth-largest producer of glass packaging and flat glass in the world, is also the world's eighth-largest soda producer and the world leader in chromium chemicals, and it has rolled up its sleeves for new investments that will strengthen its position in the global glass league. Şişecam will make a new plant investment in Hungary in order to respond to the growing demand for glass packaging in Europe, thereby increasing its flat glass production capacity from 2 million tons to 2.5 million tons with the addition of 2 new float lines alongside activities to improve its existing lines in order to support the growth of the industries to which it provides input. In parallel to these new line investments, Şişecam will improve its existing lines and also carry out cold repairs in accordance with new technologies and new design trends, ultimately enhancing product diversity, efficiency and line capacity.

## ŞİŞECAM BUILDS ONTO ITS STRENGTH IN EUROPE

Şişecam, which is currently operating in the field of glass packaging with a total of 10 production facilities in 4 countries and an annual production capacity of 2.6 million tons, has decided to make a new investment in Hungary. The aim is to commission the first furnace of this first glass packaging facility investment in Europe in 2023 and reach full capacity by 2025. The production facility, which will have a net production capacity of 330 thousand tons when completed, will respond to the glass packaging demand of both Hungary and a vast region in Europe.

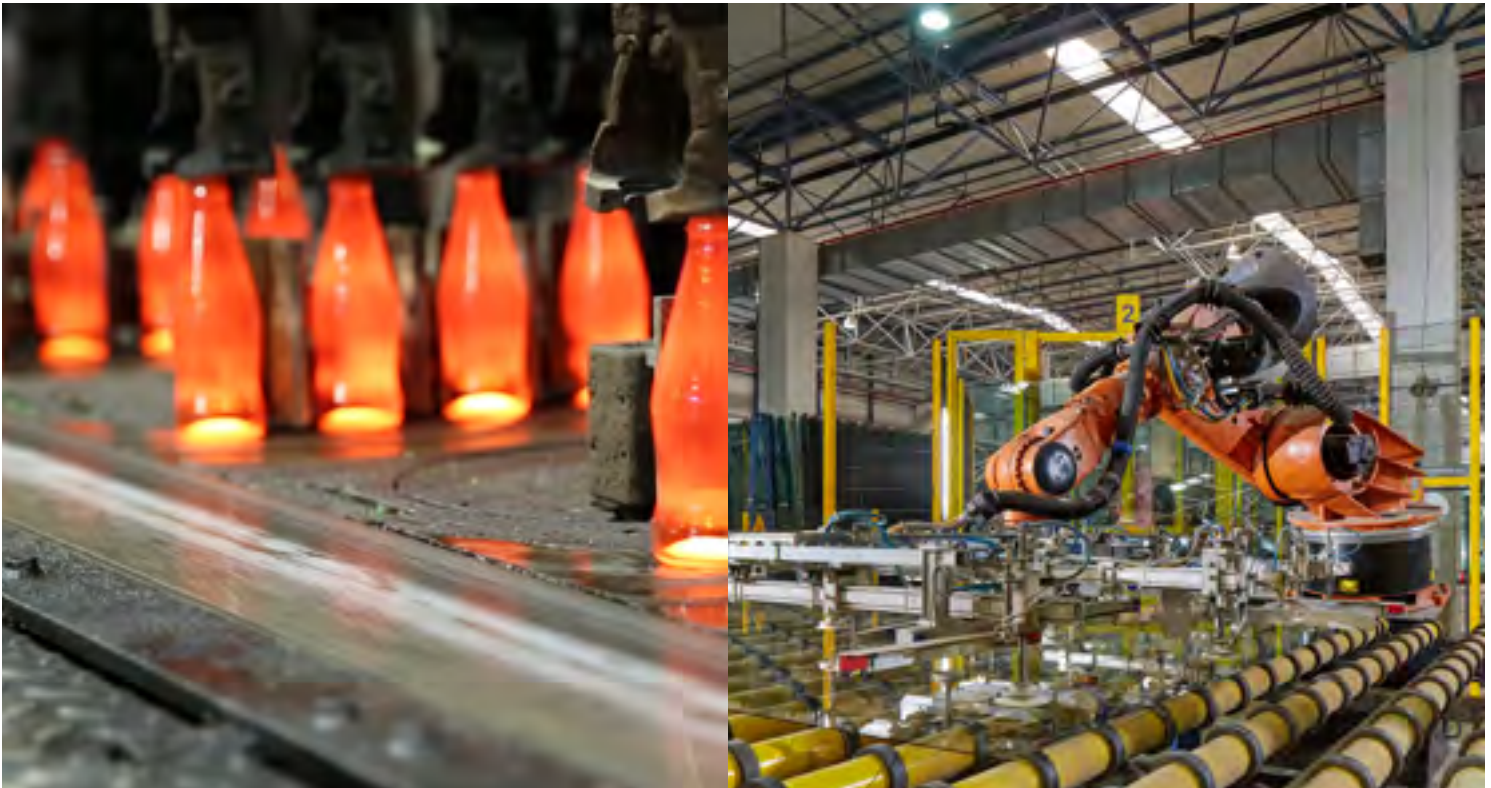
## GROWING FLAT GLASS PRODUCTION CAPACITY

In an environment of uncertainty caused by the global epidemic, Şişecam continued its investments without interruption to meet the

glass demand of Turkey and generate value for the economy regardless of the extraordinary conditions. Following the commissioning of the eighth furnace at the Polatlı plant in October 2020, making it the largest flat glass hub in Europe, the sixth furnace of the Yenişehir flat glass plant, whose cold repair was recently completed, was also fired and commissioned. The fifth furnace with a capacity of 240 thousand tons, whose cold repair is currently underway at the Yenişehir plant, will also be commissioned in the last quarter of the year. By increasing its number of furnaces to eight through the Polatlı investment, Şişecam's flat glass production capacity in Turkey has exceeded 2 million tons. Other efforts aimed at increasing flat glass production capacity include an investment in a new high-capacity float line for architectural glass, which is expected to be completed in 2023, and the cold repair of the TR1 float line at the Kırklareli production facility. Improvements to existing lines and new investments are expected to boost the flat glass production capacity to 2.5 million tons by the end of 2024.

## NEW FLOAT LINE INVESTMENT FOR AUTOMOTIVE GLASS PRODUCTION

An additional strategic investment for Şişecam will be realized in the field of automotive glass. Since the automotive glass production capacity has reached levels that enabled a single float line to be directed to automotive raw glass, efforts are underway to set up a new automotive glass float line in Turkey and to direct all float facilities that currently produce automotive raw glass to architectural glass. The new automotive float line will be equipped with highly efficient Industry 4.0 solutions. Following the investment in the new automotive raw glass float line, the TR1 line, whose capacity has been increased with cold repair, will be focused entirely on architectural glass.



# GLASS TALKS

IN PARTNERSHIP WITH  
DÜNYA NEWSPAPER



General Coordinator of Dünya Newspaper Vahap Munyar



Şişecam Chairman Prof. Ahmet Kırmacı



Under the cooperation of Şişecam and Dünya Newspaper, the first two episodes of the "Camdan Sohbetler (Glass Talks)" series was published on Dünya Web TV and in the newspaper. In the first episode of the series moderated by Dünya Newspaper Editorial Coordinator Vahap Munyar, Şişecam Chairman, Prof. Ahmet Kırman, shared information about Şişecam's new investment moves, its unparalleled practices that support the entire ecosystem during the global pandemic, its "human first" approach, and its growth plans. After speaking about the new float line investments that Şişecam plans to realize in the field of flat glass, also shared the glass packaging investment to be made in Hungary and the targets and expectations regarding this investment with the audience. The first episode of Glass Talks was broadcast on June 22, and the second episode aired on July 1.

In the second episode once again moderated by Munyar, Şişecam Chairman Prof. Ahmet Kırman and CEO Görkem Elverici, the main topics of discussion were the delegation of roles and the transformation projects at Şişecam. During the interview, Prof. Ahmet Kırman emphasized that they aim to achieve an even greater competitive edge on a global scale through a function-based structural transformation. CEO Görkem Elverici remarked that the 2020s will be a period when Şişecam will further consolidate its presence in the USA in many business areas.



Şişecam CEO Görkem Elverici







# SPECIAL EVENT IN HONOR OF PROF. AHMET KIRMAN

ŞİŞECAM EMPLOYEES AND MANAGERS GATHERED FOR A SPECIAL EVENT TO HONOR OUR CHAIRMAN PROF. AHMET KIRMAN.

Prof. Ahmet Kirman's management journey at Şişecam, which started with his regional leadership strategy in 2006, continues with his current role as Chairman of the Board. A special event organized in honor of Şişecam Chairman Prof. Ahmet Kirman, who has accelerated the progress of Şişecam with his tireless efforts since the day he took office, brought Şişecam employees together. During the event titled "Towards the Future's Şişecam Under the Leadership of Prof. Ahmet Kirman", hosted by Yekta Kopan, the developments that took place under Şişecam Chairman Prof. Kirman's tenure as CEO were celebrated through a special video, demonstrating yet again Şişecam's success and growth journey. Throughout the event, Yekta Kopan asked questions to and conversed with Prof. Kirman, and there were fun and emotional moments thanks to surprise videos prepared by Kirman's colleagues and family. The videos, in which employees and managers from abroad shared their memories and thank you messages with Prof. Ahmet Kirman, made the event even more memorable. Şişecam CEO Görkem Elverici, who took over the position of CEO at the end of the night, presented a gift to Prof. Ahmet Kirman on behalf of all employees.



ŞİŞECAM MANAGEMENT CONDUCTS

## PLANT VISITS

ŞİŞECAM CHAIRMAN PROF. DR. AHMET KIRMAN AND ŞİŞECAM CEO GÖRKEM ELVERİCİ VISITED PRODUCTION FACILITIES IN MERSİN, KIRKLARELİ, ANKARA, ESKİSEHIR AND BURSA.

### MERSİN

Şişecam Chairman Prof. Ahmet Kirman and CEO Görkem Elverici visited the Şişecam Chemicals Mersin Soda and Kromsan Plants, the Şişecam Glass Packaging Mersin Plant and the Şişecam Flat Glass Mersin Plant on May 26. Prof. Ahmet Kirman and Görkem Elverici first paid a visit to the Soda and Kromsan plants where they briefed employees on production, strategic investments, continuous development projects and waste management, and also inspected the facilities and planted memorial trees. Later, Prof. Ahmet Kirman and Görkem Elverici visited the Glass Packaging Plant and performed a survey of the Logistics Center following a general briefing and production lines tour of the plant, during which they received information about the new product warehouse investment to be made here. Afterward, Prof. Ahmet Kirman and Görkem Elverici moved on to the Flat Glass plant, where they obtained information about the plant's activities and visited the patterned glass production line.

### KIRKLARELİ

Şişecam Chairman Prof. Ahmet Kirman and CEO Görkem Elverici visited Şişecam's Automotive, Flat Glass and Glassware plants in Kırklareli on May 6. During the visit to Şişecam Automotive Glass Plant, the group, which examined the production lines for lamination, tempering and heavy-duty commercial vehicles, toured the product warehouse and custom-cut sizing lines, and departed after taking a group picture. Later, the group went to the Şişecam Flat Glass Kırklareli Plant, where they received information about the activities carried out at the plant, and they





wrapped up their visit with a tour of the production lines. They then proceeded to the Şişecam Glassware Kırklareli Plant. During the tour of the Glassware Plant, the group viewed the production lines, the robot packaging section in the end-of-cooling area, and the improvements made in the material warehouse area.

#### **ANKARA, ESKİŞEHİR, BURSA**

Şişecam Chairman Prof. Dr. Ahmet Kırman and CEO Görkem Elverici visited the production facilities in Ankara, Eskişehir and Bursa on April 26-27. The group, which visited the TR 7-TR 8 lines during the Şişecam Flat Glass Ankara Plant tour, which took place on April 26, examined the product warehouse area, where a capacity increase was achieved, in addition to the newly opened regional laboratory. Visiting the Eskişehir Glassware and Glass Packaging plants on the same day, Prof. Ahmet Kırman and Görkem Elverici also examined the field of Şişecam Çevre Sistemleri A.Ş. During visits to the Şişecam Glass Packaging plant, the Şişecam Flat Glass plant and glass cullet plant in Bursa Yenişehir on April 27, Prof. Dr. Ahmet Kırman and Görkem Elverici attended the first glass drawing ceremony held for the re-commissioning of the 240 thousand-ton capacity TR6 Flat Glass furnace, which was repaired and renewed, and watched all stages of the glass drawing process on site. After the ceremony, the group toured the new flat glass production line equipped with new production capabilities, and also visited the coating and lamination production lines in addition to the product warehouse.





