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Applications and
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Earthquake

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Psychological Effects
of the Earthquake
and Much More



**WE WILL
HEAL OUR
WOUNDS
TOGETHER**



GLASS IS
HERITAGE



Dear Colleagues,

The earthquakes we experienced in February were among the most devastating disasters in our recent history and left us all in deep grief. As life goes on, it's very difficult to return to a state we could consider "normal." However, we are aware that being able to extend a helping hand and provide benefit to those in need is only possible with the strength and resilience of those who are still standing. With this in mind, we strive to create value.

Since the very first day of this devastating disaster helping the region, to the extent that we can, has been our priority. We have mobilized all our capabilities and workforce to help out those in need. With the support of Şişecam family, whose more than 24,000 members in 14 countries have once again proven to be a community full of good people, we are continuously trying to heal the wounds.

To date, Şişecam has donated almost TRY 227 million in cash and in-kind aid to support the people affected by the earthquake. Our Şişecam Volunteer Emergency Help Team-SAVE has saved many lives with search and rescue efforts, and they continue to take charge in the region to meet logistic needs. We have sent 53 semi-trailer-trucks containing container houses, generators, tents, heaters, winter clothes and shoes, as well as technical and humanitarian aid to the disaster zone. We have also delivered 26 semi-trucks of water, 4 of milk, 3 of bread, and 1 of glass baby bottles to the relevant authorities for distribution to those in need. With the participation of more than 3,300 colleagues, a charity campaign raised 3.6 million TL, and with the "I Share My Meal" program in our production facilities, 2 million TL was contributed. We would like to take this opportunity to thank all Şişecam employees for their spirit of solidarity and all their contributions.

Our hearts are heavy in the 333rd issue of Şişecam Magazine... We believe that wounds can only be healed by moving forward under the guidance of science and reason.

Our deepest sympathy goes out to all who have suffered and lost loved ones.

Sincerely,

Gökem Elverici

CEO



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BANKASI
Company.

THIS MONTH

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Together



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Efforts Continue



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Ambiente Fair



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WE WILL HEAL TOGETHER

FOLLOWING THE EARTHQUAKE DISASTER THAT SHOOK 10 PROVINCES, ŞİŞECAM TOOK ACTION TO HEAL WOUNDS. HAVING SUPPORTED THE REGION THROUGH IN-KIND DONATIONS AND ITS EMPLOYEES' VOLUNTARY EFFORTS SINCE THE FIRST DAY OF THE EARTHQUAKES, ŞİŞECAM CONTINUES TO SEND AID.



Turkey is trying to heal from the earthquake disasters that took place on February 6 in the Pazarcık and Elbistan regions of Kahramanmaraş. The earthquakes have caused massive devastation, impacting the 10 provinces of Kahramanmaraş, Gaziantep, Şanlıurfa, Diyarbakır, Adana, Adıyaman, Osmaniye, Hatay, Kilis, Malatya, and Elazığ. Şişecam has mobilized since the first day to get earthquake relief to the region.

EFFORTS CONTINUE IN THE EARTHQUAKE REGION

Since the first day of the earthquakes, Şişecam has lent its support to the region, sending 45 semi-trucks full of container homes, generators, tents, heaters, winter clothes and shoes, as well as technical and humanitarian aid. The company has also delivered 26 semi-trucks of water, 4 of milk, 3 of bread, and 1 of glass baby bottles to the relevant authorities for distribution. The food, hygiene products, and clothing donated by Şişecam employees are also delivered to the region daily. Additionally, Şişecam has sprung to action regarding one of earthquake survivors' greatest needs, delivering 168 portable toilets to the region.

ŞİŞECAM EMERGENCY RESPONSE TEAM SAVE IN THE FIELD

Comprised of Şişecam employees with search and rescue training as well as field experience, the Şişecam Aid Volunteer Efforts-SAVE continues to offer technical and humanitarian aid as well as supporting logistical and distribution efforts with the coordination of public institutions since day one. In addition to dispatching 7 heavy-duty vehicles to the region to use in search and rescue

efforts, the Şişecam Aid Volunteer Efforts-SAVE has also demonstrated a great deal of dedication to efforts in the earthquake zone since the first day. The 171-person SAVE team has taken part in different efforts from food distribution to tent setup, and will continue to take turns joining relief efforts in Adıyaman, Kahramanmaraş, and Hatay.

ŞİŞECAM LENDS TRY 225 MILLION WORTH OF SUPPORT TO DISASTER ZONE

The in-kind assistance provided by Şişecam since the beginning of the earthquake has exceeded TRY 25 million in value. In addition to in-kind support, cash donations made by İşBank and its affiliates including TRY 200 million donated by Şişecam, bringing the company's total support for the region to TRY 225 million. Şişecam continues its efforts in the region to come up with long-term, permanent solutions.

