

SEPTEMBER 2022

ŞİŞECAM
MAGAZINE

ISSUE

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'HEAD UP DISPLAY' DESIGN

DALE CHIHULY, CHIHULY GARDEN AND GLASS.





GLASS SPARKLES

SPHERE CHANDELIER, CANDY COLLECTION, HUMBERTO CAMPANA, FERNANDO CAMPANA, LASVIT, NOVY BOR, CZECH REPUBLIC.



Dear Colleagues,

I am extremely proud to see that, with your efforts and the support of our stakeholders, we are taking major and solid steps on the path to achieving our objectives.

We continue to pioneer in all areas of our operations through game-changing products and technologies. We recently expanded our range of high-performance, innovative technologies for the automotive sector with a brand-new offering. We started production of windshields equipped with Head Up Display (HUD) functionality. HUD-equipped windshields enable drivers to see critical information about their vehicles without taking their eyes off the road. Our windshields were developed at the Şişecam Science, Technology and Design Center through design and optimization efforts based on simulation technology and their optical efficiency was proven through testing efforts in our Bulgaria plant.

While we're paving the way for change in different sectors through new technologies, we are also making significant progress each day in our digital transformation and operational excellence processes. We are striving to embody Şişecam culture with every step we take. Thanks to our commitment, we climbed by 61 steps compared to 2021 and ranked 17th in the Corporate Culture 100 list in Turkey co-created by Fast Company and ERA Research to highlight the top businesses with their unique company culture. Compiled through the feedback of high-level executives, the list includes many criteria such as agility, teamwork, rewarding success, diversity-inclusivity, and organizational excellence.

Another recent exciting development is that our 2021 Annual Report received the Gold Award in the "Traditional Annual Reports" category, while our digital annual report received the Honours Award in the "Interactive Annual Reports" category at the 36th Annual Report Competition (ARC), widely considered to be the "Oscars of Annual Reports." I sincerely believe that the future will bring us many similar awards with the dedication and efforts of all our colleagues.

I hope you enjoy reading the new issue of Şişecam Magazine, which we have started to publish monthly as of August.

Görkem Elverici
CEO



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TÜRKİYE ŞİŞECAM
Company.

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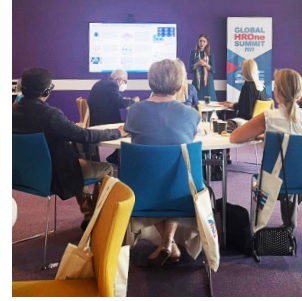
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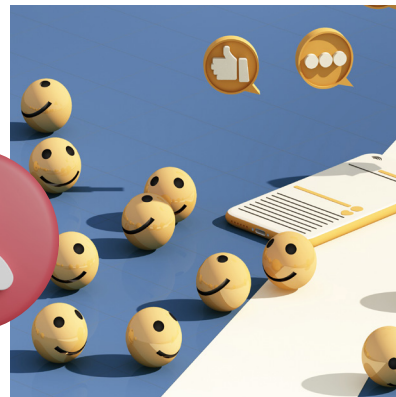
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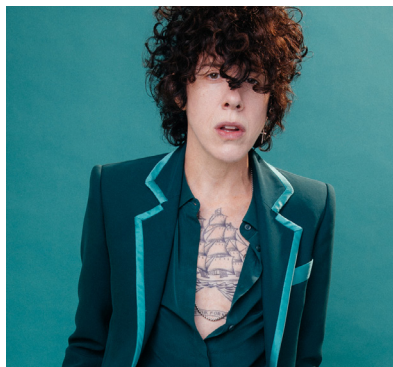
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For Use In Solar Panels And
Solar Collectors

COLORFUL DINNER TABLES

AT PAŞABAHÇE MAĞAZALARI

THE COLORFUL DESIGNS AT PAŞABAHÇE MAĞAZALARI WERE THE MUST-HAVES OF THIS SUMMER.

The Diamond cocktail glasses by Paşabahçe Mağazaları was the top choice for those wanting a touch of elegance when serving refreshing beverages on hot days. Reflecting the unparalleled harmony of green, blue, and purple, the dining and serving plates and bowls in the Reactive line lent a summery touch of color to dinner tables. Meanwhile, the vibrant gleam of yellow, blue, and green in the Colorium line brought summer's lively energy to aspirational tablescapes. Similarly stimulating thanks to the vibrancy of colors, the ceramic mugs from the Manner and Urla lines, as well as the floral designs on the Bloom line of ceramic bowls, brought a hint of summer.





SUMMER BREEZE AT PAŞABAHÇE MAĞAZALARI

THOSE LOOKING TO REFLECT THE ENERGY OF SUMMER IN THEIR TABLESCAPES FOUND THE DESIGNS THEY DESIRE AT PAŞABAHÇE MAĞAZALARI.

Seasonal designs at Paşabahçe Mağazaları bring the warmth and airiness of summer days to dinner tables everywhere. The Orquestra porcelain line by famous designers David Raffoul and Nicolas Moussallem combines geometric lines with the harmony of music. A symphony of lines in varying levels of thickness and going in different directions, the Orquestra line received the Wallpaper* Design Award 2015 and the Red Dot Design Award 2015. The vibrant colors in the Electrum line of ceramics bring a summery aesthetic to dinner tables with the season's most popular products, from cups and mugs to bowls and pitchers. Paşabahçe Mağazaları also offers elegant serving options for the most popular summertime treat of all, ice cream.



COFFEE LOVERS CAME TOGETHER AT PAŞABAHÇE MAĞAZALARI

PARTICIPANTS IN THE COFFEE-TASTING WORKSHOP AT THE ERENKÖY EXPERIENCE STORE OF PAŞABAHÇE MAĞAZALARI LEARNED ABOUT THE PROPER SELECTION OF DRINKWARE AS WELL AS TIPS AND TRICKS TO BREWING COFFEE.

Paşabahçe Mağazaları and Boxx Coffee Roasters Co. collaborated on a coffee-tasting workshop, held at the brand's first experience store in Istanbul Erenköy, which offers advanced digital solutions and services. Held on floor -1 of the Erenköy experience store on Wednesday, August 10, the coffee-tasting workshop was met with great interest. Workshop participants got to learn useful information about the proper selection of drinkware when serving coffee, as well as brewing methods, from Boxx Coffee Roasters Co. founder Mert Soley. The event continued with an interactive component, allowing participants to learn about different coffee cups and brewing methods in detail.

LIFESTYLE CONTENT FROM PAŞABAHÇE

PAŞABAHÇE CONTINUES TO INSPIRE THROUGH ITS INTRIGUING VIDEO SERIES ON SOCIAL MEDIA AND ITS YOUTUBE CHANNEL.