## ŞİŞECAM SUSTAINABILITY REPORT RELEASED

Şişecam presented its sustainability performance for 2020 to its stakeholders in a single report covering all its activities. The data in the report, prepared in compliance with the GRI (Global Reporting Initiative) standards, contains all of Şişecam's operations in and out of Turkey. The report, published with the slogan "Our Planet is One, Our Future is Shared", lays out Şişecam's activities within the framework of its CareforNext sustainability strategy. Combining all its activities under a single Şişecam roof in 2020 for a more digital, more integrated and more optimized corporate structure towards the Şişecam of the future, Şişecam continued to create value for all its stakeholders while marching towards its 2022 sustainability goals with its continuous development approach, despite the extraordinary conditions resulting from the global pandemic. While supporting its stakeholders in the fight against the pandemic with the technologies it developed thanks to its pioneering innovation capabilities, it did not compromise on efforts such as combating the climate crisis and attaining a circular economy, and focused on creating sustainable value for its entire ecosystem.



# ŞİŞECAM'S DIGITAL ANNUAL REPORT RELEASED

ŞİŞECAM PUBLISHED ITS 2020 DIGITAL ANNUAL REPORT ON ITS WEBSITE AS PART OF ITS EFFORTS TO FULLY DIGITALIZE THE VALUE CHAIN.

Şişecam is continuing its global digital transformation process to cover all components of its value chain. After the merger, the digitalization journey for operational excellence gained even more momentum. One step taken towards digitalization was the digital design and publication of the annual report. The 2020 Digital Annual Report was published on the Şişecam website in Turkish and English with the title "The Future is Here".

The digital annual report, which offers a top-notch user experience, contains the following topics: the Şişecam of the Future, Interview with Prof. Ahmet Kirman, A Quick Look at Şişecam and 2020 Activities. Şişecam's digitalization journey is laid out on the Şişecam of the Future page. On the Interview with Prof. Ahmet Kirman page,

there are videos of Şişecam Chairman Prof. Ahmet Kirman answering frequently asked questions. In addition to questions about the merger, Prof. Ahmet Kirman sheds light on the developments during the pandemic, Şişecam's R&D investments and its sustainability strategy. On the A Quick Look at Şişecam page, Şişecam's story from stretching from Turkey to the world is told with statistics and financial indicators. The 2020 Activities page, on the other hand, includes comprehensive reports of what happened in the Flat Glass, Glassware, Glass Packaging and Chemicals fields throughout 2020.

**You can access it from this link. <https://www.sisecam.com.tr/tr/yatirimci-iliskileri/sunumlar-ve-raporlar/yillik-faaliyet-raporlari/dijital-faaliyet-raporu/2020/anasayfa.html>**



# ŞİŞECAM AKADEMİ

TRAININGS UNDERWAY  
AT FULL SPEED

## FOREIGN LANGUAGE DEVELOPMENT PROGRAMS CONTINUE

The Foreign Language Development Programs aiming to improve the foreign language competencies of Şişecam employees, thus supporting their career development and contributing to Şişecam's global adaptation strategy, are continuing. The English Language Development Program, which started in February 2017, was redesigned as a blended learning program in 2019. In the blended program, there are various activities targeting the interests of participants and the sectors in which they operate to maximize their individual benefits. The blended program includes face-to-face group trainings, in-class follow-up trainings, personalized digital content, online course activities, participation in global conversation groups by appointment with a native speaker, and multimedia applications. Through the English Language Development Program, a total of 800 employees have been supported with a 90% attendance rate in Turkey and abroad since 2017. It is planned to support 587 employees in 2021. The Russian Language Development Program, which was launched to contribute to Şişecam's global growth strategy, first started in September 2018.



## ŞİŞECAM TAKE-A-WAY!

Şişecam supports the career development of its employees through its internal

advertisement system called TAKE-A-WAY and ensures that they benefit equally from global rotation opportunities. The in-house advertisement system TAKE-A-WAY, by which 22 thousand Şişecam employees can apply for open positions in 14 countries where Şişecam operates, has been renewed.

## THE TECHNOLOGY AND SHARED SERVICES APPLICATION CENTER OPENS ITS DOORS

Şişecam's first shared services center initiated its operations in Tuzla, Istanbul under the name Technology and Shared Services Application Center-TOHUM. The Shared Services Center, which supports the objectives of simplifying the organization after the merger and centralizing the Financial Affairs and Human Resources functions, was launched in February. The name and logo of the center were determined through a survey conducted among the relevant employees. Through the ongoing structuring activities, TOHUM structures will start to serve in different regions in the coming period and efforts will be continued to expand the TOHUM structure globally. TOHUM, which enables business processes to become simpler and more flexible using digital technologies, aims to help employees focus on value-added activities more easily.



## ŞİŞECAM IS JUST AN EMAIL AWAY!

Continuing its global digital transformation journey at increasing speed, Şişecam is working towards ensuring

that all employees have a corporate email account. Şişecam, one of the first companies to implement the practice of providing corporate email accounts to field workers in Turkey, is now making this process global. As part of the project carried out jointly by the Information Technologies and Human Resources teams, efforts to set up a corporate email address with a sisecam.com extension for blue-collar Şişecam employees in all countries are underway. Şişecam employees who hold a corporate email address can log into HR applications, access Campport and its submodules, and use digital platforms such as Campport Mobile Beta and Microsoft Teams.

# ŞİŞECAM PROVIDES FULL SUPPORT TO UNIVERSITY STUDENTS

ŞİŞECAM SUPPORTS  
UNIVERSITY STUDENTS IN  
REACHING THEIR CAREER  
GOALS THROUGH CAMPUS  
EVENTS, INTERNSHIP  
PROGRAMS AND  
GRADUATION PROJECTS.

## UNIVERSITY CAMPUS EVENTS ARE NOW DIGITAL

Şişecam's Employer Brand campus events are continuing on digital platforms. Şişecam holds 25 campus events in Turkey and globally in the spring term and has reached approximately 5,000 university students. During these events, students were informed about job and internship opportunities at Şişecam. In the digital meetings attended by Şişecam managers, students had the opportunity to hear about the career journeys of the managers and ask them questions.







## FIRST STEP

### SUMMER INTERNSHIP PROGRAM KICKS OFF

The new period of the First Step Summer Internship Program, organized in accordance with Şişecam's talent acquisition strategies, has begun. A total of 11,000 students applied to the First Step Summer Internship Program, which aims to enable university students to successfully ease into business life by gaining a good internship experience. Two hundred fifty students, who were eligible to participate in the internship program that will be implemented in a hybrid format, were placed in the relevant units and started their internship in June.

## THE YOUNG TALENT PROGRAM, TOGETHER, CONTINUES

The new term in Young Talent Program Together started in January with the opening day for 131 long-term project interns from Turkey. In the new period of the program, the interns are continuing their activities. In May, the global opening event was held with the participation of 38 interns from 12 countries.



## UNIVERSITY-INDUSTRY

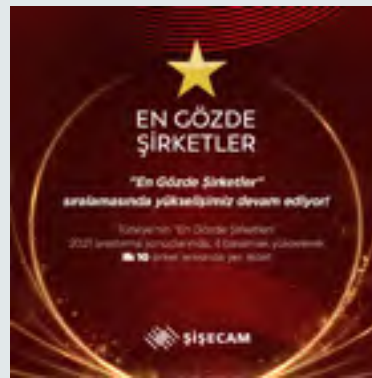
### COLLABORATIONS GOING STRONG

Thanks to Şişecam's projects geared towards bringing universities and the industry together, youth have the opportunity to gain impactful experiences in business life. The graduation projects involving senior university students allow students to gain experience in real projects they will encounter in business life. The second semester studies for 19 graduation projects with groups of senior students from six universities are currently ongoing. The groups that made their final presentations at the end of May added value to our projects with the approaches and solutions they presented.

## ZEWAIL CITY OF SCIENCE AND TECHNOLOGY PAYS A VISIT TO PAŞABAHÇE

A group of professors, assistants and students from Zewail City of Science and Technology, one of Egypt's leading educational institutions known for its expertise in scientific research and technology production, visited Paşabahçe Egypt facilities on June 1-2. After the human resources presentation, the visiting group had the opportunity to tour the facilities and learn about the operations.

## ŞİŞECAM A TOP PICK AMONG YOUTH!



Şişecam moved up four places compared to the previous year and ranked 10th in the "Most Popular Companies" survey conducted by the Realta consultancy firm among university students every year. According to the "Top 100 Talent Programs" survey conducted by Toptalent each year based

on the evaluations of university students and new graduates, the Global Young Talent Program Together ranked second among 113 talent programs.

## ŞİŞECAM RECEIVES SUSTAINABILITY AWARD FROM BOĞAZIÇI UNIVERSITY



The Business World Awards, organized annually by Boğaziçi University's Engineering Club ENSO, were presented to their rightful owners. As a result of voting among university students, Şişecam was deemed worthy of the Sustainability Award thanks to its corporate sustainability strategy, the Care for Next commitment program.



## ŞİŞECAMCAMESERLERI.COM RECEIVES 3 GOLDEN SPIDER AWARDS AT ONCE!

The website that serves as a digital museum and was launched in 2020 with the aim of making the Şişecam Glass Works Collection, an integral part of Şişecam's corporate heritage, accessible to wider audiences, won three awards at once at the Golden Spider Awards, one of the most prestigious awards in the industry. The website, which placed second in the "Culture, Art and Events" category and third in the "Microsite" category, was awarded the "People's Favorite" award, one of the most distinguished Golden Spider awards. You can view this invaluable collection at [www.sisecamcameserleri.com](http://www.sisecamcameserleri.com) or the special exhibition area located at the Şişecam Headquarters.

## ŞİŞECAM GAINS MORE THAN 250,000 FOLLOWERS ON LINKEDIN

Şişecam, which took a strategic step by gathering all its activities under one roof in 2020, is shaping its communication targets in line with its goal of global excellence. With a focus on strengthening Şişecam's corporate and brand image on a global scale, its growing corporate LinkedIn account ranks at the top in terms of engagement rate and has evolved into a large and influential community with more than 250,000 followers. Şişecam corporate Instagram account, which was opened in 2020 in accordance with the same communication goals, also grew rapidly and reached 10,000 followers in a short amount of time.

# LinkedIn





**64%**  
of users in Turkey  
have reported that they  
watch online events they  
would never be able to  
attend in person at least  
once a month.

Watching videos with  
others, whether physically  
or online, enhances the  
feeling of intimacy and  
creates a stronger sense  
of bonding.

## YOUTUBE CULTURE AND TRENDS REPORT:

# THE FUTURE OF VIDEO IN TURKEY AND THE WORLD

YouTube captures the spirit of the times better than any other platform. Pandemic-induced changes in culture and human behavior have been reflected in YouTube content in very interesting ways. For example, slow life content has been gaining more traction, and there has been a phenomenal increase in online product launches.

A team of YouTube analysts has performed a comprehensive analysis of YouTube content to better understand trends that may continue after the pandemic. The team researched viewer behavior, content, and creativity trends across the globe over the past year. The findings have led us to the same conclusion time and time again: Videos are becoming an increasingly indispensable part of people's lives, mainly because they create a sense of connecting with the world.

We have compiled the highlights of the YouTube Culture and Trends Report for you in the Digital Life section of this issue of Şişecam Magazine:

### **Lesson 1: Live and simultaneous viewing creates a sense of community among users.**

After countries around the world entered the stay-at-home phase, people were unable to establish the connections that made them feel like part of a community. This includes brief communication, such as a quick chat with a stranger at an event or interactions with other fans during a match of the team we support.

Therefore, it's not surprising that people are turning to online videos to fill this void. About 80% of users in Turkey have posted online video content in the last 12 months.<sup>1</sup> Watching videos with others, whether physically or online, enhances the feeling of intimacy and creates a stronger sense of bonding. Approximately 61% of users in Turkey agree with this idea, saying that producing content on social media helps them connect with people.<sup>2</sup>

As viewers continue to look for ways to be together, we've noticed this trend manifested in the outstanding increase

in livestreamed events. In the last 12 months, 92% of users in Turkey watched an event that was broadcast live.<sup>3</sup> These include events such as the landing of NASA's Perseverance Rover on Mars (over 2 million concurrent viewers and over 22 million views in total).