ŞİŞECAM WILL ALWAYS SUPPORT EARTHQUAKE SURVIVORS

Şişecam continues to offer daily support to its employees and their relatives in the region in the form of shelter, food, hygiene, and clothing. The company has offered up the guest house at its Mersin plant as well as setting up accommodations for 200 people at its Adana facilities. Şişecam continues to work on long-term projects that could significantly contribute to the region's public infrastructure, including the construction of schools to replace the torn-down ones as well as prefabricated and container homes for shelter, which remains one of the biggest challenges faced by earthquake survivors.



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APPS AND WEBSITES USED DURING AND

AFTER
EARTHQUAKES

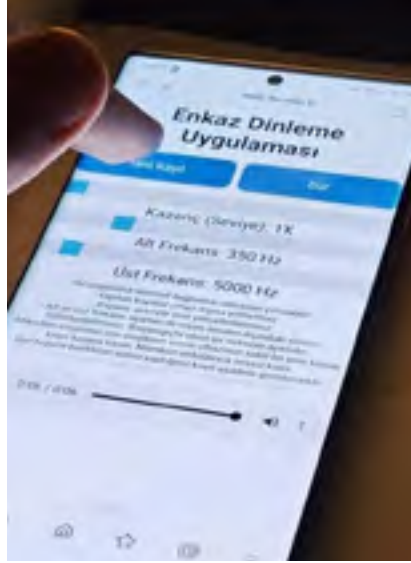


THE FEBRUARY 6TH EARTHQUAKES IN KAHRAMANMARAS HAVE IMPACTED 11 PROVINCES AND LEFT THE ENTIRE COUNTRY GRIEVING. THE EARTHQUAKES HAVE ALSO DRAWN OUR ATTENTION TO APPLICATIONS AND WEBSITES THAT AIM TO SAVE LIVES DURING DISASTERS AS WELL AS FACILITATE COOPERATION AFTERWARD. CHECK OUT THESE WEBSITES AND APPS TO SUPPORT SOLIDARITY EFFORTS AND TAKE PRECAUTION IN CASE OF A DISASTER.

LIFE-SAVING APPS AFTER AN EARTHQUAKE

MAKE SURE TO DOWNLOAD THESE APPS TO YOUR SMARTPHONE TO TAKE PRECAUTION AGAINST NEGATIVE OUTCOMES AFTER A POTENTIAL EARTHQUAKE.

In addition to all these websites and mobile applications, social media outlets such as Instagram and Twitter have also become important sources of communication and cooperation after the earthquakes. Not only did those left under the rubble start sharing their location via Twitter almost instantly, but social media also played a crucial role in determining what's needed and getting it to the right place after the earthquakes. All sorts of communications and campaigns geared toward post-earthquake relief are still conducted largely via social media.



Enkaz Dinleme (Debris Listening App)

Istanbul Technical University developed the Enkaz Dinleme (Debris Listening) app to help rescuers reach people left under the rubble faster. Developed by the ITU Dr. Erol Üçer Center for Advanced Studies in Music (MIAM), the Debris Listening app can detect people stuck under the debris without the need for an internet connection. The app uses frequency adjustment to distinguish human voices from other sounds, and is available on both iOS and Android.

Whistle

As the name suggests, this is a whistle app with a simple interface. Intended for use after earthquakes, the app can give off quite a loud sound, thus enabling people under the debris to make their voice heard and their location known to those nearby.



Güvendeyim (IamSafe)

Developed by the AKUT Search and Rescue Association, the Güvendeyim (IamSafe) app helps you send your location to designated contacts during emergencies. When you tap the "I am Safe" button on the app's homepage, the phone sends your GPS coordinates to your contacts via SMS. To use the app effectively, it's important to add at least one close contact who lives in a different city.



Bridgefy

Bridgefy is an app that allows you to communicate via message in emergency situations where there is no internet or cellular data access. To use the app, your Bluetooth and location services must be turned on. This allows users within a 100-meter radius to message one another during emergencies.



WEBSITES THAT IMPROVE THE COOPERATION NETWORK AFTER AN EARTHQUAKE



Misafir Ol/ misafirol.org (Be My Guest)

Developed and made available free of charge by the TrAir Technology platform located at Balikesir University's Teknokent R&D center, the Misafir Ol (Be My Guest) platform was designed to offer users' homes, hotels, or other accommodations to earthquake survivors. Those looking to offer shelter via the platform can share the number of guests they can host as well as the dates they are available.

Users also have the option to offer support with transportation to earthquake survivors.