Tea and water sommelier Ebru Erke's "Tea Talks" video series introduces different teas from around the world, as well as tea culture, alongside unique Paşabahçe teacups. The Chief Editor at Food & Travel magazine and the host of a Bein Gurme show on teas and spices, Erke's tea-focused video series can be viewed on Paşabahçe's Instagram account and YouTube channel. In the series, Erke provides information not just on Turkish tea but on Far Eastern teas such as the oolong and jasmine, as well as providing recipes for beverages like cold tea and energizing tea blends.

Another popular video series on Paşabahçe's Instagram account and YouTube channel is Peppy Cooky ile Kavanoz Tarifleri (Jar Recipes with Peppy Cooky). Raw food chef Ezgi Köse's healthy recipes, prepped in Paşabahçe jars, are a hit with viewers. The owner of the widely followed Instagram account Peppy Cooky, Köse provides different recipes ranging from falafel to cheesecakes, desserts, and beverages.

Meanwhile, the Paşabahçe Professional Instagram account continues to offer useful content for culinary professionals. World-renowned bartender Olya Sabanina adds a touch of color to the Paşabahçe Professional Instagram account through her tasty cocktail recipes and impressive flair bartending tricks.



Ebru Erke



Olya Sabanina



Peppy Cooky



THE HISTORICAL PAŞABAHÇE FERRY- PAŞABAHÇE SPONSORS THE GLASS RESTORATION

NOTED AMONG THE SYMBOLS OF ISTANBUL, THE HISTORICAL PAŞABAHÇE FERRY WELCOMED PASSENGERS ONCE AGAIN FOLLOWING AN EXTENSIVE RESTORATION PROJECT. PAŞABAHÇE SPONSORED THE RESTORATION PROJECT FOR THE REGISTERED HISTORICAL PAŞABAHÇE FERRY.

One of Istanbul's unforgettable symbols of passenger transport, the registered historical Paşabahçe Ferry was recently restored and reintroduced to the blue waters of the Bosphorus by Şehir Hatları A.Ş., a subsidiary of the Istanbul Metropolitan Municipality. As one of the sponsors for the restoration of the Paşabahçe Ferry, Paşabahçe supplied glassware for the project. Originally constructed in Taranto, Italy, as a passenger ship commissioned by Turkey, the Paşabahçe Ferry derives its name from Istanbul's Paşabahçe neighborhood. After making its maiden voyage in 1952, the ferry—one of the most modern "Garden Type" ferries of its era—remained in operation for 58 years, until it was removed from the Şehir Hatları fleet in 2010. Restored according to its original design after a 1.5-year-long project at the Haliç Shipyard, the Paşabahçe Ferry has recommenced its voyages after a 12-year hiatus. The restored sections of the ferry include passenger lounges, windows, furniture, the wheelhouse, and personnel cabins. Paşabahçe played an important role in the project by facilitating the restoration of the brand's eponymous Paşabahçe Ferry.



ŞİŞECAM HUMAN RESOURCES TEAMS CAME TOGETHER AT

THE GLOBAL HRONE SUMMIT 2022

AN ANNUAL EVENT BRINGING TOGETHER THE HUMAN RESOURCES TEAMS IN ALL OF ŞİŞECAM'S COUNTRIES OF OPERATION, THE GLOBAL HRONE SUMMIT WAS HELD IN-PERSON AFTER A TWO-YEAR HIATUS.

Held at the Şişecam Headquarters from August 3 to 5, the Global HROne Summit 2022 brought together the Human Resources managers from all 14 countries where Şişecam operates. Participants got to tour the Lüleburgaz and Yenişehir plants on the first day of the summit, followed by meetings with Şişecam Chief Human Resources Officer Şengül Arslan and CoE teams on the second and third days. Participants also enjoyed presentations by the Career Management, Şişecam Academy, and Integrated Resource Management teams, as well as attending the launch of the One Şişecam program geared toward human resources and company culture. The Summit ended with a dinner and cocktail reception attended by Chief Human Resources Officer Şengül Arslan, the CoE teams, and HR teams.

ŞİŞECAM'S 2021

ANNUAL REPORT HONORED TWICE AT THE ARC AWARDS

ŞİŞECAM'S 2021 ANNUAL REPORT RECEIVED TWO SEPARATE AWARDS IN THE GOLD AND HONORARY CATEGORIES AT THE 36TH ARC AWARDS, ONE OF THE WORLD'S MOST PRESTIGIOUS ANNUAL REPORT COMPETITIONS HOSTED BY MERCOMM. ŞİŞECAM BECAME THE ONLY GLOBAL COMPANY IN ITS INDUSTRY TO RECEIVE AWARDS IN THE TRADITIONAL AND INTERACTIVE ANNUAL REPORTS CATEGORIES.

Şişecam received two important awards in the "Glass Production" category at the 36th Annual Report Competition (ARC), an event organized by MerComm and known as the "Oscars of Annual Reports." Şişecam received the Gold Award in the "Traditional Annual Reports" category, and the Honorary Award in the "Interactive Annual Reports" category, thanks to its digital annual report. Thanks to its 2021 Annual Report, Şişecam became the only company in its industry to receive an award in both categories at the competition, which drew applications from 1,656 companies in 33 countries. Aiming to bring together



communications professionals to celebrate excellence in annual reports, the ARC Awards is considered to be one of the most important awards ceremonies in the worlds of business and finance. The evaluation process is based on criteria such as the narrative style of the annual report, the language used, creativity, and design. Appealing to a wide range of enterprises—from large and mid-sized businesses to NGOs and annual report design agencies—the ARC Awards is organized with the aim of rewarding and internationally promoting companies whose annual reports reflect both creativity and innovation.



ŞİŞECAM

OPERATIONAL EXCELLENCE PLATFORM NOW ONLINE

THE OPERATIONAL EXCELLENCE PLATFORM WAS RECENTLY LAUNCHED TO ALLOW FOR A SINGLE POINT OF ACCESS TO ŞİŞECAM'S CONTINUOUS DEVELOPMENT PROJECTS IN SUPPORT OF ITS OPERATIONAL EXCELLENCE STRATEGIES.

The Continuous Development Sharing Days saw the launch the Operational Excellence Platform, which seeks to provide end-to-end management of Şişecam's Continuous Development projects. The Operational Excellence Platform brings together the various teams under the Center of Excellence (CoE) as well as other Şişecam employees contributing to these projects. The platform allows for access to all Continuous Development projects carried out since 2012, and was launched with two core modules. The Continuous Development Projects Database and the Sharing Good Practices modules were initially launched with the Production function. In the upcoming days, these modules are expected to become active throughout the entirety of Şişecam, and new modules are expected to be completed.



ŞİŞECAM

LISTED AMONG TOP 20 IN CORPORATE CULTURE 100 STUDY

IN ITS THIRD EDITION, THE CORPORATE CULTURE 100 STUDY ONCE AGAIN RECOGNIZED THE TOP BUSINESSES WITH THEIR OWN CORPORATE CULTURE.