At the core of these examples lies making real-time experiences non-personal and more community oriented. This gives rise to new creative opportunities to come together with the masses where they are and meet their changing needs. 64% of users in Turkey have reported that they watch online events they would never be able to attend in person at least once a month.

### **Lesson 2: As the boundaries between social and personal life are fading, viewers are seeking content that is relevant to them**

Our homes have turned into offices, virtual schools, childcare centers over the past year, and the divide between our social and personal lives has disappeared. As a result, people have begun to feel less pressure to paint a false

image of their own lives, and they expect the same from their favorite content creators. There has been a considerable increase in the number of video content creators. However, there are also increasing opportunities to "speak the same language" to forge a stronger bond with viewers and enable them to connect with your art, brand or passion.

### **Lesson 3: Immersive videos create a sense of togetherness.**

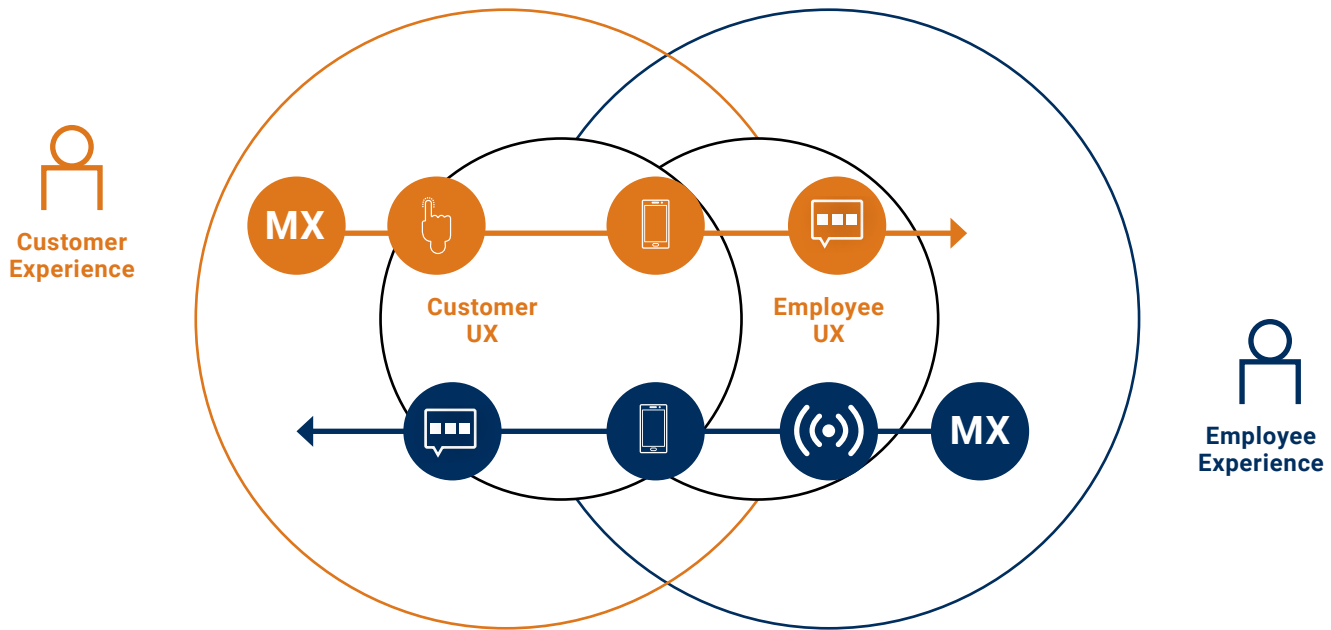
As digital videos move beyond audio and visual content and become more experience oriented, the use of multisensory content to provide a more immersive experience for viewers is starting to gain popularity. Hopping on video trends has also become an immersive and popular form of social entertainment. For example, singers around the world took an 1800s sailor song (Wellerman) and turned it into a massive pop culture trend. In each of these examples, participants became part of the experience, not just consumers.



# EXPERIENCE ECONOMY AND TOTAL EXPERIENCE

WE CONTINUE OUR DIGITALIZATION AND  
INDUSTRY 4.0 ARTICLE SERIES WITH  
THE EXPERIENCE ECONOMY AND TOTAL  
EXPERIENCE.

## CONNECTING MX, UX, CX, EX INTO A TX STRATEGY



**Figure 1:** Integration of MX, UX, CX and EX with a Total Experience Strategy **Source:** Gartner

### WHAT IS THE “EXPERIENCE ECONOMY”?

The term “experience economy” was first used in 1998 in an article published in the Harvard Business Review by two professors, B. Joseph Pine and James H. Gilmore. Today, this concept is viewed holistically from the “Collective Experience” perspective, together with the experience opportunities offered by digital technologies, Multi-Experience (MX), User Experience (UX), Customer Experience (CX) and Employee Experience (EX), and it is also used as a metric for success.

- **Multi-Experience (MX):** Digital user journeys that support seamless and consistent interaction using a combination of interaction points (touch, sound, image, motion) across various digital touchpoints such as the web, mobile apps, chatbots, AR/VR, and wearables.
- **User Experience (UX):** Individual and/or aggregated user experiences that occur as a result of interaction with a product. Common factors that contribute to a user experience are the product’s graphic design, interaction design, and written and visual content.
- **Customer Experience (CX):** Customer interactions, perceptions and feelings about a service or product.
- **Employee Experience (EX):** Perceptions and feelings caused by the one-off and cumulative impact of employee interactions with customers, business partners, managers, teams, processes, policies, business tools, and the general work environment.

### EXPERIENCE STRATEGIES ARE SET TO MAKE A DIFFERENCE

According to data by the advisory company Gartner:

- By 2024, organizations with an established multi-experience strategy will outperform their competitors in the customer experience and employee experience satisfaction metrics.
- By 2023, 40% of professional workers will manage their business application experiences and capabilities like they do their music streaming experience.
- By 2023, customers will prefer to use speech interfaces to initiate 70% of self-service customer interactions (the current rate is 40%).
- By 2023, 50% of all major business apps will include at least one type of contactless experience.

### TOTAL EXPERIENCE STRATEGY

Success in the digital experience economy requires a holistic and integrated approach toward experiences. The organization as a whole can be further strengthened if these four disciplines are intertwined as a total experience strategy to mutually reinforce one another.

1. Customer Experience (CX) strategies need to combine the successful principles of Employee Experience (EX), User Experience (UX), and Multi-Experience (MX) to create lasting memories of the product or service.
2. Leading companies in Customer Experience (CX) can invest heavily in Employee Experience (EX), especially in the digital workplace, thereby

empowering frontline employees with Multi-Experience (MX) capabilities and an impeccable User Experience (UX).

3. Successful User Experience (UX) strategies reduce effort and anything that slows the customer experience (friction) by designing a Multi-Experience (MX) world that supports Customer Experience (CX) and Employee Experience (EX).
4. Multi-Experience (MX) strategies are essential to addressing an organization’s process and operational architecture and development needs to support customer and employee User Experience (UX), particularly in creating the most effective experiences.

Products and services may become commodified over time, replicated by competitors, or lose their distinguishing qualities and value. However, in new business models and the Experience Economy, where digital technologies provide opportunities, customers in particular retain their emotions and feelings. For this reason, it is of paramount importance to design User Experience (UX) and Customer Experience (MX) processes using new models. In the Digital Experience economy, the design of new devices, digital touchpoints with the customer (wearables, chatbots, IoT, etc.) and forms of interaction (contactless, natural language, gestures, vision, etc.) are crucial. When the Total Experience strategy is executed harmoniously and synchronously, transformative and unforgettable experiences can be offered for customers, employees, digital products and services, and all users.

# HOPE FOR THE WORLD: THE CIRCULAR ECONOMY

THE EFFICIENT USE OF THE NATION'S AND WORLD'S RESOURCES IS ABSOLUTELY NECESSARY IN TERMS OF THE ENVIRONMENT. THE CIRCULAR ECONOMY, WHICH CONSTITUTES AN INNOVATIVE MODEL, HAS RECENTLY BECOME A HOT TOPIC. ŞİŞECAM ATTACHES GREAT IMPORTANCE TO THE CIRCULAR ECONOMY, WHICH SUPPORTS ECONOMIC GROWTH AND INDUSTRIAL DEVELOPMENT WITH THE POTENTIAL TO MAKE A GREAT DIFFERENCE FOR THE ENVIRONMENT. HERE'S ALL YOU NEED TO KNOW ABOUT THE CIRCULAR ECONOMY AND ŞİŞECAM'S RELATED EFFORTS...

The circular economy, which has recently gained popularity, is an economic model that aims to optimize natural resource costs throughout the entire value chain from design to consumption, in addition to preventing waste by making processes more efficient, reducing sustainable resource consumption through recovery-recycling, and creating value from unavoidable waste. The linear value chain takes on a circular form through the reuse, repair, remanufacturing and recycling phases of the circular economy. The circular economy, which uses innovative business models and technology to modify the current economic model, covers a wide ecosystem stretching from individuals to companies. Here you have the benefits, components, and principles of the circular economy and Şişecam related efforts...

#### **WHY WE NEED A CIRCULAR ECONOMY?**

According to studies, annual raw material usage intensity has increased three-fold compared to the

last 40 years. If the current increase in demand continues, it is predicted that the total need will reach four times the total resource capacity of the world in 2050. The main threats posed by this uncontrolled increase include the rising costs of materials, energy, land and water resources, excessive volatility in commodity markets, and supply disruptions.

The circular economy is an emerging economic concept that enables new business models and strategies to reuse materials and resources for maximum benefit. The focus of the circular economy is to move away from linear ways of doing business, challenge the "Take, Use, Throw" mentality, and adopt the "Prevent, Reduce, Reuse" mentality. The creation of more efficient processes, the prevention of waste, its reuse, repair, recycling and return to production are made possible through a circular model.<sup>1</sup>

<sup>1</sup> **Source:** Turkey Circular Economy Platform

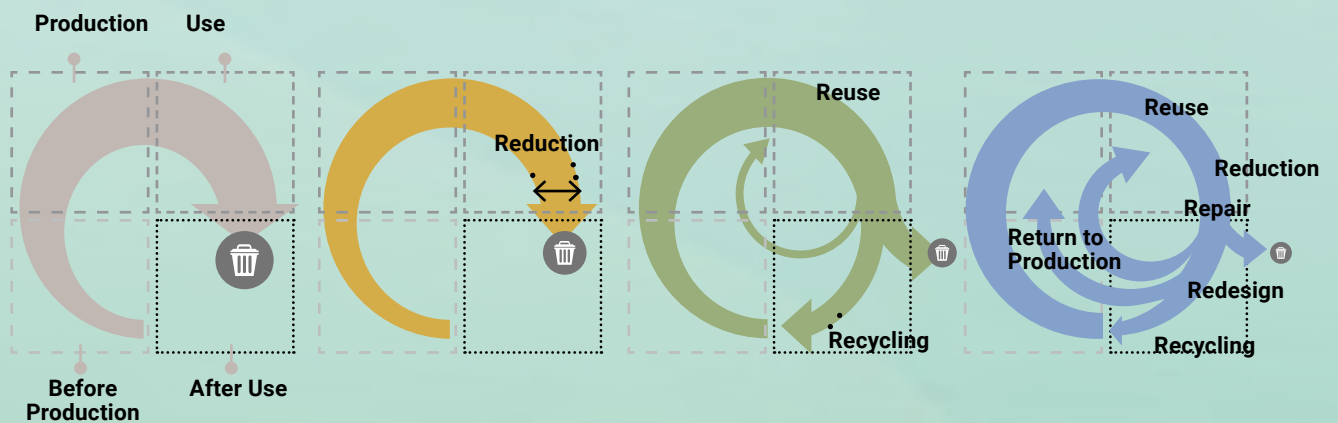




**COMPONENTS AND PRINCIPLES OF THE CIRCULAR ECONOMY**

The circular economy approach encompasses the entire value chain for a product or service, including design, supply, production, logistics, marketing, use and disposal. This approach can generate additional value and unlock economic opportunities while providing savings potential at each step

of the value chain. With respect to industrial production, the circular economy approach finds its equivalent under "sustainable production". With this approach, the "lean production" and "green production" approaches that have developed as alternatives to the traditional production approach are replaced by the cycle of "reduce, reuse, recover, redesign, return to production, and recycle".