The user-friendly interface allows users to sign in as either an earthquake survivor or a homeowner.

Deprem.io

Created by volunteer software developers to determine both those in need and those stuck under the debris in the earthquake region, Deprem.io drew a lot of attention following its quick launch. The website functions as a collective platform for both volunteers and those in need, bringing them together under different headings based on what's needed.

depremio



İhtiyaç Haritası/ ihtiyacharitasi.org & Afet Haritası/ afetharitasi.org (Needs Map & Disaster Response Map)

Founded in 2015, İhtiyaç Haritası (Needs Map) is a platform that brings together those in need with individuals, institutions, and organizations that wish to offer support. Needs Map also facilitates aid and cooperation efforts during natural disasters, as it operates with map-based and crowd-verified technology. The system makes it easier to come together in solidarity, as users can opt to donate or sign up as volunteers via the website. Another initiative developed by Needs Map, the Disaster Response Map (afetharitasi.org) is a digital platform that can keep track of all the key players in real-time during disasters.



Evim Yuvan Olsun/ evimyuvanolsun.org (Let My Home Be Your Home)

Launched shortly after the earthquakes with the vocal support of the Disaster and Emergency Management Presidency, the Evim Yuvan Olsun (Let My Home Be Your Home) campaign aims to help solve the sheltering problem. The platform lets those who lost their homes in the earthquakes find people who want to host earthquake survivors in their vacant homes. People wishing to offer their homes to those in need—either free of charge or for discounted rent—as well as people wishing to offer financial support can meet earthquake survivors on the platform.



Bir Kira Bir Yuva/ birkirabiryuva.org (One Rent, One Home)

Bir Kira Bir Yuva (One Rent, One Home) is a solidarity initiative launched by the Izmir Metropolitan Municipality and Needs Map following the February 6th earthquakes. The campaign brings together those who lost their homes in the earthquakes with those who wish to offer their vacant homes for use or financial support for rent. The website allows users to pick from three options: "I Need Vacant House/Rental Support," "I Would Like to Support," and "Solidarity Concert Tickets." Both people in need and people wishing to offer support can sign up via the website. The Izmir Metropolitan Municipality coordinates the communication between users to ensure that support directly reaches those in need.



NUDE DOES DRY JANUARY

NUDE Glass celebrated Dry January by devoting the month to mocktails. Observed by 9 million people around the world, Dry January saw NUDE promote its collections for non-alcoholic beverages. Cocktail designer and photographer @thewestmount prepared and photographed alcohol-free cocktails based on NUDE's theme of "Simple is beautiful," sharing them with his 12,000 followers on Instagram. Brad Ascalon's timeless yet modern Hepburn collection and the Finesse collection of delicate yet sturdy lead-free crystal designs stood out during the photo shoot.

A NEW YEAR AT PAŞABAHÇE

PAŞABAHÇE CONTINUES TO ADD BEAUTY TO BOTH THE DINING ROOM AND KITCHEN IN THE NEW YEAR.

After greeting the new year with a campaign last December aimed at helping consumers "turn over a new page full of happiness and enter a new year full of joy, inspiration, and pleasure" Paşabahçe continues to offer a wide variety of colorful options for those wishing to host their loved ones for special dinners, chat with a friend over coffee, or enjoy a cup of tea to wind down. With hundreds of gift options guaranteed to make your loved ones happy, Paşabahçe transforms special days into unforgettable moments in the new year, as well.



FLAT GLASS COMMUNICATION EFFORTS CONTINUE

IN 2022, COMMUNICATION PROJECTS WERE PUBLISHED IN 12 COUNTRIES TO BOOST THE BRAND RECOGNITION OF FLAT GLASS.

Şişecam's brand awareness campaigns for its flat glass operations continue both in Turkey and abroad. During 2022, campaigns targeted the following countries: Turkey, Germany, Spain, Italy, France, Greece, Bulgaria, Romania, Qatar, the UAE, the USA, and India. Throughout the year, digital ad campaigns reached 676 million views and 1.1 million clicks, with nearly 120 ads published in 24 print publications.



ISICAM'S HOME RENEWAL MOVEMENT DRAWS TO AN END



AIMED AT HIGHLIGHTING THE IMPORTANCE OF REPLACING THE WINDOWS IN OUR HOMES, ISICAM SYSTEMS' HOME RENEWAL MOVEMENT CAMPAIGN WAS A SUCCESS.