Organized through the collaboration of Fast Company and ERA Research, and with the support of Kariyer.net, the Corporate Culture 100 study was conducted for the third time. Aimed at picking the best businesses for corporate culture, the study relied on the feedback of 701 high-level executives. Some of the criteria used in Corporate Culture 100 were agility, teamwork, the level of customer focus, diversity-inclusivity, organizational excellence, innovation, transparent and ethical governance, results-orientedness and rewarding of success, respect, being a social enterprise, and readiness for the post-pandemic era. Having ranked 40th in 2020—the first year of the study—and later 78th in 2021, Şişecam rose by 61 points this year to rank 17th.

ŞİŞECAM'S

DIGITAL TRANSFORMATION CONTINUES



AIMING TO CARRY ŞİŞECAM INTO THE FUTURE, THE ROOTS AND WINGS DIGITAL TRANSFORMATION PROGRAM HELD ITS SECOND COMMUNICATION MEETING, WAVE 2, AMONG HIGH-LEVEL EXECUTIVES.

Launched in 2018, the digital transformation program Roots and Wings continues to focus on renewing all technologies and work processes throughout Şişecam. Seeking to boost the efficiency of the entire organization as well as its human resources, the project's second communication meeting was held online on August 9. Nearly 400 Şişecam employees participated in the event, which brought together Şişecam CEO Görkem Elverici, Şişecam vice presidents, and coordinators with SAP Global executives. Topics discussed in the meeting included the current status and future plans of the Roots and Wings project, which seeks to combine efficient human resources management with smart technologies to create a more integrated, digital, and optimized company structure to achieve operational excellence.

A FIRST AT ŞİŞECAM: SIMULATION USED IN

'HEAD UP DISPLAY' DESIGN





ŞİŞECAM CONTINUES TO SUPPORT THE AUTOMOTIVE INDUSTRY BY COMMENCING PRODUCTION ON WINDSHIELDS EQUIPPED WITH HEAD UP DISPLAY (HUD) TECHNOLOGY.

Advances in optical and sensor technology as well as computer processors are enabling automotive manufacturers to develop driver support systems that offer a safer and more comfortable experience for passengers. One of these driver support systems is the Head Up Display (HUD), which uses the windshield to display critical information such as vehicle status, navigation data, and traffic signals. Minimizing the risk of distraction as compared to traditional dashboards and screens, HUD is rapidly finding use in a wide range of vehicles. Having recently embarked on HUD production, Şişecam continues to supply innovative, high-performance technologies for the automotive industry.

Şişecam's HUD-equipped windshield was developed through testing and optimization efforts at the Şişecam Science, Technology and Design Center. The design stage incorporated the latest-technology software with an HPC infrastructure, thus finding the optimum angle to minimize ghost images and allow the driver to obtain a digital projection that is as big and high-quality as desired. In doing so, Şişecam was not only able to create a high-performance product, but the prototyping and test productions also enabled Şişecam to significantly reduce the time needed for development and, therefore, the costs. The optical performance of HUD designs was tested in detail for real-life scenarios such as daytime, nighttime, and rainy weather. The product's optical performance was proven in tests done at the company's Bulgarian Plant. Production of HUD windshields will begin in the last quarter of 2022.





ŞİŞECAM GLASS PACKAGING'S MOSCOW OFFICE SCORES ATHLETIC WIN AT **NOW!**

The soccer team comprised of employees at Şişecam Glass Packaging's Moscow Office participated in the soccer tournament featuring 16 teams, held as part of the NOW! event series. The tournament also featured events designed specifically for young soccer fans, offering plenty of fun and awards to go with the competition. At the end of the tournament, the two best players on the soccer team received the "Best Goalkeeper" and "Most Valued Player" awards. The fans and cheerleaders supporting Şişecam Glass Packaging's Moscow Office team also ranked first in the list of "Best Soccer Fans 2022 Team."



NOW! SHOOTS SOME HOOPS FOR ENVIRONMENTAL AWARENESS

Şişecam's Sports and Social Activities Club NOW! hosted an environmentally focused event at the Şişecam Household Glassware Plant in Bulgaria. Organized with the aim of promoting a sustainable approach to life and work, the event drew participation from all plant employees. The event lent a touch of excitement to meal breaks, with employees trying to "score" a basket by throwing their waste products from a set distance into plastic, metal, and paper recycling bins. The event brought on plenty of entertaining moments, allowing employees to implement Şişecam's sustainability approach in their daily lives as they felt elated from all the prizes they won.



TOGETHER'S GLOBAL INITIATIVE

ŞİŞECAM'S TALENT PROGRAM FOR THE YOUTH,
TOGETHER HELD ITS GLOBAL LAUNCH.

Originally launched in Şişecam's countries of operation in 2019, the Young Talent Program Together held its global launch with the participation of Şişecam Chief Human Resources Officer Şengül Arslan. The opening session welcomed 48 interns from a wide geographical base stretching from Italy to India, all of whom delivered presentations describing the projects they worked on during their time at Şişecam. The interns then got to play a fun game in the second part of the session, followed by a meet-and-greet with Together interns from past years.



HR BUSINESS PARTNER DEVELOPMENT PROGRAM CONTINUES

THE RECENTLY RESTRUCTURED ŞİŞECAM SCHOOL OF
HUMAN RESOURCES HELD THE FIRST ITERATION OF ITS HR
BUSINESS PARTNER DEVELOPMENT PROGRAM IN RUSSIA.

Having recently undergone restructuring as part of the HRONE Global Human Resources Transformation Project, the School of Human Resources has organized a HR Business Partner Development Program to promote awareness of the strategic competencies sought from HR Business Partners within the new structure. Aiming to share information, models, and examples, the HR Business Partner Program was held for two different groups in Russia, from August 22-23 and August 25-26. The program kicked off with a speech by Şişecam Chief Human Resources Officer Şengül Arslan on the transformation of HR, the role of HR business partners within the new structure, and expectations from business partners. The program continued with an introduction of the School of Human Resources and the HRBP Program by Şişecam Academy Director Deniz Hasanbaş, followed by two days of applied training sessions.

INDUSTRIAL AUTOMATION STUDENTS ARE OPENING UP TO THE WORLD THANKS TO ŞİŞECAM

TAKING PLACE UNDER THE AUSPICES OF THE
ERASMUS PROGRAMME, THE ŞİŞECAM INDUSTRIAL
AUTOMATION INTERNSHIP PROGRAM WAS LAUNCHED
AT THE COMPANY'S BULGARIAN PLANTS.

Şişecam Academy has brought to life the Industrial Automation Internship Program with the support of the Ministry of National Education and the EU Erasmus Programme. The Erasmus project drew the participation of four students from the Bursa Yenişehir Şişecam Vocational and Technical Anatolian High School and the Atatürk Vocational and Technical Anatolian High School's Industrial Automation departments. The students embarked on a three-week internship program under the supervision of four teachers, at the



Şişecam Automotive, Paşabahçe, and Trakya Glass plants in Bulgaria. This gave students the chance to observe first-hand the operations at three separate plants. The program also enabled students to experience the international labor market, all the while seeking to boost their awareness of workplace health and safety, as well as giving them an in-depth look at the basic applications of electricity, electronics, mechanics, mechatronics, and Industry 4.0, alongside examples of transformation and methods of maintenance and repair.