# CIRCULAR ECONOMY APPLICATIONS

## PRODUCT DESIGN

In the circular economy, activities aimed at reducing the impact of products on the environment during the production, use and disposal stages –from the design of products and components to their production, marketing, distribution, use, turning into waste and disposal– are based on the development of clean products and technologies. Product design is the component that has the greatest impact on the production and usage chain and therefore plays the greatest role in the transition to a resource-efficient economy. For this reason, the primary aim of the circular design approach is to design products that will generate the least waste after production and use, and that are also easy to recycle and recover, are economical and the least harmful to the environment.

## SUPPLY CHAIN

The circular supply chain, a supply approach that encourages the use of recycled or reusable materials and renewable resources, is a practice that focuses on environmental management and product lifecycle and makes traditional supply chains more sustainable. In circular economies, instead of owning products and services, rental and service-based strategies are championed, and materials accompanying the main product are preferred to be suitable for recycling.

## REVERSE LOGISTICS

Reverse logistics is the process of collecting and reassembling products, components or materials for end-of-life reuse, recycling and return. Reverse logistics, also known as the “after-sales supply chain”, constitutes an important step in capitalizing

on the value of end-of-life goods and facilitating the reuse and recycling of the circular model. This encompasses not only the collection and transportation of products, but also value-added activities such as sorting, reconditioning, recycling and redistribution, thus closing the loop.

## PRODUCTION

Production processes, in which resources are converted into semi-finished goods and products, make up the central ring of the circular economy. Closing the raw material cycles at this point is particularly important for industries that depend on certain critical substances. The main areas of focus consist of the following:

- High volume and high-quality recycling and the efficient use of raw materials,
- Transition from using raw materials to using recycled materials (Remanufacturing),
- The returnable use of certain components –such as intermediate packaging– in production,
- Process optimization and efficiency using technology, good practices and lean manufacturing methods.

## WASTE

The circular economy approach defines waste as a preventable loss of value and aims to avoid such loss by closing the loop. In the circular economy, it is essential to assess waste and develop new business models that leverage industrial synergy.



## PRINCIPLES

The following principles are central to implementing a circular economy model:

- Approaching product or service design in consideration of the end-to-end lifecycle,
- Implementation of sustainability criteria that support circularity in supply processes,
- Evaluation of technical, managerial and other options to ensure circularity in production processes,
- Use of recyclable and renewable resources in production,
- Dissemination of circular economy practices among businesses,
- Adaptation of digital technologies for monitoring and performance measurement,
- Supporting products and services with certification and registration processes,
- The most efficient treatment of waste and by-products.

## BENEFITS OF A CIRCULAR ECONOMY

### FINANCIAL BENEFITS

#### Significant resource savings:

Interest in the circular economy continues to grow as the rate and cost of extracting primary raw materials increase. According to Circle Economy's calculations, only 8.6% of all raw materials are recycled (Circle Economy, 2020). The circular economy theory posits that there is no need for new, unprocessed raw materials as 100% of all raw materials are fully recyclable.



the efficient use of resources in the global economy could deliver annual economic benefits of 2 trillion dollars by 2050 (UNEP, 2017). Such a benefit can certainly be achieved in a circular economy, thanks to both increased turnover from new circular activities and greater efficiency from the same amount of materials and means of production. The development, production and maintenance of these circular products has the potential to boost employment as a skilled workforce is needed. Thus, the value of the workforce is projected to increase and have positive effects on employment and GNP. (WE Forum, 2017).

**Economic growth:** An important tenet of the circular economy is separating economic growth from the consumption of raw materials. As a result, the growth of the economy is not considered to be hampered by the shortage of raw materials. A shift towards a circular economy is considered to support economic growth. The United Nations Environment Program (UNEP), predicts that

**Employment growth:** In a circular economy, since labor is more valuable than raw materials, there is an increase in labor-intensive recycling and high-quality repairs. With the increase of jobs in the logistics industry due to local product recollection, there has been an expansion into new businesses through innovation, the service economy and new business models (WE Forum, 2017).





**Stimulus for innovation:** The circular economy challenges innovative solutions with a new way of thinking and invites them to think in a circular manner rather than in terms of linear value chains and to strive for the optimization of the entire system. This leads us to new insights, and interdisciplinary collaboration between designers, manufacturers and recyclers, thus yielding sustainable innovations (Kraaijenhagen, Van Oppen & Bocken, 2016).

**Changing demands and the value chain:** The last economic benefit of the circular economy is a better understanding of the demand end and managing the changes experienced there. Companies' relationship with customers and the roles they play along the value chain ensure that raw materials are used less, less waste is generated, and production techniques and habits are altered (WE Forum, 2017). This either directly or indirectly affects the entire value chain.

#### **ENVIRONMENTAL BENEFITS**

The primary goal of the circular economy is to create a positive impact without depleting ecological systems or creating undue pressures. This goal results in the ecological benefits of the circular economy. For example, in a circular economy, greenhouse gas emissions are reduced and nature is protected.

**Reduced greenhouse gas emissions:** Climate change and material use are closely linked. When the principles of the circular economy are followed, greenhouse gas emissions automatically decrease on a global scale. According to data by Circle Economy, 62% of global greenhouse gas emissions (excluding those from land use and forestry) come from the extraction, processing and production of

raw materials to manufacture the products that society needs. Only 38% emissions derive from the supply and use of products and services (Circle Economy, 2019). For example, calculations show that if the circular economy becomes the norm in the European Union, industry-related emissions will fall by 56% in 2050 (SITRA, 2018).

**Protected land, air and water resources:** The application of circularity in the economy creates vital ecosystems, such as soil, air and water bodies. These ecosystems provide products such as cleanliness, fertile farmland, pollination and clean drinking water. In a linear economy, these services are depleted due to the continued use of products or are overloaded by the discharge of toxins. These products are used within a cycle, and if services are not polluted with toxic substances, then soil, air and water bodies remain resilient and productive (SYKE, 2018). A good example of this is the agricultural system, which is heavily dependent on ecosystem services such as water cleaning, nutrient recycling and pollination. For instance, adopting a circular approach to food systems in Europe could reduce the use of fertilizers by 80%. This results in a preservation of the natural balance in the soil (Ellen MacArthur Foundation, 2016).

**Conservation of nature reserves:** The extraction of raw materials and the dumping of waste have an adverse impact on nature reserves. As described above, these areas of nature are important for ecosystem services, i.e. for the protection of natural and cultural heritage. Bringing raw material-related activities under control and abandoning the waste disposal approach is detrimental for systematic protection. These goals can be achieved with the circular economy (SYKE, 2018).

## CIRCULAR ECONOMY AT ŞİŞECAM

Glass, which is a raw material that does not directly turn into waste after use and can be returned to production, is one of the most important products in the fight against climate change. In this sense, glass packaging products, which can be recycled endlessly and reduce energy and CO2 emissions during production, are among the indispensables of a carbon-neutral economy when compared to one-way

and non-recyclable products. Şişecam capitalizes on this advantage of glass, namely its suitability for the circular economy and its ability to be recycled an infinite number of times, thus maintaining its position as the only manufacturer in the world that carries out both the production and recycling of glass. By recycling waste glass, Şişecam contributed to the following since 2011:



The prevention of  
**1,561,774**

tons of glass from being waste,



Energy savings corresponding to the amount needed for the heating and hot water of

**65,595**

houses for one year,



The prevention of carbon dioxide emissions equivalent to pulling

**562,239**

cars out of traffic for 10,000 kilometers.

## PAŞABAHÇE AWARE COLLECTION

Şişecam produced the world's first glassware made of 100% recycled glass for the Paşabahçe Aware collection, an unprecedented step towards integrating glass into the circular economy. Thanks to the energy efficiency achieved through the use of completely recycled glass, natural gas consumption per gross glass was reduced by 14%, and more than 200 tons of greenhouse gas emissions were avoided.





## ŞİŞECAM PRODUCTION ACTIVITIES AND CIRCULAR ECONOMY PRINCIPLES

In line with its “Integrated Waste Management” approach, which is rooted in the central coordination of wastes arising from production activities, Şişecam adopts as its main objectives the integrated management of waste and the more effective utilization of industrial symbiosis opportunities in accordance with the “zero waste” and “circular economy” approaches for the preventable wastes originating from its production facilities in its operational geography.

As a fundamental step in this direction, Şişecam has published a Waste and Circular Economy Policy, which determines the circular economy principles, and implements the following across all its activities:

- Continuously improving the Şişecam standard in waste management.
- Seizing circular economy and savings opportunities.
- Using waste as a material or a source of energy.
- Prioritizing needs with the True Cost of Waste.
- Planning and practicing waste management with a life cycle approach.
- Operating with an awareness of its producer responsibilities together with its suppliers.

**You can access the Şişecam Waste and Circular Economy Policy at** <https://www.sisecam.com.tr/surdurulebilirlik/politikalar/atik-ve-dongusel-ekonomi-politikasi>



ONE OF THE WORLD'S FEW FEMALE CONDUCTORS

# NISAN AK

HAVING STARTED PLAYING GUITAR AT AGE 9 AND PIANO AT AGE 14, NISAN AK'S MUSICAL JOURNEY STRETCHED FROM TURKEY TO THE US, LEADING HER TO BECOME ONE OF THE HANDFUL OF FEMALE CONDUCTORS IN TURKEY AND THE WORLD. WE SPOKE WITH NISAN AK, WHO HAS PIQUED INTEREST IN CLASSICAL MUSIC ON A WIDE SCALE THROUGH HER SOCIAL MEDIA POSTS.



**Hi. To begin with, can you tell us a little about yourself? How were you first introduced to music? What did you have to do to get to where you are now?**

I'm an orchestra conductor, and I'm also a musician who holds a PhD degree. I have been an educator and conductor for some time now.

**How did you decide to become an orchestra conductor while studying music?**

Even though it may seem like it was all a coincidence, the actual decision I made was to not give up. I started music at the age of 9, went to a fine art high school at 14, and first became interested in conducting when I was 19. I never gave it up since then. What matters is not giving up. Each day I would decide to become a conductor.

**In your Instagram profile, you say that you "Wave the baton until the music stops." Conducting is difficult to understand for those who are not professionally involved with music. What is the simplest way to describe what a conductor does?**

The hardest part of being a conductor is the fact that we need to be leaders, managers, and musicians all at once. The music itself is actually fairly straightforward: Everyone has their sheet music in front of them. They do not know what the others are playing. Only I know. In other words, when they are playing, I check to see if they are synchronized or not. Keep in mind, this is an 80-person orchestra. The trumpeter might not even hear the violinist playing, because of the loudness. I help everyone play in harmony with the right nuances. In other words, directing music makes up 40% of the job. The remaining 60% consists of things like management, communication and networking.

**You are one of the few female conductors in not only Turkey**



“  
**THE HARDEST PART OF BEING A CONDUCTOR IS THE FACT THAT WE NEED TO BE LEADERS, MANAGERS, AND MUSICIANS ALL AT ONCE.**”

**but also the world. Have gender norms posed an obstacle in your musical journey?**

All positions of leadership in the world have low female representation, not just conducting. This is the difference between misogyny and sexism, isn't it? The male-dominated perspective sees us women as equal "up to a certain degree", but reminds us of "our place" when we go beyond our limits. And sometimes it even tells us we have too many opinions. Other times it says we are distracting them with our physical appearance... These are not made-up scenarios; they have been experienced by most professional women. Of course, when it comes to the orchestra, which has a traditionalist structure, these things occur readily.

**Which of your qualities have enabled you to achieve success in your career?**

Self-devotion. If I'm going to do something, I'm going to do it

right. And I don't give up easily.

**You are very active on social media and YouTube, even though you haven't posted videos for a while. Will you continue posting videos on classical music?**

I enjoy establishing a one-on-one relationship with my audience. I care about learning together and staying in touch. Social media is a great environment for receiving immediate feedback. I don't think I'll give up creating content for social media easily.