Isicam Systems encouraged consumers to replace their Windows with the "Home Renewal Movement" campaign. Focusing on the advantages of Isicam Systems' S and K series in terms of energy efficiency, the campaign took place between September 21 and December 25, 2022. As part of the campaign, consumers who replaced their existing home windows with Isicam Systems' S or K series received a gift certificate of 600 TL for purchases of 10-19.99 m², or 900 TL for purchases of 20-35 m², on the condition that these purchases are covered with a single certificate of warranty and are installed at the same location. Digital ads running throughout the campaign duration received nearly 142 million views and 225,000 clicks.

Isicam's K and S series are produced using high-quality Şişecam Solar Low-E Glass. Isicam S reduces thermal loss by 50% as compared to regular double-sided panes, thus reducing energy costs. Moreover, it allows for maximum use of solar heat without compromising on light permeability. Meanwhile, thanks to its special coating, the Isicam K series reduces thermal loss by 50% and solar heat gain by 40%. Offering maximum thermal insulation and solar control, Isicam K reduces your heating costs in the winter and cooling costs in the summer.



PAŞABAHÇE ATTENDED THE AMBIENTE FAIR

AS HAS BEEN ITS TRADITION FOR THE PAST 25 YEARS, PAŞABAHÇE ONCE AGAIN STOOD OUT WITH ITS CAPTIVATING BOOTH AT AMBIENTE, THE WORLD'S BIGGEST CONSUMER GOODS TRADE FAIR.

Paşabahçe attended Ambiente, the international trade fair for furniture, decoration, glassware, accessories, and giftables, which was held in Frankfurt, Germany, between February 3 and 7. For its 25th year attending Ambiente, Paşabahçe created a spectacular 511-square-meter booth, where it launched its new slogan, "Live Beautiful," to promote its inspiring new brand concept. The booth told the story of Paşabahçe's transformation from an Istanbul-born label into a global brand that went on to make life beautiful in 145 countries around the world. New packaging was also introduced at the fair. Paşabahçe's "Sound Tunnel" installation, which allowed visitors to experience the brand's signature sound, also drew plenty of interest.



PAŞABAHÇE COLLECTIONS DREW PRAISE AT AMBIENTE

The Paşabahçe booth showcased new products geared toward catering and home use in the beverage, tabletop, kitchen, and decorations categories to visitors from all over the world. Some of the novel products in the beverage category included the new glass sizes added to the beloved Timeless and Estrella collections, the new minimalistic sets from the Otto collection, the unique new glass mug Bricks, new colorful Barista cups, as well as the Estrella and Çiftbelli tea sets. Other eye-catching designs included the new Timeless service plate, small Motto bowls, and the dazzling Lavinia crystal vase in the tabletop category, as well as Borcam's new ribbed ovenware in the kitchen category. Meanwhile, the gold-contoured rims of the Golden Touch collection as well as the coffee and tea cups in metallic colors caught the eye in the decorations category. Other innovative collections developed through advanced tech and showcased at the fair included Paşabahçe's Aware collection of 100% recycled glass products as well as its line of products coated with Antimicrobial V-Block technology. Visitors to Paşabahçe's booth included Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman, Şişecam CEO Görkem Elverici, Turkish Consul General in Frankfurt Erdem Tunçer, the Central Anatolian Exporters Union Chairman Erdem Çenesiz, Şişecam Sales & Marketing Strategy and Performance Management Director Tansu Kumru, and Şişecam Marketing Coordinator Murat Ardıç Yılmaz.



From left to right: Şişecam CEO Görkem Elverici, Commercial Attaché to the Turkish Consulate General in Frankfurt Yusuf Yerkel, Turkish Consul General in Frankfurt Erdem Tunçer, Şişecam Chairman and Executive Member of the Board Prof. Dr. Ahmet Kirman, the Central Anatolian Exporters Union Chairman Erdem Çenesiz, Şişecam Sales & Marketing Strategy and Performance Management Director Tansu Kumru, and Şişecam Marketing Coordinator Murat Ardıç Yılmaz.

THE GLOBAL GLASS INDUSTRY GOT TOGETHER AT GLASSMAN EUROPE

ŞİŞECAM PRESENTED ITS SUSTAINABILITY AND R&D VISION FOCUSED ON PROTECTING THE PLANET AT GLASSMAN EUROPE.

Organized by Quartz Business Media to bring together international glass industry professionals in worldwide events for the past 40 years, Glassman Europe's latest edition was held at the Istanbul Lütfi Kırdar International Convention and Exhibition Center on February 8-9.