NEW ACCOLADES

FOR ŞİŞECAM ÇAYIROVA SPORTS CLUB



THE SAILING AND CANOE DIVISIONS OF ŞİŞECAM ÇAYIROVA SPORTS CLUB ATTAINED SUCCESSFUL RESULTS IN BOTH NATIONAL AND INTERNATIONAL TOURNAMENTS.

ŞİŞECAM ÇAYIROVA SPORTS CLUB SAILING DIVISION



THE LIBERATION OF IZMIT CUP SAILING RACES

Another event featured on the Turkish Sailing Federation's events calendar, the Liberation of Izmit Cup Sailing Races were held on June 27 and 28 at the Izmit Sailing Club. The athletes of Şişecam Çayırova Sports Club's Sailing Division received 2 first-place prizes, as well as 1 second-place and 2 third-place rankings.



2022 TURKISH PIRATE CHAMPIONSHIP

Featured on the Turkish Sailing Federation's events calendar and hosted by the Turkish Pirate Sailing Association from August 18 to 24 on Lake Iznik, the 2022 Turkish Pirate Championship saw Şişecam Çayırova Sports Club Sailing Division athletes Uğurkan Yılmaz and Yağız Aşçıoğlu ranking first place in the youth classification, thus becoming the Turkish Champions in their own category. The athletes also scored second place nationally in the general classification.



EUROSAF JUNIOR EUROPEAN PIRAT CHAMPIONSHIP 2022

Held in Balatonfüred, Hungary, from July 19 to 26, the Eurosaf Junior European Pirat Championship saw Şişecam Çayırova Sports Club Sailing Division athletes Uğurkan Yılmaz and Yağız Aşçıoğlu compete in the national uniform and rank 22nd in the competition.



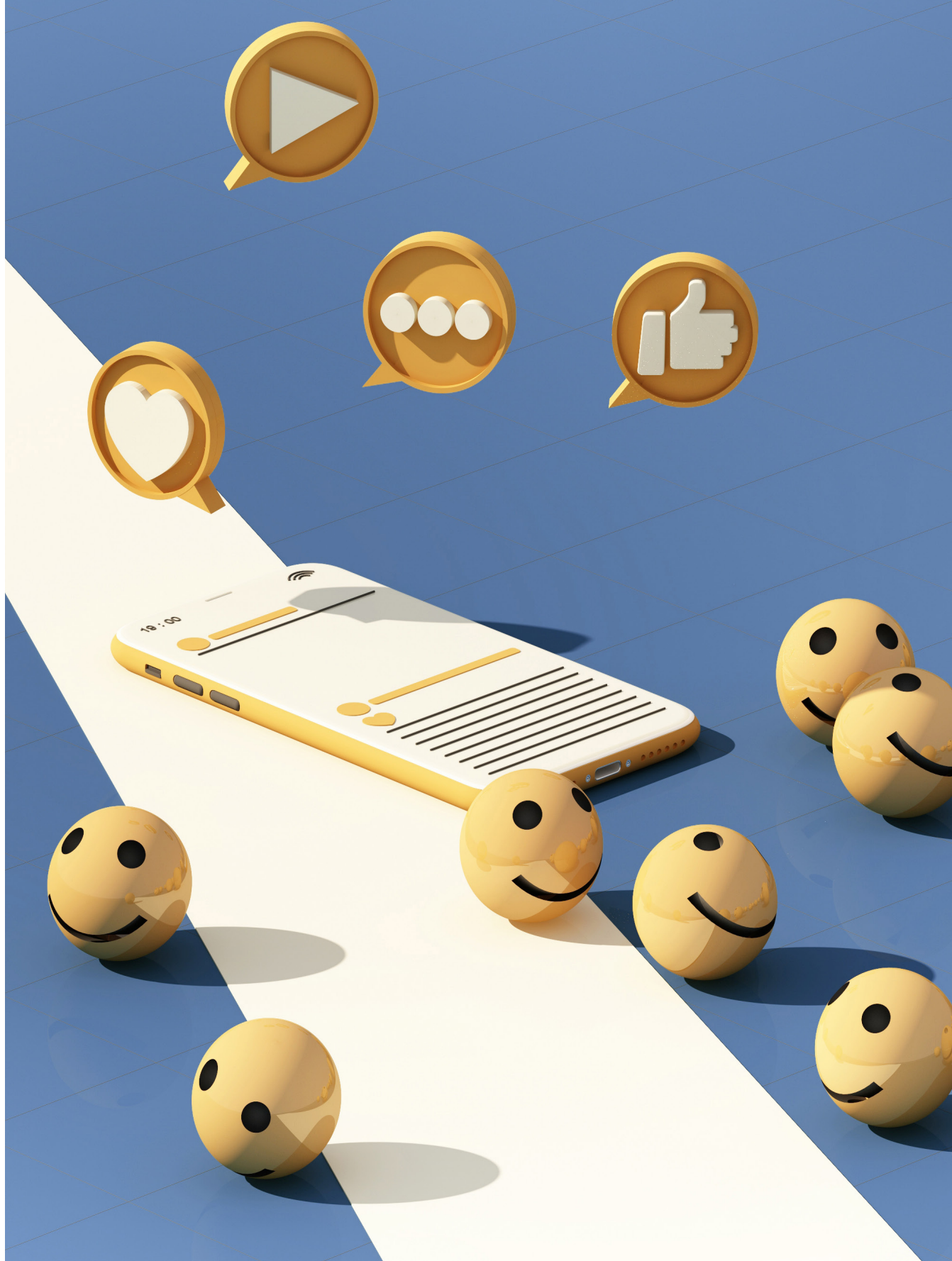
ŞİŞECAM ÇAYIROVA SPORTS CLUB CANOE DIVISION

DURGUNSU CANOE TURKISH CHAMPIONSHIP

Races for the Durgunsu Canoe Turkish Championship were held from July 22 to 24 at the Eskişehir Metropolitan Municipality's Sarısuğur Pond. The event saw 270 athletes from 28 clubs competing, with Berk Aydoğmuş and İbrahim Fırat Cihan receiving third place in the Men's K2 200m category, Selin Sevin and Tuana Deniz Genç receiving third place in the Women's K2 500m category, as well as Naci Oğuzhan Baydemir and Ergün Vatan Baydemir receiving third place in the Stars (Boys) K2 1000m and 500m categories. Meanwhile, Efe Bora Gülen received third place in the Mini-Kids (Boys) K1 1000m and 500m categories, while Bade Beken received second place in the Mini-Kids (Girls) K1 500m and 200m categories.



TECHNOLOGY



THE STRONGEST TRENDS

IN SOCIAL MEDIA

WE EXPLORED 10 PROMINENT TRENDS LIKELY TO SHAPE THE FUTURE OF SOCIAL MEDIA.