**We know that you are also keen on popular music. People who like classical music and people who like popular music generally have preconceptions about each other. Why do you think that is, and do you think it is possible to overcome such preconceptions?**

When considering preconceptions, the first thing that comes to my mind are beliefs like "Western classical music is not part of our culture" or "It's hard to listen to classical music". Both, in fact, are inaccurate. Classical music is not a type of music that has clear-cut lines and belongs only to a certain geography and group. There is classical music from a number of countries/continents and groups. So it's not hard to find something from our culture. And I don't think it's hard to listen to. But let's say you do find it

difficult. Well, there are a lot of hard things that we do in life. I think it's worth the effort for a form art that develops the abstract brain very quickly and effectively.

**What do you have to say about the digital transformation in all branches of art, including music?**

Transformation is inevitable. I'm not talking about the luxury of being able to listen to acoustic music. It's as if my ears thank me every time I listen to acoustic music, and I realized this particularly during the pandemic. But in terms of accessibility, it's important to focus on the digital and invest.

**Which artists have you been listening to most lately?**

The composers I've been listening to the most these days are Zeynep Gedizlioğlu and Missy Mazzoli.

**What have you been working on lately, and what's on the horizon?**

I completed my PhD in December. I started to devote more time to education since then. I will be directing the opening of the Gümüşlük Festival on July 24 with the Ancyra Ensemble and Gülsin Onay. This season, we had pre-concert talks with Borusan Sanat. I will start to host my own program on TRT Music, where I will explain music in simple language. A very hectic year awaits me.)

**What comes to mind when you hear the word Şişecam?**

Healthy, fresh and clean!







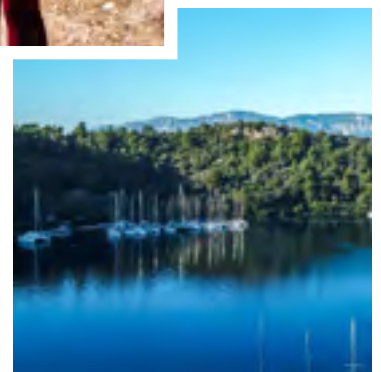
# THE MOST BEAUTIFUL COVES OF THE AEGEAN AND MEDITERRANEAN

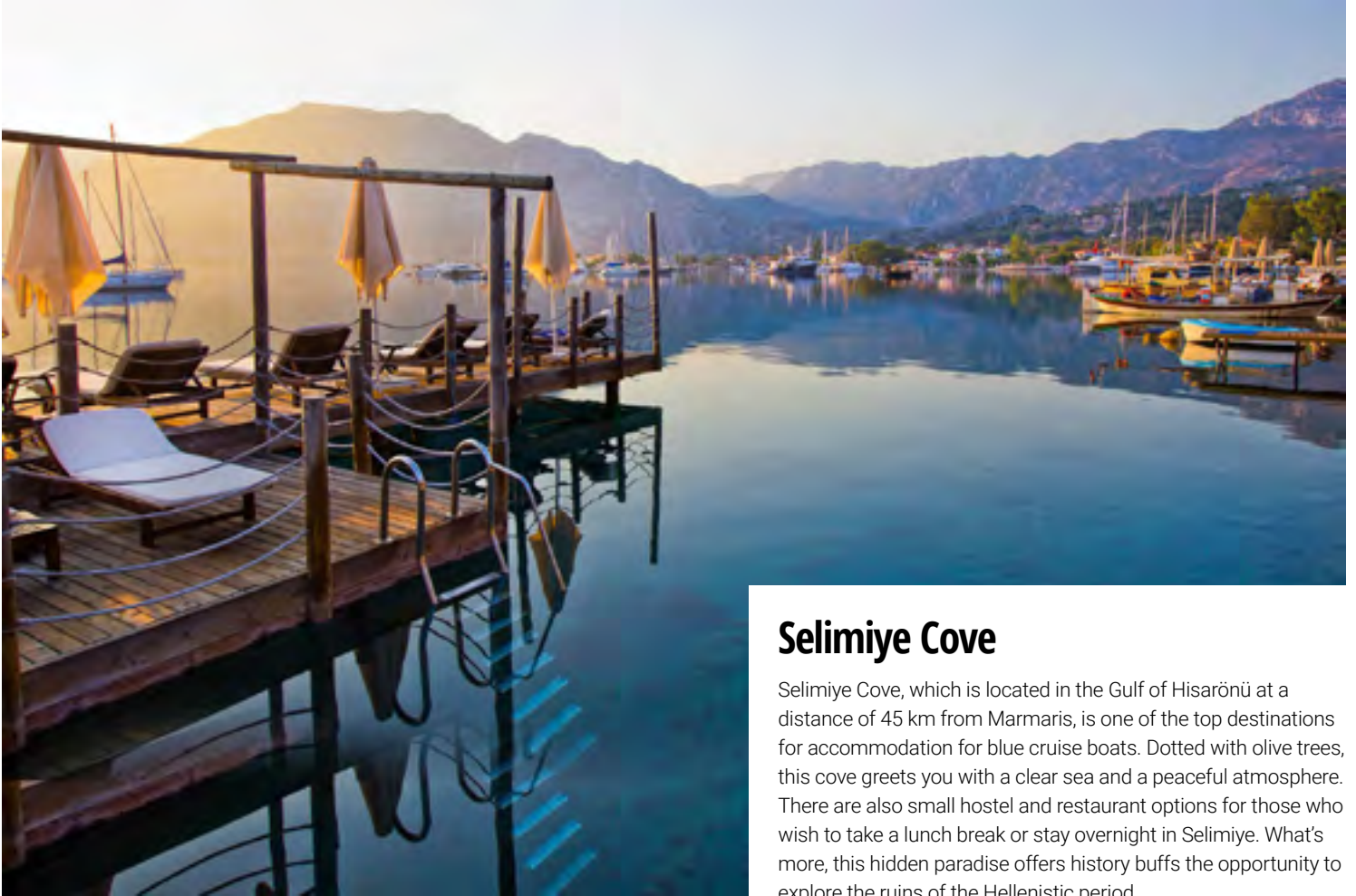
WHAT DO YOU SAY TO A VACATION WHERE YOU CAN ENJOY THE BEACH AND SUN TO THE FULLEST AND VISIT BREATHTAKING COVES? YOU CAN TURN YOUR DREAM INTO REALITY WITH A BLUE CRUISE OR A DAY-LONG BOAT TOUR. HERE YOU HAVE THE 10 MOST PICTURESQUE COVES OF THE AEGEAN AND MEDITERRANEAN...



## **Karacasöğüt Cove**

You can reach Karacasöğüt Cove, which is 24 km from Marmaris, by both sea and land. The cove has a sailing school, marina, pier, market and small restaurants. Blue cruise boats usually dock at Karacasöğüt for one day because the cove creates a sheltered area protected from adverse weather conditions. If you enjoy trekking, then you may want to step foot on land and explore the forest when the boat docks. The forest contains historical ruins and the 25-meter high Karacasöğüt Waterfalls.





## Selimiye Cove

Selimiye Cove, which is located in the Gulf of Hisarönü at a distance of 45 km from Marmaris, is one of the top destinations for accommodation for blue cruise boats. Dotted with olive trees, this cove greets you with a clear sea and a peaceful atmosphere. There are also small hostel and restaurant options for those who wish to take a lunch break or stay overnight in Selimiye. What's more, this hidden paradise offers history buffs the opportunity to explore the ruins of the Hellenistic period.



## Kumlubük Cove

Kumlubük Cove, located to the southwest of Marmaris, has a long beach that stretches about 2 km long. The many fish restaurants along the beach attract blue cruise passengers. The cove also features a cave, which is believed to be 500 years old, in addition to cycling and hiking trails. The sea suddenly deepens in this area, and the water is colder than other coves. However, it is a popular destination among holiday-goers who wish to be alone with nature due to its secluded and untouched nature.



## English Harbor

English Harbor, located in the Gulf of Gökova, is an isolated area sheltered from harsh weather as it is surrounded by pine forests. It takes its name from the English soldiers who hid here for months after fleeing the German navy during World War II. The rough waters of Gökova are calmer in the English Cove. The lush forests, whose shadows fall on the turquoise waters, offer a fascinating atmosphere for blue cruise passengers.



## Çökertme Cove

You may recognize Çökertme Cove, one of the most untouched stops of the blue cruise, from a Turkish folk song in which its name is mentioned. Located between Gökova and Bodrum, this cove is famous for its calm atmosphere and clean sea. There are no crowds or a buzzing nightlife in Çökertme Cove. However, for those who wish to enjoy a moonlit dinner with a view of the sea, there are charming restaurants on the pier.



## Hidayet Cove

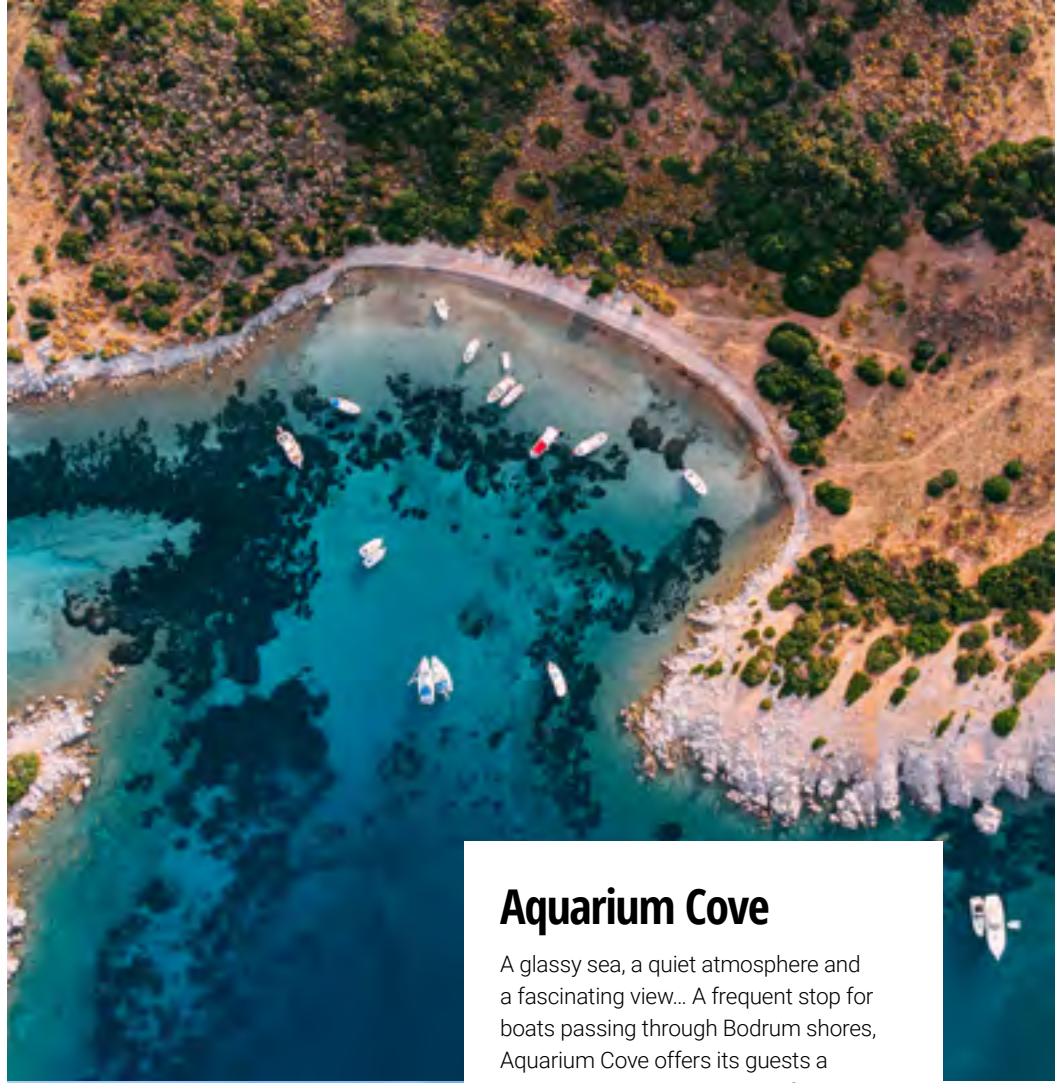
Famous for its pebble-covered beach, Hidayet Cove is only 3 km from Kaş. With its crystal clear waters, it is an ideal stop for visitors who wish to go diving. The diversity of flora under the sea is truly mesmerizing. There are also accommodation options in the cove for those who would like to spend the night on land.