As a company that forges ahead resolutely toward its goal of becoming one of the world's top three players in its industry, Şişecam took part in the Glassman Europe event, which welcomed international glass industry professionals from 14 countries. Şişecam's Melting Technologies and Engineering Director Tolga Uysal delivered a presentation titled "Sustainable Glass Production" at the event, where he gave information about Şişecam's sustainability strategy and touched upon R&D efforts aimed at improving energy efficiency and technological transformation. Şişecam's Environmental Sustainability Manager Efe Çağlayan also gave a presentation, focusing on "Glass Recycling and a Producer-Driven Recycling System for Glass Packaging in Turkey," where he informed attendees about Şişecam's goal of transforming into to low-carbon production and circular economy model, its projects aimed at improving the glass recycling infrastructure, and its targets in line with the CareforNext Strategy.



Şişecam Melting Technologies and Engineering Director Tolga Uysal



Şişecam Environmental Sustainability Manager Efe Çağlayan



OXYVIT ATTENDED THE EUROTIER FAIR

OXYVIT ATTENDED EUROTIER 2022, THE TRADE FAIR FOR ANIMAL FARMING AND LIVESTOCK MANAGEMENT IN HANOVER.

One of Europe's leading trade fairs for the animal farming and livestock management industry, EuroTier 2022 brought industry professionals together after a four-year hiatus due to the pandemic. Held at the Hanover Fairground, the trade fair saw Oxyvit share a booth with the European Vitamin K3 distributor Jadis Additiva. Throughout the four-day fair, various one-on-one meetings were held with many representatives, primarily from the industry's leading firms. The trade fair added one new country and two new customers to the company's portfolio, with the positive results expected to continue in 2023.



ŞİŞECAM DREW GREAT INTEREST AT PRODEXPO

The global food and beverage industry's gathering point for the past 30 years, Prodexpo 2023 was held in the Russian capital of Moscow from February 6 to 10. Russia's biggest trade fair for food, beverage, and raw materials, Prodexpo drew in more than 2,000 companies from 35 countries. Şişecam's 69-square-meter booth showcasing its glass packaging designs drew plenty of interest at the trade fair. A gathering place for industry professionals, the trade fair also served as the ideal platform to forge new business partnerships.

NUDE SHINES BRIGHT WITH TWO GOOD DESIGN AWARDS

NUDE GLASS RECEIVED TWO AWARDS AT THE GOOD DESIGN AWARDS, ONE OF THE WORLD'S MOST PRESTIGIOUS DESIGN AWARDS PROGRAMS.

NUDE Glass continues to draw praise in the global arena for its simple and harmonious designs. The brand recently took part in the Good Design Awards, one of the most prestigious awards in the design world. NUDE Glass received two awards for its NO.3 Martini glass and its Dream Parade collection. Crafted out of lead-free crystal in muted turquoise, the NO.3 Martini glass features a thick and heavy base which keeps drinks cool for three more hours as compared to a standard glass. Meanwhile, the Dream Parade collection designed specifically for newlywed couples adds elegance to special moments. Inspired by the concept of yin-yang in Eastern philosophy, as well as the symbolic koi fish, the collection reflects the harmony of contrast.



ANKARA FLAT GLASS PLANT MANAGEMENT BUILDING RECEIVES LEED PLATINUM CERTIFICATION

Şişecam moves ahead full speed with its sustainability-focused efforts in every area. The Şişecam Ankara Flat Glass Plant's Management Building has successfully completed its green building certification process and had its environmentally friendly architecture officially recognized. The building received the LEED Platinum certificate, which is the highest level of certification given by the U.S. Green Building Council in recognition of environmentally friendly architecture. LEED is a global certification that rates buildings and their interiors based on environmental and sustainability criteria, focusing on how they are designed, built, and operated. Level Platinum LEED certification is given to buildings that receive the highest points according to LEED's green building certification criteria.

ŞİŞECAM UNIVERSITY EVENTS CONTINUE

ŞİŞECAM GOT TOGETHER WITH STUDENTS AND FACULTY AT TOROS UNIVERSITY'S DEPARTMENT OF INTERIOR DESIGN IN MERSIN.

The "Glass Solutions for Different Needs" presentation held at the Tarsus Chamber of Trade and Commerce brought together Şişecam representatives and third-year students at the Department of Interior Design within the Faculty of Fine Arts, Design and Architecture at Toros University in Mersin. The presentation drew 45 students and 4 faculty members, focusing on Şişecam's flat glass products, mobile apps, glass consulting services, and its BIM Smart Objects. Following the presentation, a plant visit was organized at the Isicam Authorized Manufacturer Berdam Cam in Mersin's Tarsus district, where students learned about glass treatment processes.