The dynamics of social media change so rapidly that a trend or app which is currently all the rage can soon be replaced by something totally different. For instance, the once-popular messaging and image-sharing app Snapchat lost a great deal of its influence when it released updates that were disliked by users and when Kylie Jenner tweeted that she no longer used the app. Similarly, Periscope—the live video streaming app purchased by Twitter—was discontinued due to its high cost of operation and diminishing user numbers. And does anyone remember scrambling to get an invite to Clubhouse during the pandemic? So, in an atmosphere where trends or apps

can fall from grace with just a single celebrity tweet, what's on the horizon for social media? Let's take a look at social media trends that are expected to grow even more popular in the near future.

TIKTOK WILL FORGE AHEAD AT FULL SPEED

Although TikTok started out with a younger target audience, it has now become an extremely popular platform with users from every age group. The demand for the app's super-short yet entertaining videos isn't actually all that surprising, considering the brevity of our ability to focus and our tech use habits. TikTok's success has



even had social media giants like Instagram determining its strategies based on the popularity of TikTok's video style. Now that the platform has started to play an important role in brand promotion, influencers who started out their careers on Instagram or YouTube are inevitably having to migrate to TikTok. The arsenal of extremely varied content—from cute animal videos to recipes, activism to makeup tips—and the ability to easily create our own content are two factors that place TikTok on the radar of an extensive user base. In short, it looks like we'll continue to get lost in the endless flow of TikTok videos for quite a while longer.

VIDEO CONTENT WILL CONTINUE TO DOMINATE

Even though Instagram emerged as a humble platform where we could browse through the photos of our friends and family, we have to admit that today, Instagram is much more than a mere photo-sharing app. In recent months, the head of Instagram, Adam Mosseri, has made important statements following criticisms of some app updates made for testing purposes. In response to remarks that Instagram has started to resemble TikTok, Mosseri stated that, even if they were to change nothing in the app, users are more interested in videos nowadays, so they predicted that videos

would be the driving feature on Instagram in the future. The app will undoubtedly continue to support photo-sharing, but thanks in part to the story and reel features, we will all likely share and watch more videos in the future.

AUGMENTED REALITY (AR) TECHNOLOGY WILL BE ON THE FOREFRONT

Augmented Reality technologies are already in use on various social media platforms. For instance, we often see AR tech used in the filters available on platforms such as Snapchat and Instagram. All those fun social media filters that allow you to wear silly sunglasses or add freckles to your face are brought to life thanks

to AR technology. Another possible use case for AR is in e-commerce. If this technology becomes more prevalent, we'll be able to try on many products from sunglasses to makeup in a virtual platform before making a purchase online.

SOCIAL COMMERCE WILL CONTINUE ITS RISE

Combining social media and e-commerce, social commerce (or s-commerce, as it is sometimes called) is growing stronger by the day. After all, we know that social media plays an important role in the shopping habits of Gen Z. Studies have shown that a large segment of the Gen Z population uses social media to discover new products and





brands. In addition to offering advantages for businesses such as direct communication with their target audience, s-commerce also brings convenience to the consumer. For example, on Instagram, you can save any products you've liked for future access, browse through product photos and prices on brands' digital storefronts, and even discover new small businesses in the process. Meanwhile, Pinterest gives various recommendations so you can buy products similar to ones you've expressed interest in. TikTok also recently announced its new venture in the s-commerce space through its TikTok Shopping feature. In short, it wouldn't be an exaggeration to say that social

media channels will morph into practical and virtual shopping malls in the coming days.

BRANDS WILL CONTINUE TO OPT FOR INFLUENCER-FOCUSED MARKETING STRATEGIES

We are all aware of the great changes that have occurred in marketing ever since social media became a part of our lives. Brands have been forced to abandon the advertising strategies that served them in the past, instead choosing to promote their products through partnerships with influencers. In doing so, they are able to reach a much wider audience much more quickly as compared to old-school advertising methods.

Meanwhile, brands looking to appeal to a specific crowd—or to lower their costs—are teaming up with micro influencers, who have a following of between 1,000 to 100,000 people. We will continue to see frequent examples of such marketing methods on social media in the coming days.

AUDIO CONTENT WILL KEEP GROWING

According to research done by Hootsuite, most brands are planning to invest in audio content. On social media, audio content encompasses a wide range, from playlists to podcasts, live streams to discussion sessions where the users can join in. For

instance, Twitter's live audio chat rooms—called Spaces—can be a good option for those looking to join live discussions on social media. As our need to remain connected even when walking or working out grows, we can predict that there will be even more audio content available on social media.



PRESENTING

ZOOX!

AN AUTONOMOUS CAR DEVELOPED BY THE AMAZON-OWNED COMPANY ZOOX IS POISED TO OFFER A PERMANENT SOLUTION TO CAB SHORTAGES IN METROPOLISES. HERE ARE FIVE THINGS TO KNOW ABOUT THIS DRIVERLESS CAR WITH A NOTABLY UNCONVENTIONAL DESIGN.





Jesse Levinson



Aicha Evans

WHAT IS ZOOX?

Zoox is best described as an electric-powered robo-taxi that operates without a driver. Guided by its slogan “built for riders not drivers,” the team behind Zoox strive to lend a breath of fresh air to transportation through a fleet of these tech marvels. With Zoox, residents of metropolises who normally struggle to find taxis will be able to travel safely and comfortably.

WHO IS BEHIND ZOOX?

Zoox is backed by the e-commerce giant Amazon. The company was originally founded in 2014 by designer-entrepreneur Tim Kentley-Klay and Stanford University graduate computer scientist Jesse Levinson with the aim of making transportation safer, cleaner, and more pleasant. Zoox was bought out by Amazon in 2020, and afterward, the team’s years of hard work finally paid off when the first Zoox vehicle was introduced. Today, Zoox is a separate legal entity and a subsidiary of Amazon, with the Zoox team currently hard at work conducting test drives in cities like Las Vegas, San Francisco, and Seattle. Their goal is to present the Zoox fleet to users as an alternative to commercial taxis as soon as possible.

WHAT SORT OF EXPERIENCE CAN ZOOX USERS EXPECT?

Built with the aim of revolutionizing private transportation, Zoox has an impressive and equally unique design. For one thing, there is no front or back to the car, meaning the Zoox can move in both directions. That means the Zoox can easily change direction without having to “back up.” This feature was designed specifically for cities with a great deal of traffic and plenty of one-way streets. When viewed from the front or rear, Zoox resembles a cartoon character thanks to its huge monitor and large windows. The vehicle also looks like a smaller minibus where users can get on and off through automatic doors that open to the sides. The seating arrangement in the Zoox is also different from regular taxis, featuring two seats that can each fit two passengers comfortably, facing one another as they would in a train compartment. The roof of the vehicle was also designed to resemble a sky full of stars. Other small details boost the comfort level when riding in a Zoox, like a cordless charging unit for your smartphone or the option to personalize your trip by customizing the music and air conditioning selections. The advanced technology also enables

passengers to monitor their route and estimated time of arrival in real time. As an electric-powered vehicle, Zoox is also carbon-neutral for riders.