## Porto Ceneviz Cove

Located in Adrasan, which is connected to the Kumluca district of Antalya, Porto Ceneviz Cove can only be reached by sea. Vacationers on day-long boat tours frequently stop by Porto Ceneviz Cove. Since it is within the borders of Beydağları National Park, this cove is a first-degree protected area. In fact, Mediterranean seals and caretta caretta live in behind the bay. The sea of Porto Ceneviz Cove is a bit deep, and the beach is covered with fine sand. Moreover, since there are no buildings or lighting in this area, a stunning view of the stars awaits the passengers of the boats that moor in the bay at night.

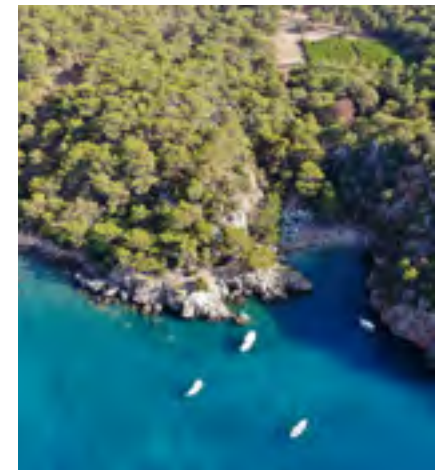
## Adrasan Cove

Adrasan Cove is among the most dynamic and crowded stops for day-long boat tours. The beach spanning 2 km is covered with pebbles to the left and fine sand to the right. The facility on the beach also offers services such as showers and toilets to its guests. Since the sea is shallow in this area, families with children and guests who have just learned to swim can swim in Adrasan with peace of mind.



## Aquarium Cove

A glassy sea, a quiet atmosphere and a fascinating view... A frequent stop for boats passing through Bodrum shores, Aquarium Cove offers its guests a pristine natural wonder. One of the most captivating features of Aquarium Bay, which forms a strait in front of the bays to the west of Gümbeç, is the clarity and cleanliness of the water. You can see the sea floor, even at points where the sea deepens up to thirty meters.



## Pirate Cove

Pirate Cove is about 5 km from the Gelidonya Lighthouse on Likya Way. That's why hikers and campers at Likya Way frequently visit Pirate Cove. Named after the pirates who captured it, this sheltered cove creates an ideal anchorage for blue cruise boats. A pleasant walk awaits guests who go ashore, where they can explore the ruins of the Ancient City of Melanippe.



# COLD DRINKS

**FOR A REFRESHING SUMMER**

YOU CAN TRY THESE EASY AND DELICIOUS COLD DRINKS TO COOL OFF ON HOT SUMMER DAYS. YOU CAN PREPARE THESE DRINKS THAT ARE A HIT AMONG BOTH KIDS AND ADULTS AND STORE THEM IN THE FRIDGE, OR SERVE THEM TO YOUR GUESTS. HERE YOU HAVE REFRESHING DRINKS THAT GET THEIR DELICIOUS TASTE FROM SUMMER FRUITS.





# Strawberry Lemonade

A POPULAR ITEM ON CAFE MENUS, STRAWBERRY LEMONADE IS A LIP-SMACKING SUMMER DRINK THAT COMBINES SWEET AND SOUR AROMAS.

## INGREDIENTS

- 1/2 cup lemon juice
- 1/2 cup sugar
- 1/3 cup water
- 1/2 kilo sliced strawberries
- 20-30 mint leaves
- 2 cups cold water

## DIRECTIONS

- To make the simple syrup, combine the sugar and water in a pan. Cook for 5-10 minutes over medium heat until the sugar dissolves and the syrup becomes clear.
- Combine all the ingredients in a large glass jar or pitcher.
- Keep the mixture in the fridge for 2-3 hours.
- Serve after decorating with mint leaves.



# Sparkling Peach Lemonade

WHEN THE SWEET SMELL OF PEACHES MEETS THE REFRESHING TASTE OF MINERAL WATER, YOU GET A SPARKLING AND COOLING DRINK THAT'S PERFECT FOR SUMMER MONTHS.

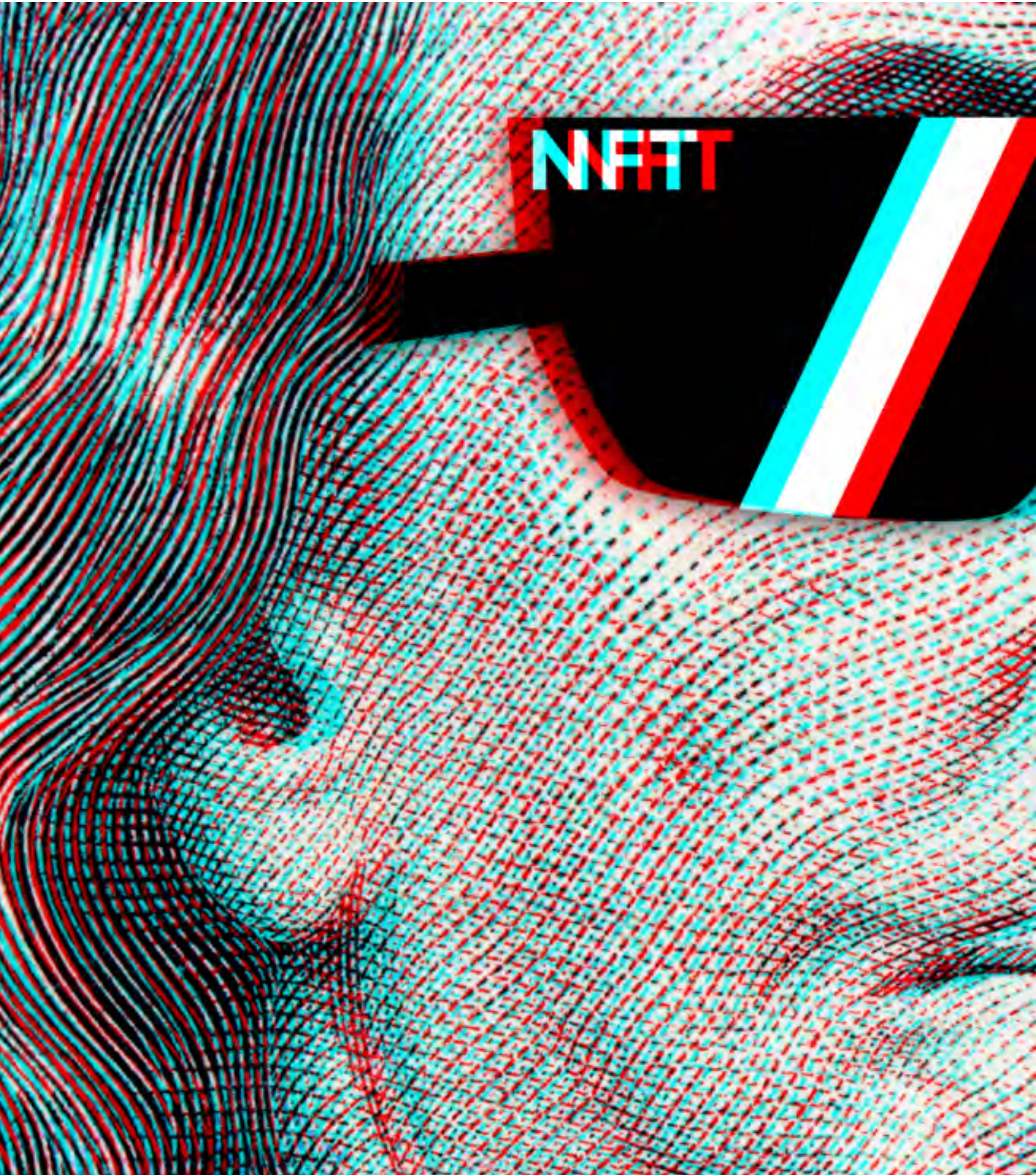
## INGREDIENTS

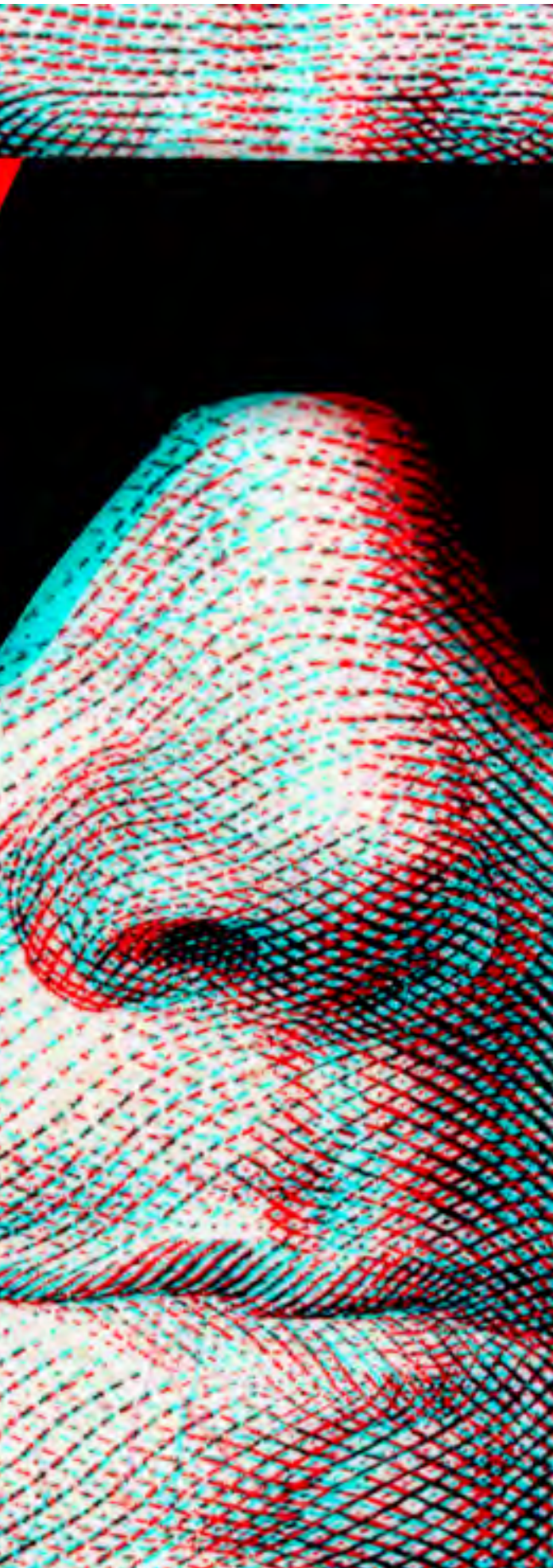
- 1 cup sugar
- 1 cup water
- 3 large peaches
- 6 cups mineral water
- 1 cup freshly squeezed lemon juice

## DIRECTIONS

- To prepare the simple syrup, combine the sugar and water in a small pan. Bring to boil over medium heat and cook until sugar dissolves. Remove from stove and let it cool.
- Peel two peaches, remove the pits, and dice peaches into cubes.
- Purée the diced peaches in a blender.
- Transfer the peach purée into a large glass jar or pitcher. Add the chilled simple syrup, mineral water, and lemon juice and mix well.
- Slice the remaining peach into thin pieces and decorate the cups with the peach slices before serving.







# WHAT NFTS

## MEAN FOR CONTEMPORARY ART?

DIGITAL ART EXPERIENCED A TURNING POINT ON MARCH 11, 2021. ARTIST MIKE WINKELMANN, MORE FAMOUSLY KNOWN AS BEEPLE, SOLD HIS ENTIRELY DIGITAL WORK FOR \$70 MILLION. SO, HOW EXACTLY DID AN EASILY-DOWNLOADABLE DIGITAL WORK FIND A BUYER FOR \$70 MILLION? LET'S TAKE A CLOSER LOOK AT NFTS, WHICH ARE CONSIDERED THE FUTURE OF ART...

Mike Winkelmann, a graphic designer known in the digital world as Beeple, made a decision on May 1, 2007. From this date until 2020, he drew a picture every day and published all the pictures he drew on the internet. He then combined these pictures to create a giant collage. Anyone could easily and freely access all of Winkelmann's illustrations on the internet. However, this collage by the artist was sold for 69.3 million dollars in March 2021. Doesn't sound crazy to spend \$69.3 million on a piece of art that you can view, download, or print and hang on your wall anytime and at no cost? Let's take a look at how Winkelmann's work found a buyer for such a high price and NFTs, which are viewed as the future of art.