ILBANK TECHNICAL TEAM INTRODUCED TO ŞİŞECAM ARCHITECTURAL GLASS

Manufactured through advanced technology, Şişecam's architectural glass becomes the material of choice for more and more architects and engineers each day. A client of Şişecam's glass consulting services and a reference project for the Şişecam Temperable Solar Low-E Glass Neutral 50/33 product, the Ilbank Investment Coordination Unit Directorate welcomed Şişecam representatives who gave a presentation on architectural glass to a technical team of 15 architects and engineers. Following the presentation, which focused on flat glass products, project-based glass consultancy services, BIM Smart Objects, and mobile applications, the technical team also participated in a Q&A about the products.

ŞİŞECAM BECAME A SIGNATORY OF THE UN GLOBAL COMPACT

ŞİŞECAM SIGNED THE WORLD'S LEADING CORPORATE SUSTAINABILITY INITIATIVE, THE UNITED NATIONS GLOBAL COMPACT.

As a company that considers sustainability the focal point of all its operations and the core element of its business model, Şişecam became a signatory of the UN Global Compact, the world's most comprehensive sustainability platform. By signing the UN Global Compact—which entails commitment to upholding principles on human rights, labor, environment, and anti-corruption—Şişecam proved its commitment in the international arena. As a company that already plans and implements all its investment decisions as well as product and process development efforts with consideration of their social and environmental impacts, Şişecam voluntarily took part in the initiative as part of its approach toward social responsibility. Şişecam will continue to improve its sustainability efforts on a global scale.

The United Nations Global Compact is the world's biggest corporate sustainability initiative, with more than 15,000 corporate and 5,000 non-business members in over 160 countries. The Compact consists of 10 principles that focus on human rights, labor, environment, and anti-corruption. As a company that views sustainability not as an obligation but as an important responsibility, Şişecam has adopted these 10 principles, and aims to bring all its strategies and operations in line with these universal principles.

As part of its sustainability efforts, Şişecam is forging ahead with its integrated waste management, supply chain sustainability, and circular economy-based resource management efforts. The company also continues to forge ahead with its 2030 sustainability strategy "CareforNext," which focuses on "Protecting the Planet," "Empowering Society," and "Transforming Life," in line with the UN's Sustainable Development Goals.



GLASS RECYCLING CONTINUES AT FULL SPEED

ŞİŞECAM MOVES AHEAD WITH EFFORTS AIMED AT RECYCLING GLASS PACKAGING WASTE.

Following discussions with the Istanbul Metropolitan Municipality affiliate Istanbul Environment Management Industry and Trade Company (ISTAC Inc.), Şişecam has taken an important step toward recycling the medical glass packaging waste from hospitals. Thanks to the technical and operational guidance of Şişecam and the production line established by ISTAC at the Bottle Plant, the medical glass packaging waste gets washed and cleaned. The collaboration aims to recycle 20 tons of glass waste per week initially, with the capacity expected to increase over time.

GLASS RECYCLING BINS IN ACTIVE USE

Şişecam recently sprang to action to re-use and regularly collect the glass packaging waste recycling bins given to municipalities. Following discussions with many municipalities throughout Tekirdağ, Kırklareli, Sakarya, and Kocaeli, the bins are now actively being used again.

INTERVIEW

“IT WILL TAKE
A VERY LONG
TIME TO HEAL
OUR WOUNDS”



THE TWO MASSIVE EARTHQUAKES THAT SHOOK 11 PROVINCES AND AFFECTED THE LIVES OF MILLIONS OF PEOPLE HAVE DEEPLY IMPACTED THE PSYCHOLOGY OF A LARGE SEGMENT OF THE POPULATION, PARTICULARLY THOSE LIVING IN THE DISASTER ZONE. WE SPOKE WITH CLINICAL PSYCHOLOGIST **BAHAR ÇAKIR** ABOUT THE MAJOR PSYCHOLOGICAL EFFECTS EXPERIENCED OF THE EARTHQUAKES, THE SITUATIONS WHICH REQUIRE PROFESSIONAL SUPPORT, AND MUCH MORE.

What are the primary psychological effects of an earthquake?

The psychological effects of destructive natural disasters such as earthquakes are obviously damaging to people's mental health. All of the negative experiences from the moment the earthquake occurred onward could be called traumatic experiences. That's why we see individuals who experienced the earthquake display symptoms of post-traumatic stress disorder (PTSD). The most common symptoms of PTSD include recurring memories of the events, frequent nightmares, lack of concentration, intense anger, lack of interest, intense anxiety, insomnia, apathy, an acute sense of helplessness, fear, guilt, a sense of being frozen, uncontrollable crying, and bodily symptoms. These bodily symptoms may include a sense of numbness, overstimulation, heart palpitations, aches, and difficulty breathing.

What are primary and secondary trauma?