TECHNICAL SPECIFICATIONS

When fully charged, the Zoox offers a riding time of up to 16 hours. The vehicle’s 133 kilowatt-hour battery is one of the largest available for electric vehicles today. With a length of 3.63 meters and a height of 1.93 meters, the Zoox can carry four passengers at a speed of approximately 120 km per hour. Thanks to camera, radar, and LIDAR technology, the vehicle has a 270-degree field of view in all four corners, thus eliminating blind spots and enabling the Zoox to track passengers and bikers both in front of and behind the vehicle.

IS IT SAFE?

Definitely. Striving to offer a safe riding experience, the Zoox team was inspired by safety precautions used in the aviation industry. When we consider that many traffic accidents are caused by driver error, the driverless Zoox is actually a more reassuring option as compared to other vehicles. The advanced tracking software helps Zoox categorize pedestrians,

vehicles, and other objects on the road in real time. Its predictive system also utilizes advanced machine-learning technology to anticipate the actions of both pedestrians and vehicles. “Safety is the foundation of everything we do,” says Zoox co-founder Jesse Levinson, underscoring that the company has abandoned reactive measures for a more proactive approach to rewrite the rules of rider safety. The autonomous vehicle utilizes technology to prevent accidents. The lighting system allows the Zoox to communicate its next move to other cars on the road. Moreover, riders are protected with precautions such as airbags that cover their head, neck, and chest region. In the event of a grave system malfunction, the vehicle can continue operating until it finds a place where it can safely come to a stop. Additionally, the Zoox can control the speed, force, and direction of each of its four wheels separately, thus improving ride stability and therefore safety. All in all, the Zoox sets the bar quite high in terms of safety. We are excited as we await the introduction of these darling autonomous vehicles to traffic, as well as their widespread use in transportation.

INTERVIEW



WWF-TURKEY CEO ASLI PAŞINLI:

“NATURE
IS OUR
BIGGEST
ALLY

COMBATING THE CLIMATE CRISIS.”

WE SPOKE WITH WWF-TURKEY
CEO ASLI PAŞINLI ABOUT GLOBAL
ENVIRONMENTAL ISSUES AND THE
WWF'S PROJECTS GEARED TOWARD
THESE PROBLEMS.

First, we'd like to hear-in your own words—your story of transitioning from corporate life to entrepreneurship and later to the WWF.

I more or less plan out my life, or at least I form a mental image of the type of life I want. But if you were to ask me, "Do you follow your heart and go with the flow, or do you trust in your plans?" I would say I definitely follow my heart. There is certainly something it knows that I don't, so I trust it. This is why I've always listened to what my heart is telling me, and gone where it has led me. After completing my undergraduate studies in economics at Boğaziçi University, I received my graduate degree from the University of Illinois in the United States. I then started my career at The Coca-Cola Company's headquarters in Atlanta. For six years, I worked as an administrator in the Strategic Planning and Marketing departments at Coca-Cola's Atlanta, Istanbul, and Vienna offices. In my sixth year, I was transferred to the Austria office, but I was uneasy. Something was missing. My heart kept insisting that I go back. So, I came back. By that point, I wanted to leave corporate life behind and start my own business. My husband and I dreamt of opening up a restaurant, so that's how my entrepreneurship journey began. We started the business with a small restaurant and grew within a few years. We became a group of restaurants employing 80 people. From 2003 to 2016, I served as a Managing Partner at Soul Group restaurants, where I am also the founder. The restaurants served up to 10 thousand customers a month, enabling Soul Group to receive numerous awards both in Turkey



and internationally. To share my journey of returning to one's self with the industry, we started the "Green Generation Restaurant" movement in collaboration with Boğaziçi University and WWF-Turkey, and with support from the private sector. In addition to my duties at Soul Group, I also led the "Green Generation Restaurant" initiative—where we certify restaurants—with the aim of reducing the carbon footprint of the Turkish eating & drinking sector. We estimated that a single restaurant could eliminate up to 4 tons of waste per year only by leaving the choice of side dish up to the customer. We saw that unnecessarily changing plates led to 15 tons of water being wasted each year, while opting for single-serving sugar cubes instead of granulated sugar resulted in us wasting 250 tons of paper per annum. Food waste was used to make organic fertilizer or the first time in Turkey. We

started a certification program consisting of dozens of similar regulations. As a result of these efforts—and as Turkey's first "Green Generation Restaurant"—Soul Group received the Special Achievement Award from Time Out, which was a very meaningful recognition. I served as Vice President in charge of sustainability at TURYID (the Tourism Restaurant Investors and Gastronomy Enterprises Association). This was my first experience in the civil society space. It was also the first place where I experienced the miraculous feeling of working with people who weren't chasing after their own interests but who instead focused on the "we," who came together to provide a benefit without expecting anything in return. We worked on great and meaningful projects. We banded together during some of the most challenging times facing the sector, and together we experienced what solidarity

felt like, and what friendship born out of solidarity meant. My colleagues at the association still hold a very special place in my heart. I hadn't planned on working for a nature-focused organization because "environmentalism" was never something distinct for me. If you ask me, the environment shouldn't have been the issue for a group of people; it should have been everyone's civic duty, or way of working, or philosophy on life. I always wanted to have a positive impact on people's lives, and I have always voiced this desire. I suppose it was this desire that brought me to the leadership position of a nature conservation organization. I have been the CEO at WWF-Turkey since January 2017. I will never forget my kids clapping as they saw me off to my first day on the job. Is there anything better in life than being worthy of our kids' applause? (Excerpt from a script for the book Dünya

Ortak Evimiz [The Earth as Our Common Home].)

What are the core problems threatening the future of our planet?

There are two critical environmental problems threatening our entire planet: the climate crisis and nature loss. The impact of the climate crisis is now at an undeniable level. A clear indicator of this fact is the increasing frequency, severity, and scale of wildfires, floods, rising sea levels in coastal regions, heatwaves, and droughts. The most recent examples are the heatwave and drought in Europe, as well as the flood disaster that left nearly one-third of Pakistan under water. At the same time, natural habitats and biodiversity are eroding at an unprecedented pace. Many species—including humans—are under threat. The air we breathe, the water we drink, and the soil we use for nourishment are all facing more pressure each day. And the inability to make progress in combating the effects of the climate crisis just means more destruction and greater nature loss. Meanwhile, environmental degradation compounds the damage caused by the climate crisis. This is why humanity is currently facing a double crisis. The only way to turn the tide is to embrace an approach that views nature and the economy as two factors that support one another, rather than pitting them against each other. The best example of this can be found in nature-based solutions. Such solutions propose combating the risks brought on by the climate crisis through preserving natural habitats and resources, thus supporting biodiversity while enabling humanity to prosper.