## The Age of Crypto Art Has Begun: What is an NFT?

The work of Winkelmann, aka Beeple, is an NFT, or “non-fungible token”. It has been translated to other languages as an indivisible and non-tradable digital asset. In order to understand this concept, it is useful to first discuss the types of currencies that can be exchanged. All currencies used in the physical world, such as Euro, TL and US dollar, are exchangeable. This is because one Euro has the same value as another Euro. The same holds for Bitcoin. As long as you have 1 Bitcoin in your digital wallet, it doesn't matter under what conditions and when it was produced, because all Bitcoins are worth the same. However, the situation is entirely different for NFTs. NFTs can be described as unique assets of the digital world. Once data is converted to NFT, it is certified on behalf of the owner in the blockchain system. Thus, it becomes a unique entity in this vast system. As soon as Beeple converted his work to NFT, it was certified as the original work. What makes “The First 5000 Days” so precious is that it is one of a kind.



## How Is It Possible For NFTs To Be So Valuable?

Does it still seem strange to you that a work that can be reproduced and copied indefinitely in the digital world can gain so much value? Well, let's think of it this way: You can find Picasso's painting Guernica on the internet, buy a replica of the painting or download a copy to your computer. When doing so, you either pay no fee or a small fee. But how much money would you have to spend if you wanted to buy the original Guernica? If something is low in quantity, unique or the first of its kind, its value increases. For example, if there is only one copy of the first edition of a book or a series of stamps, its price soars. This is because there is only one left, and in addition to its material value, its sentimental value comes into play. This is the precise reason why NFTs are valuable; there is only one of each, and their ownership is securely recorded in the blockchain system. For an asset to be an NFT, it does not necessarily need to be a work of art. Everything that is original and unique in the digital environment can be certified as an NFT. Many assets such as domain names, IP addresses, social media posts and virtual property can be converted to NFT.







## Are NFTs Democratizing Art?

Today's technology has eliminated the need for a work of art to exist physically. Now, artists can create their works in the digital world instead of grabbing a brush and setting up a canvas. However, digital works of art are very easy to reproduce and copy. One way to determine their true owner and value is to certify the original versions, i.e. to convert them to NFT.

It can be said with confidence that NFTs are transforming contemporary art and are even creating a more democratic environment. This is because digital art gives artists the opportunity to come together with art enthusiasts who live in other countries and speak other languages. If Beeple's works were to be exhibited physically, they would only be seen by those who visit the exhibition hall, but thanks to the digital world, they are able to reach millions of art aficionados. Similarly, art enthusiasts do not have to travel long distances to view or buy a work they like. Everything can happen in just a few minutes in a safe and convenient manner.

Another advantage of NFTs is the fact that artists can make money with each sale of their work. Normally, an artist cannot claim any rights on their work once it is sold. However, NFTs are registered through contracts. Clauses that enable the owner to be paid royalties when the work transfers possession can be added to these contracts. Thus, the rights of the artists are protected.

## A New Kind of Ownership

As with any system, there are certain security concerns and risks in the blockchain system. However, it's safe to say that NFTs make the concept of ownership more secure. Imagine buying a famous painting and hanging it in your home. When doing so, you must first be sure of the originality of the painting, and then protect it from all risks. If a robber breaks into your home or a fire starts, your painting may be destroyed. However, when you buy an NFT, your certificate becomes a registered document in the entire digital world. It is much more difficult to alter, destroy or maliciously use this document compared to the assets you have in the physical world.

It goes without saying that the NFT trend is currently on the rise. For this reason, some experts interpret the interest in NFTs as a craze. Some also believe that this trend is a bubble that will burst soon. But the most dominant view is that NFT technology will transform the future of art. It is believed that the encoding of all the information that can be recorded in a secure system in an indestructible and unalterable manner will affect not only art but also countless industries in the future.



# SUCCESS STORIES

OF THE ÇAYIROVA SPORTS CLUB

THE CANOEING, ROWING AND SAILING BRANCHES OF THE ÇAYIROVA SPORTS CLUB ACHIEVED OUTSTANDING SUCCESS IN PRESTIGIOUS RACES.



## Şişecam Çayırova Sports Club Sailing Branch

Athletes in the Sailing Branch of the Şişecam Çayırova Sports Club, who participated in the races organized by the Turkish Sailing Federation, achieved successful results.

### SALVATION OF IZMIT CUP SAILING RACES

At the Salvation of Izmit Cup Sailing Races held at the Izmit Sailing Club between June 28-29 within the scope of the activities carried out by the Turkish Sailing Federation, athletes in the Sailing Branch of the Şişecam Çayırova Sports Club achieved the following rankings:

**Optimist General Class**  
1<sup>st</sup> Alperen Ağma

**Optimist Junior General**  
5<sup>th</sup> Zeynep Dila Doksatlı

**Optimist Junior Girls**  
3<sup>rd</sup> Zeynep Dila Doksatlı

**Laser 4.7 General Class**  
1<sup>st</sup> Yağız Aşçıoğlu  
2<sup>nd</sup> Uğurkan Yılmaz  
3<sup>rd</sup> Defne Uçal

**Laser 4.7 Girls and Junior**  
1<sup>st</sup> Defne Uçal

### 2021 PIRAT TURKEY CHAMPIONSHIP

The 2021 Pirat Turkey Championship, included in the 2019 activity program of the Turkish Sailing Federation, was hosted by the Bayramoğlu Sailing Club on July 2-4. Uğurkan

Yılmaz and Yağız Aşçıoğlu, athletes of the Sailing Branch of the Şişecam Çayırova Sports Club, won the Pirat Junior Championship in Turkey, ranking 1st in the Junior category.

## Şişecam Çayırova Sports Club Rowing Branch

Athletes in the Rowing Branch of the Şişecam Çayırova Sports Club demonstrated the strength of their clubs in several races.

### GOLDEN HORN ROWING RACES

A total of 57 teams, 12 clubs and 285 athletes participated in the Golden Horn Rowing Races organized by Spor İstanbul, a subsidiary of İstanbul

Metropolitan Municipality (IMM), and IMM Communication Coordinatorship. In the Sea Rowing Senior's Quadruple Sculls (4X+) category, Şişecam Çayırova Sports Club's Rowing Branch athletes Emir Çınar, Ozan Tetik, Hayrettin Emin Alperen Tekin and Mehmet Egeli came in third.

### TURKISH ROWING FEDERATION SPRING CUP

The Turkish Rowing Federation Spring Cup was held in Sapanca, Sakarya between May 27-30. Athletes of Şişecam Çayırova Sports Club's Rowing Branch won two cups in the championship by earning the C- Men's Division First Place Club Cup (Sea Rowing) and the U15 Girls Division Second Place Club Cup. The athletes achieved the following results in

the Spring Cup Academy Turkey Championship and the National Team Test Races.

#### WOMEN'S DIVISION

**Womens U15 2x:** Nisanur Ekşi - Sinem Dağaçıkan / Gold Medal

**Womens U15 4x:** Sinem Dağaçıkan - Nehir Güney - Nisanur Ekşi - İrem Üstündağ / Silver Medal

**Womens U17 4x:** Esmanur Direk - Yağmur Süsler - Aslı Uçar - Zeynep Beken / Bronze Medal

**Womens U17 2x:** Aslı Uçar - Zeynep Beken / Fifth Place

**Womens C Master 2x:** Necla Çolak - Burcu Nergiz / Silver Medal

#### MEN'S DIVISION

**Mens U17 4x:** Arda Berat Çekeceker - Yusuf Doğru - Berkay Öztürk - Kemal Kaya / Fifth Place

#### U19 Sea Rowing

**Men 1x:** Hayrettin Emin Bayer / Gold Medal

#### Mens Heavyweight Sea

**Rowing 1x:** Ozan Tetik / Gold Medal

**Mens Heavyweight Sea Rowing 2x:** Alperen Tekin - Mehmet Egeli / Bronze Medal

#### Mens Heavyweight Sea Rowing

**Mens 4x:** Emir Çınar - Ozan Tetik - Hayrettin Emin - Alperen Tekin - Mehmet Egeli / Gold Medal

wore the national jersey in the races in which more than 750 athletes from 37 countries participated.

Competing in the Men's K4 U23 500m category, the team that also included national athlete Abbas Anıl Şen performed well in the first 300m of the race, even though they were unable to qualify. In the Women's K1 U23 200m, 500m and 1000m categories, national athlete Özge Uzar passed the qualifying series in the K1 U23 200m category, in which 22 athletes from 22 countries participated, thus making it to the semi-finals. Completing the B Final races in 9th place, Uzar ranked 18th in Europe in her category. Moreover, Uzar also competed in the K1 U23 500m category with 21 other athletes from 21 countries, taking home 7th place in the B Final races and ranking 16th in Europe.

#### SPRINT CANOE 2021 TURKEY CUP

The Sprint Canoe 2021 Turkish Cup was held in Eskişehir between June 11-13. At the races in which a total of 204 athletes from 12 provinces and 26 clubs participated, Şişecam Çayırova Sports Club's Canoeing Branch athletes won a total of 12 medals, consisting of 6 gold, 4 silver and 2 bronze. Thanks to this achievement, they won the Women's Club First Place and Senior Men's Club Third Place trophies. The Athletes visited the Glass Packaging Group Eskişehir Plant before the race. The athletes and technical committee, who were warmly welcomed, were given information about the operation of the factory. During the plant visit, a sapling planting ceremony was organized for the athletes and technical committee on the occasion of World Environment Week celebrated between June 5-11.

#### SPRINT CANOE KÖYCEĞİZ MUNICIPALITY SPRING CUP

A total of 170 athletes from 12 provinces and 25 clubs participated in the Sprint Canoe Köyceğiz Municipality Spring Cup held in Köyceğiz between April 2-4. The athletes won a total of 11 medals, consisting of 7 gold, 2 silver and 2 bronze, as well as the 2<sup>nd</sup> place cup in the Senior Women's Club category.

Şişecam Çayırova Sports Club

## Canoeing Branch

Athletes of Şişecam Çayırova Sports Club's Canoeing Branch successfully represented their teams in national and international races.

#### 2021 JUNIOR AND U23

#### SPRINT CANOEING EUROPEAN CHAMPIONSHIP RACES

The Sprint Canoe Junior and U23 European Championship races, which are included in the 2021 activity program of the European Canoe Federation (ECA), took place in Poland/Poznan between June 24-27. Şişecam Çayırova Sports Club's Canoe Branch trainer Barış Öztürk, and athletes Özge Uzar and Abbas Anıl Şen





ŞİŞECAM ÇAYIROVA SPORTS CLUB'S

# FIRST ROWING BOATS

LAUNCHED

THE CLUB'S FIRST ROWING BOATS WERE NAMED AFTER OUR CHAIRMAN PROF. AHMET KIRMAN, ALEV YARAMAN, AND THE LATE ENGIN İŞGÖREN, ALL OF WHOM CONTRIBUTED GREATLY TO ŞİŞECAM.

Şişecam Çayırova Sports Club launched its first rowing boats at a ceremony attended by Şişecam executives. The first rowing boats in the club's history were named after Şişecam Chairman Prof. Ahmet Kırman, Alev Yaraman, who served as Şişecam Board Member and Vice President in the past and is presently the first and only Turkish female president of the International Commission on Glass, and the late Salim Engin İşgören, who successfully performed the role of CEO of Şişecam Dış Ticaret A.Ş. The ceremony, which commenced with the opening speech of Şişecam Çayırova Sports Club Manager Semih İşevi, was attended by Şişecam Chairman Prof. Ahmet Kırman, Şişecam CEO Görkem Elverici, Alev Yaraman and Engin İşgören's family, as well as Şişecam's senior executives.



## ŞİŞECAM CHEMICALS LEAVES ITS MARK

As part of the World Environment Day activities, a sapling planting event was held at the Mersin Soda and Kromsan plants of Şişecam Chemicals. At the event, which was held with the participation of plant managers Barış Can and Mehmet Güler, female employees planted blue cypress saplings. After planting the saplings, the employees took a group photo to mark this special day.