Primary trauma refers to the experience of people who have directly been exposed to a traumatic situation. However, those who were not located in the earthquake region but who lost either their loved ones or their property during the earthquakes also experienced primary trauma. Meanwhile, secondary trauma

is the experience of those who were not directly exposed to the traumatic event but who witnessed it either via print-visual media or by listening to stories about the event. Research indicates that symptoms of secondary trauma are almost identical to those of primary trauma.

Under what circumstances should those experiencing primary or secondary trauma consult professional help?

For individuals in the earthquake region, the primary focus is on meeting basic necessities such as shelter, food, and security. Once these are met, there are many things that can be done to improve their psychological well-being. These include balanced nutrition, relaxing breathing or stretching exercises, light exercise like walking, getting involved in daily activities, adopting a routine as much as possible, keeping a diary, interacting with a loved and trusted person or persons, and asking for help. Both individuals experiencing primary and secondary trauma can use these methods to improve their psychological resilience and make it easier to cope with trauma.

However, if an individual's PTSD symptoms do not subside despite doing all these, and the agitated state continues at the same level for at least two weeks, it would

be appropriate to take action and seek psychological assistance.

The psychological impact of traumatic events like earthquakes that cause such devastating loss of life and property may not completely go away. What we can expect from the healing process is to look at the event from a little more distance, to react less emotionally, and to start adapting to daily life. Psychological healing doesn't occur all at once, and it may not follow a continuously positive path. Reminders, triggers, anniversaries, special days, holidays, and similar traumatic experiences can cause regressions in psychological well-being. This is why it's extremely important to get help from people who have specialized in trauma.

Is PTSD seen in everyone who experiences an earthquake either directly or indirectly?

Showing symptoms of PTSD and being diagnosed with PTSD are two different things. All individuals who are impacted by the earthquakes and their aftermath may not necessarily display signs of PTSD. Those experiencing it closely may display symptoms of PTSD during the acute phase, but if the PTSD symptoms continue at a similar level for at least 3 months after the event, they will receive a PTSD diagnosis, and treatment will become necessary.

How may we support our loved ones who are experiencing primary trauma?

Supporting people who have experienced trauma is a challenging process that requires one to be gentle and sensitive. Core responses to trauma include fight, flight, or freeze. People may react differently based on their character and the negative event they experience. Some may slow down, turn inward, and refrain from speaking. Others may talk constantly, search for things to occupy their time, pretend nothing happened, or even go through crying spells. These are all normal during the acute phase. It's important to give people who experienced trauma enough space to express themselves to the extent that they wish, without asking too many questions. Calmly listening to them without commenting much or interrupting what they're saying would be a supportive action that considers their needs. It's also important not to compare the situation to another, to give advice, or to make unrealistic promises about how everything will quickly return to normal. We call this type of support psychological first aid. Once a person's physical safety is ensured and basic needs are met, psychological first aid may be offered right away by people who haven't directly been exposed to trauma.



Some of us choose to ignore images and news of the earthquakes, pretending they never happened. What type of psychological effect will this have afterward?

Everyone reacts to challenging situations differently. The event could be so painful that it's normal for defense mechanisms to become activated, which can take the form of denial, suppression, or pretending something didn't happen. However, pretending an event didn't happen and running away from it completely will exhaust the brain and nervous system after a while, which generally results in these individuals displaying psychosomatic—or physical—symptoms. Rejecting reality is a form of escaping pain. That said, everyone is free to decide how much of this information they are subjected to, and this is an important decision-making

process in terms of personal boundaries.

How do differences between individuals shape the psychological effects of an earthquake?

Various research has been done on this. According to a study of individuals who were diagnosed with PTSD 20 years after the 1999 earthquakes, there is a correlation between the dose, intensity, and frequency of negative events experienced within the family and the negative impact on the individual's ability to cope with trauma, or their psychological resilience. Similarly, a study conducted in Japan after the 2011 earthquake determined that there are neurobiological differences in the brains of individuals who experience PTSD symptoms more intensely. We also know that individual differences in temperament,

sense of self, outlook on the future, social resources, family support, personal skills, and genetic ancestry can directly impact coping skills.

What is the natural healing process like following traumatic life events such as large-scale disasters?

First, the danger must subside and those who experienced primary trauma must be able to overcome a level of uncertainty pertaining to major areas of their lives before they can start to formulate a plan for their lives and return to a sense of routine. This is when the adaptation process begins. It will take a very long time to heal our wounds and overcome both the moral and material devastation. For many of us, life will never be the same as it was. Natural healing is a process that can only take place if the individual has secure

relationships. Only other people can heal an individual's wounds. That's why social support is paramount at this time.

How should we tell kids about the earthquakes?