Nature is our biggest ally in combating the climate crisis. By doing a better job of preserving natural habitats and ecosystems—by managing them more intelligently—we can both support sustainable living and stand stronger against climate change. At WWF-Turkey, we work to provide solutions in these areas. Our upcoming projects include the preservation of freshwater sources by switching to modern irrigation techniques in agriculture and to clean production techniques in industry, as well as the restructuring of our agricultural policies and incentive programs to protect soil health. We also have projects focused on better preserving our biological assets by way of increasing the ratio of protected areas to 30%, as well as efforts to influence energy policies so that solar and wind power can rapidly replace coal.

Based on the data and statements in the latest IPCC report, how critical has the topic of climate change become?

According to IPCC data, CO2 levels in the atmosphere are the highest they've been in recorded history. All potential scenarios see the planet warming up by at least 1.5°C. Even in a scenario where the most ambitious steps are taken toward lowering emissions, the planet warms up by 1.5°C by the 2030s, then surpasses 1.6°C within the decade. Yet by the end of the century, temperatures drop back to 1.4°C. Many outcomes of the ongoing climate change—particularly changes in the oceans, ice caps, and global sea levels—have reached the point where they cannot be reversed within a century to a millennium. The more we exceed the 1.5°C threshold, the

more likely it is that our planet will face unforeseeable and serious risks. These critical thresholds have irreversible effects, which may occur on a global or regional scale even at the warming levels deemed likely in the various emissions scenarios. Sudden reactions and tipping points in the climate system—such as the rapidly melting ice caps in Antarctica or the thinning canopies in rainforests—are at a level where they cannot be overlooked. According to the IPCC, when the average surface temperature increases by 1.5°C, the risk of flooding is expected to increase by 100%, and if the temperature increase reaches 2°C, this risk goes up to 170%. Moreover, the number of people facing severe droughts can grow to 350 million with an increase of 1.5°C, and to 410 million with an increase of 2°C. Extreme heatwaves can impact 28% of the global population, as opposed to 9%. Additionally, we know that each 0.5°C incremental increase will further reduce agricultural productivity.

Considering all the data we have, what types of strategies or systems do we need?

According to the Intergovernmental Panel on Climate Change, if we want to reach our target of 1.5°C, we must reduce our global emissions by half once a decade, until they reach zero by the year 2050. Meanwhile, according to data from the United Nations Environment Programme, the existing goals set by various countries thus far place us in the range of 2.3°C warming. Time is running out to stop the climate crisis, and we must rapidly reduce our emissions. A joint statement

released last week by 12 nongovernmental organizations, including WWF-Turkey, calls for Turkey to reduce its emissions by at least 35% (as compared to 2020 levels) by the year 2030. At this stage, the energy sector—which accounts for three-fourth of global emissions—plays a critical role. Globally, we derive 82% of our energy from fossil fuels. As the biggest source of emissions, electricity production involves the use of coal—aka the dirtiest fuel—at a rate of more than a one-third. According to the report “First Step in the Pathway to a Carbon-Neutral Turkey: Coal Phase Out 2030,” putting a price tag on emissions may enable Turkey to phase out coal by 2030.

What are some things people can do to support environmentally focused NGOs as individuals?

The main purpose of our organization is to stop the degradation of natural habitats around the world and to pave the way for a future where humanity can live in harmony with nature. NGOs, companies, the public sector, and individuals all have a role to play in making this future a reality. We can take a big step by making small changes regarding our daily habits. By approaching nature with more respect and awareness, we can achieve a livable world. Additionally, donating to causes championed by environmental groups allows these projects to grow stronger and more sustainable. Regular donations are particularly useful in keeping many projects running for years and bringing new projects to life. When it comes to donating, people may imagine these huge amounts,



but it's possible to become a regular donor by setting aside small amounts like 50 TL. Lastly, they can support volunteer-based organizations by contributing their time.

What are some precautions we can take on an individual basis regarding sustainability and combating the climate crisis?

To save the climate and lead an environmentally friendly life, we must first review our daily habits. There are steps we can take, like being judicious about the amount of energy and water we consume, and reducing our waste. After all, change begins with the individual before it extends to society. For example, to conserve energy, you can split up the lighting for spacious rooms with a few switches. You can turn off or unplug electronic devices when not in use. When buying electronics, you can opt for devices with a high energy efficiency rating. To conserve

water, you can set aside the old water from your aquarium or from boiling eggs and reuse it to water your plants. You can install an aerator at the end of your faucet to consume 30% less water. You can use shower heads that conserve water and keep your showering duration short. You can also add a filled plastic bottle in your toilet tank to take up space within the reservoir that would otherwise be filled with water. To reduce waste, you can collect and recycle packaging items. You can reuse glass bottles and jars. You can donate or trade unworn clothing. Many vegetables can be regrown from their stems, roots, and seeds. You can compost your organic kitchen waste to fortify your plants' soil.

What do you think about Şişecam's sustainability policy Care For Next, as well as the projects it undertakes?

Every sector has a

transformative role to play in overcoming environmental problems. We must immediately stop the loss of species and spaces in nature, and move toward being "nature-positive." We must review our business models and let go of the linear economic approach of "produce, use, discard," which treats nature as an unlimited resource. We must examine our environmental impact along each link in the value chain, and develop solutions so that our products and services aren't a burden on the environment. In other words, we must switch to a circular economy. When you consider things from this perspective, Şişecam's level of awareness regarding sustainability and its projects geared toward this purpose make me happy. Şişecam continues to be a trailblazer for this cause and to set an example for the

business world through its process of transformation.

What's on the horizon for WWF?

The climate crisis, the destruction of nature, and environmental problems related to these phenomena are issues which are intertwined and interdependent. All of these problems require equally crucial and concurrent efforts toward a solution. To this end, in the upcoming term, we will continue to work toward combating the climate crisis to protect our air, water, soil, and wildlife. Our focus is on planning for Turkey's phasing out of coal by 2030, taking the necessary steps to be more resilient against wildfires, mobilizing for the adoption of agroecological and nature-positive agricultural principles, combating plastic pollution, as well as tightening controls on environmental violations and implementing smart monitoring systems.

SUSTAINABILITY





THE INTERNATIONAL

CARBON RACE

MANY COUNTRIES AROUND THE GLOBE ARE FORGING AHEAD WITH VARIOUS EFFORTS TO REDUCE THE AMOUNT OF CARBON EMISSIONS, WHICH THREATEN THE FUTURE OF OUR PLANET. LET'S TAKE A CLOSER LOOK AT WHAT SORTS OF PROJECTS ARE CARRIED OUT BY WHICH COUNTRIES, AND WHAT MORE CAN BE DONE.