# NOW!

BRINGING PEOPLE TOGETHER

ŞİŞECAM'S SOCIAL ACTIVITIES AND SPORTS CLUB NOW! BRINGS ŞİŞECAM MEMBERS TOGETHER THROUGH VARIOUS EVENTS.

# now!



ŞİMDİ,  
IS GOING GLOBAL  
WITH NOW!

Şişecam's social activities and sports club NOW!, which has been active since November 2014 in other regions, is preparing for its global journey! NOW! has brought together thousands of Şişecam employees through all kinds of fun events and sports competitions. Continuing its activities from where it left off during the pandemic, NOW! proceeds to bring Şişecam employees together on digital platforms. Developing motivational activities and promoting communication between teams, NOW! is getting ready to launch its activities in the area of Şişecam assets outside of Turkey, as well. The club, which will start its activities under the NOW!, will take social activities to a global scale with teams consisting of volunteer employees.



## 18 MARCH ÇANAKKALE VICTORY COMMEMORATED WITH SEMINARS

As part of the 106th anniversary of the 18 March Çanakkale Victory, the Çanakkale 1915 - Lesser Known Truths seminars were held with İlkay Erdoğan, Business Development Manager of Paşabahçe Mağazaları. The seminars took place in two different sessions on the naval and land battles of the Battle of Çanakkale, a turning point that changed the course of history. İlkay Erdoğan, who talked about the background and important details of the Battle of Çanakkale, shared crucial topics such as Mustafa Kemal's emergence on the stage of history and the state of the enemy forces.



## NOW! GRANTING YOU A WISH!

Now! organized an event to make the wishes of Şişecam employees come true as part of the May 6 Hıdırellez celebrations. As part of the event, Now! reached out to Şişecam employees through its Instagram story, asking them to share their wishes by tagging @simdisisecam. Şişecam employees shared their wishes for themselves, their families and their children through their Instagram stories. One wish was made by Now!.

## MINI MEMBERS OF ŞİŞECAM CAME TOGETHER FOR APRIL 23 FESTIVITIES



The April 23 Festival, organized as part of the April 23 National Sovereignty and Children's Day celebration, brought together mini members of Şişecam and their families. On April 21, the first day of the festival, employees had the opportunity to reminisce over their childhood memories with the taboo game "Back to Our Childhood". Members of Şişecam had a fun time playing the game, which included both words that remind them of their childhood and words frequently used by children today. Now! rewarded the winning team with surprise gifts. During the healthy snacks workshop, children had the opportunity to discover new and healthy recipes with their families. Mini members of Şişecam, who made banana sushi, raw brownies and hazelnut energy balls with their families, accompanied by the guidance of the chef on the screen, added flavor to April 23 with their own touch. What's more, the Zumba workshop was full of fun and joy that suits the festive spirit. Immersed in the rhythm of the music, the children had the opportunity to dance their hearts out and celebrate the holiday gifted to them with great enthusiasm. As part of April 23 National Sovereignty and Children's Day, Şişecam members continued to celebrate the spirit of April 23 through the Now! Instagram page between April 22-25. Şişecam employees all throughout Turkey shared their photos and videos reflecting this meaningful day with the hashtags #Simdi23Nisan (#NowIsApril23) and @simdisisecam (@nowsisecam). As a result of the posts, three people won surprise gifts through a giveaway.

# MEDIA COVERAGE

APRIL, MAY, JUNE 2021



SEKTÖR/ŞİŞECAM

"Teknoloji tabanlı yeni alanlarla ilgileniyoruz"  
GM Ahmet Kirman: Yakında M...

On the Spot...  
Ahmet Kirman

1

ŞİŞECAM, TÜRKİYE DÜZCAM ÜRETİM KAPASİTESİNİ 2.5 MİLYON TONA ÇIKARTIYOR  
**Camda dünya devi oldu,  
yeni yatırımlarla büyüyor**

2

FONKSİYONEL BAZLI YÖNETİM

Şişecam daha rekabetçi bir yapıya kavuşacak

4

14 ÜLKEDeki 43 TESİS DİJİTAL ALTYAPISIYA BAĞLANACAK  
**Fonksiyonel yapılanmayla çok daha rekabetçi bir Şişecam gelecek**

3

**Camda yatırım atağına kalktı**



150'DEN FAZLA ÜLKE  
"İngiliz, İtaliyen ve..."

6

**MACARİSTAN'DA 255 MİLYON EURO'LUK YATIRIM YAPACAK**

ŞİŞECAM, küresel cam ligindeki oyun kurucu pozisyonunu güçlendirmek için cam ambalaj alanında Macaristan'da 255 milyon Euro'luk yatırımla iki fırınlı cam ambalaj tesisi kurma kararını aldı. Türkiye'de de 2 float hattı yatırıma planlayan Şişecam, 2024 sonunda Türkiye düzcam üretim kapasitesini yüzde 25 artırarak 2.5 milyon ton üzerine çıkarmayı hedefliyor.

7

**ŞİŞECAM'DAN ÇİFTE YATIRIM**

ŞİŞECAM, küresel cam ligindeki oyun kurucu pozisyonunu güçlendirmek için cam ambalaj alanında Macaristan'da yatırım yapmayı planladığını açıkladı. 255 milyon euro tutarında yapılacak iki fırınlı cam ambalaj tesisi kurma kararı aldı. Şişecam, 2024 yılında Türkiye düzcam üretim kapasitesini yüzde 25 artırarak toplamda 2.5 milyon ton üzerine çıkarmayı hedefliyor.

9

CAM AMBALAJI TESİSİ KURACAK  
**Şişecam'dan Macaristan'a 255 milyon avroluk yatırım**

5

8

10

ŞİŞECAM

**Macaristan'a 255 milyon Euro'luk yatırım**

Genel Müdür Ahmet Kirman: Ülkemizin küresel pazardaki varlığına katkı sağlayacağız









## ŞİŞECAM OCCUPATIONAL HEALTH AND SAFETY POLICY:

We aim to carry out all stages of our production activities in a healthy and safe work environment. In line with this goal, as a requirement of our responsibility for creating healthy individuals and a manpower, we adopt;

- Determining, implementing and causing to be implemented necessary measures to prevent occupational accidents and domestic and occupational diseases.
- Performing a risk assessment by ensuring the employee participation and achieving an acceptable risk level;
- Using safe equipment and appropriate technologies for a healthy and safe work environment,
- Ensuring the participation of every level of the organization and

our stakeholders in the efforts to improve the occupational health and safety practices, and

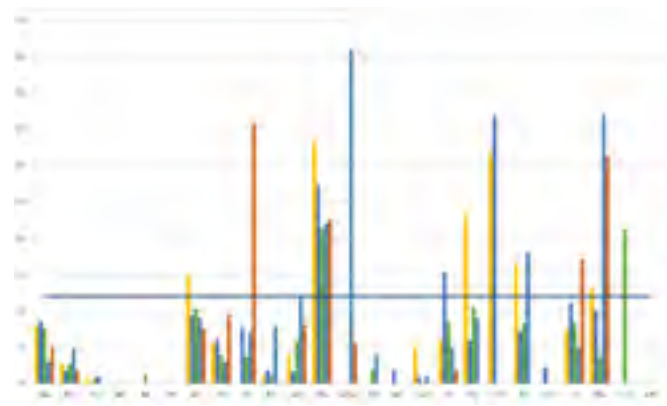
- Creating an Occupational Health and Safety culture and making it our life style.

In line therewith, we represent and undertake to:

- meet the legal requirements, applicable standards and conditions for Occupational Health and Safety,
- Improve our processes and increase our performance constantly with a proactive approach in Occupational Health and Safety, and
- Continuing our trainings and activities aimed at our employees and subcontractors'/suppliers' employees, visitors, interns and improve them.



T. Şişe ve Cam Fabrikaları A.Ş.  
Domestic Plants Incident Frequency Rates  
January - June 2021



T. Şişe ve Cam Fabrikaları A.Ş.  
Overseas Plants Incident Frequency Rates  
January - June 2021

## CBA PROCESSES

APRİL - JUNE 2021

### CBA PROCESS WITH ŞİŞECAM AUTOMOTIVE SLOVAKIA CONCLUDED WITH AN AGREEMENT

In the ongoing collective bargaining agreement negotiations at the Şişecam Automotive Slovakia workplace established in Slovakia, an agreement was reached on 04.05.2021. The collective bargaining agreement will remain in force for 12 months, from April 1, 2021 to March 31, 2022.

### CBA PROCESS WITH ŞİŞECAM AUTOMOTIVE ROMANIA CONCLUDED WITH AN AGREEMENT

In the ongoing collective bargaining agreement negotiations at the Şişecam Automotive Romania workplace established in Romania, an agreement was reached on 14.04.2021. The collective bargaining agreement will remain in force for 13 months, from March 1, 2021 to March 31, 2022.

### CBA PROCESSES WITH TRAKYA GLASS BULGARIA, ŞİŞECAM AUTOMOTIVE BULGARIA, AND ŞİŞECAM GLASS BULGARIA EAD CONCLUDED WITH AN AGREEMENT

In the ongoing collective bargaining agreement negotiations at the Trakya Glass Bulgaria, Şişecam Automotive Bulgaria and Şişecam Glass Bulgaria EAD workplaces established in Bulgaria, an agreement was reached on 06.07.2021. The CBA will be valid for 2 years from July 1, 2021 to June 31, 2023.

### CBA PROCESSES INITIATED WITH OOO POSUDA LIMITED PLANT

The collective bargaining agreement currently in force at the OOO Posuda Limited Plant expired on 30.12.2020, and negotiations for the new terms of the collective bargaining agreement with the Proofkom Labor Union were initiated on 26.05.2021. CBA negotiations are underway.

WHAT TO BE CAUTIOUS OF

# AFTER RECOVERING FROM COVID-19?

**PREPARED BY: DR. FATİH HAMŞİOĞLU**  
Industrial Relations and OHS Directorate  
Consultant for Occupational and Vocational Diseases

Research on the Covid-19 disease, which first broke out in Wuhan, China in December 2019 and then turned into a pandemic in March 2020, has revealed that we do not have sufficient medical data on the long-term negative effects of the disease on the human body. This is normal for this kind of newly emerging infectious disease.

Although people who have recovered from Covid-19 have acquired natural immunity, they should continue to take personal protection measures until the pandemic ends and be alert of the possible complications of the disease. Here are the long-term complications that can be seen in those who have had Covid-19 before, and what those who survived the disease should pay attention to:

The loss of smell and taste improve over time after recovery. In order to avoid potential problems that may occur in the lungs, a sufficient amount of water should be consumed and breathing exercises should be done. Those with chronic diseases (COPD, bronchitis, tuberculosis, etc.) should not delay follow-ups and should abide by the treatment they have been prescribed. Since Covid-19 may affect the cardiovascular system and cause complications such as coagulation and heart rhythm disorder, it is necessary to implement the quarantine measures recommended by your doctor after recovery and to continue the prescribed drug treatment after leaving the hospital. Those with chronic heart disease should have their routine check-ups and should adhere to their treatments.

Long-term diarrhea and occasionally constipation can emerge as digestive system-related side effects. In such instances, eat little and often. Avoid acidic drinks and spicy foods. Consume a sufficient amount of fresh vegetables and fruits and opt for foods high in fiber.

Connective tissue complaints may continue, albeit decreasingly, during the Covid-19 process and after treatment. Since muscle fatigue and possible pains that you may encounter due to disease-induced myositis (inflammation of the muscle cells) will be relieved by strengthening the muscles, it is important to do stretching exercises every day at home and go on outdoor walks suitable for your age (in terms of speed and distance) 4-5 times a week. After you recover from the direct and indirect effects of Covid-19 on body tissues, see your family doctor at certain intervals and have your necessary examinations and tests done. Your post-illness check-ups should not be delayed.

Anxiety, fear, restlessness and similar emotions that arise during and after wars, earthquakes and devastating events in your immediate surroundings are more common in long-lasting pandemics that affect everyone. Although fear, anxiety and restlessness are normal mental reactions, it is important to keep them under control. Experiencing these feelings at extreme levels and prolonged durations may cause various kind of discomfort. These symptoms that you notice in yourself or in your close circle usually do not heal on their own or with the suggestions of your relatives. In such cases, medical help should be sought right away.

**SOURCE:**

Republic of Turkey Ministry of Health  
Hacettepe Faculty of Medicine Publications