We can tell them that earthquakes are a natural event just like rain, storm, and floods, that there are fault lines far beneath the ground, invisible to us, and when these fault lines move, they cause earthquakes that make the ground shake. We can tell them that this is why some unsafe buildings get damaged, and if they are past the age of primary school, we can also tell them that buildings may collapse. Kids primarily think of themselves; they want to ensure that no harm will come to them. Even if it's impossible to guarantee that won't happen in this lifetime, we can at least tell them that our home and building are safe, that we have taken



precautions against a potential earthquake, and that we will do whatever we can to protect the child. We can also include them in our earthquake preparedness efforts. They can add whatever they wish to their earthquake kit and know where the safe meeting point is. It's crucial that kids feel like they can ask questions whenever they have any concerns on the topic.

Let's imagine two earthquake survivors who are mother and daughter, and neither of them is doing well psychologically. How should the adult survivor behave? Should she seek help for her own mental health first?

My recommendation would be for both of them to receive support at the same time, if possible. Dozens of associations and NGOs have mobilized to offer psychological support through different projects which welcome applications from

individuals in any age group. These efforts are free of charge and will continue for some time. There are even certain projects geared toward mothers and babies.

People, especially those living in provinces where there is an earthquake risk, are experiencing both the desperation, sadness, and anger of the earthquake disaster that struck 11 provinces while fearing for their own security. What should they do in these situations? What is the right way to think and behave?

Many of us are rightfully feeling stuck. There is a syndrome called "hyper-empathy". People experiencing it may over-identify with the situation at hand, displaying symptoms as if they personally experienced it or even reaching a stage where they deprive themselves of basic

necessities. This causes us to detach from our own reality and experience emotional turmoil. The healthiest route would be to take precautions and make plans based on our own circumstances, without detaching from our own sense of reality.

We've become a highly traumatized nation. The high cost of living, security problems, and the risk of not having shelter are the biggest factors triggering our traumas. How will we get back to normal?

There is a Japanese phrase known as "mono no aware," which signifies an awareness of the impermanence of things. It suggests that we must accept reality as is and strive to make it as livable as we can. Due to this cultural outlook, the Japanese experience crises and natural disasters in a much quieter and more reserved way, facing

challenges by looking out for one another and not denying the deep sense of sorrow. By contrast, Western culture seeks to attain more pleasurable experiences quickly, to move away from unpleasant situations as fast as possible. Unfortunately, this may lead to a denial of reality, as well as sudden reactions and deviations from the topic at hand. We have the power to change what we can and to make choices. While we are experiencing our grief, we can decide how to use our free will to benefit both ourselves and society, which will make us feel more active and give us a sense of responsibility. This, in turn, will be a factor in making it easier to re-adapt to life. This isn't the first trauma we experienced as a society, and it won't be the last. Improving our psychological resilience will make it just a little easier to re-adapt to life after each trauma.



Şişecam facilities have been equipped with nearly

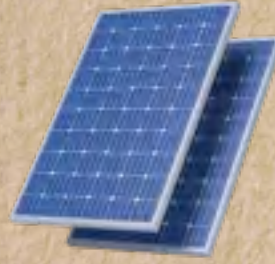
10 MWp

ground-mounted and rooftop photovoltaic power stations.

Mersin Plant: 6.2 MWp
Şişecam Science, Technology and Design Center: 0.087 MWp
Southern Italy Plant: 3 MWp
Northern Italy Plant: 0.7 MWp

Solar power plant

investments continue at the Ankara Polatlı Flat Glass Plant and the Eskişehir Glass Packaging Plant.



In 2021, Şişecam used 15,440 GJ of I-REC-certified renewable energy. In 2022, green electricity usage reached

18.509 GJ.



Şişecam continues to increase its

renewable energy

production capacity in 2023.



Throughout 2022, more than 17 million USD was invested in over

350 environment- and energy-focused projects in accordance with corporate plans.

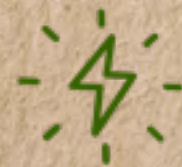


As of 2023, Şişecam's installed capacity for renewable energy has reached 10-11 MWp thanks to energy investments in Turkey and Italy.

The goal is to reach 53 MWp of installed capacity for renewable energy by the year 2030.

ŞİŞECAM'S ENERGY INVESTMENTS

ŞİŞECAM LENDS SIGNIFICANT SUPPORT TO THE UNITED NATIONS' SUSTAINABLE DEVELOPMENT GOAL OF "AFFORDABLE AND CLEAN ENERGY" THROUGH ITS INVESTMENTS IN RENEWABLE ENERGY.



In 2022, the specific energy consumption in glass production dropped by 3% as compared to 2020, 1% as compared to 2017, 7% as compared to 2011, and

12% as compared to 2006.



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