As we're beginning to feel the effects of the climate crisis more and more each day, one of the most frequently discussed topics is how carbon emissions—which could be called the biggest culprit of climate change—can be reduced on a per-country basis. As most of us know, the main objective of the Paris Agreement—which was signed in 2015 and entered into force the following year—is to reduce the amount of carbon emissions and to keep global warming to less than 2 degrees Celsius compared to the pre-industrial era. The governments of signatory states promise to lower carbon emissions and even eliminate

them completely after some time, thus becoming carbon neutral.

According to studies by the Global Carbon Project (GCP), which was founded in 2001 to measure global greenhouse gas emissions and conduct research on the factors that cause these emissions, 34 billion 810 million tons of carbon emissions were released globally in 2020. This figure indicates that we need large-scale carbon emission reduction efforts all around the globe. Countries that have signed the Paris Agreement are undoubtedly undertaking various important efforts and making



promises to this end. So, what exactly must these big countries do to lower carbon emissions and minimize the impact of the climate crisis? What sorts of projects are currently under way? Join us as we explore the answers to these questions.

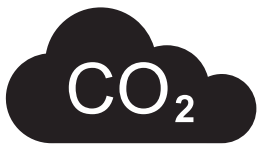
First, let's take a look at China, one of the most populous countries on earth. China has committed to reaching net-zero carbon emissions by 2060. According to experts, if China is to achieve its target of net-zero, it must take important steps in many areas, starting with coal use. Since there are around 1,000 coal plants in operation in the country, the focus is on adopting a new energy production system that does not utilize coal to this extent. As you can imagine,

switching to energy production methods that respect the environment requires a great deal of investment, so it is not a goal that can be achieved easily in the short term, and it will require a long time. However, China is determined to make it happen. Last year, the country announced that it would take steps toward reducing its waste and encouraging the use of renewable energy sources. China's action plan includes boosting the capacity for solar and wind power, as well as building more hydroelectricity and nuclear energy plants. Additionally, efforts must be undertaken to improve energy efficiency and recycling in industries that use a great deal of energy. Any steps that China has taken or will take are greatly important for our planet.

So, what's the situation like in the United States of America? The U.S. government aims to achieve carbon neutrality by 2050. Prior to that, by 2030, the country aims to cut its carbon emissions by 50% as compared to 2005. Although American President Joe Biden's focus on combating climate change and the country's subsequent re-signing of the Paris Agreement are positive developments, there is certainly a lot to be done. For instance, like many other countries around the world, the U.S. must reduce its use of fossil fuels and adopt renewable energy sources in their place. Establishing a prize fund for companies that completely abandon the use of fossil fuels and switch to clean sources of energy is a great step toward achieving this goal.

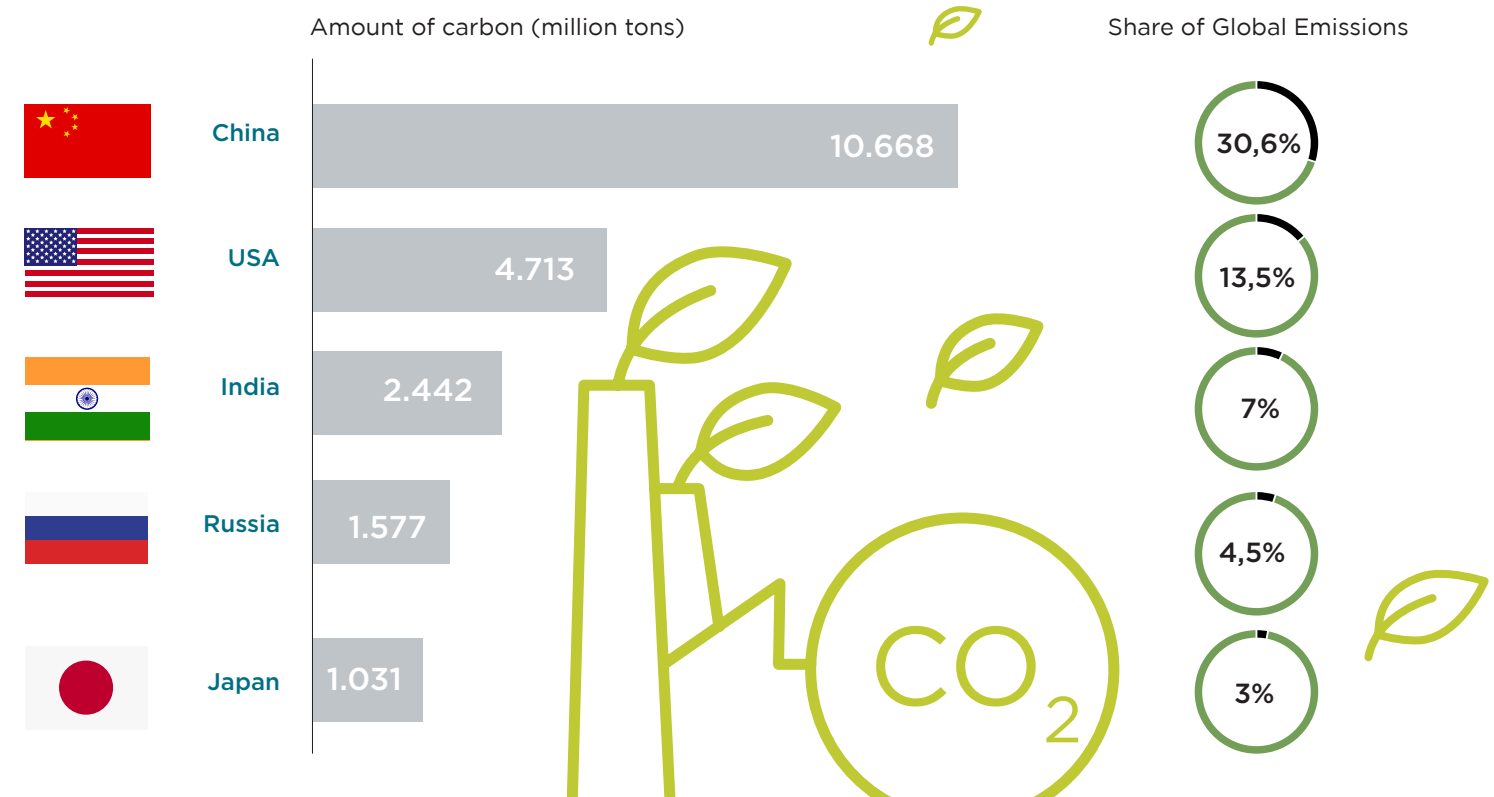
The increased use of renewable energy sources nationwide is undoubtedly an extremely positive development.

Then there is India, another one of the world's most populous countries. Just like China, coal use is also prevalent in India. According to experts, for India to reach its target of net-zero carbon emissions by 2070, the country must gradually stop using coal for energy production. In other words, unless India switches to energy production using non-fossil fuels, it seems unlikely that the country will be able to contribute to a worldwide reduction of carbon emissions. As the country has a developing economy, it requires the assistance of developed nations in switching



Countries with the highest amount of carbon emissions

Total yearly CO₂ emissions, 2020

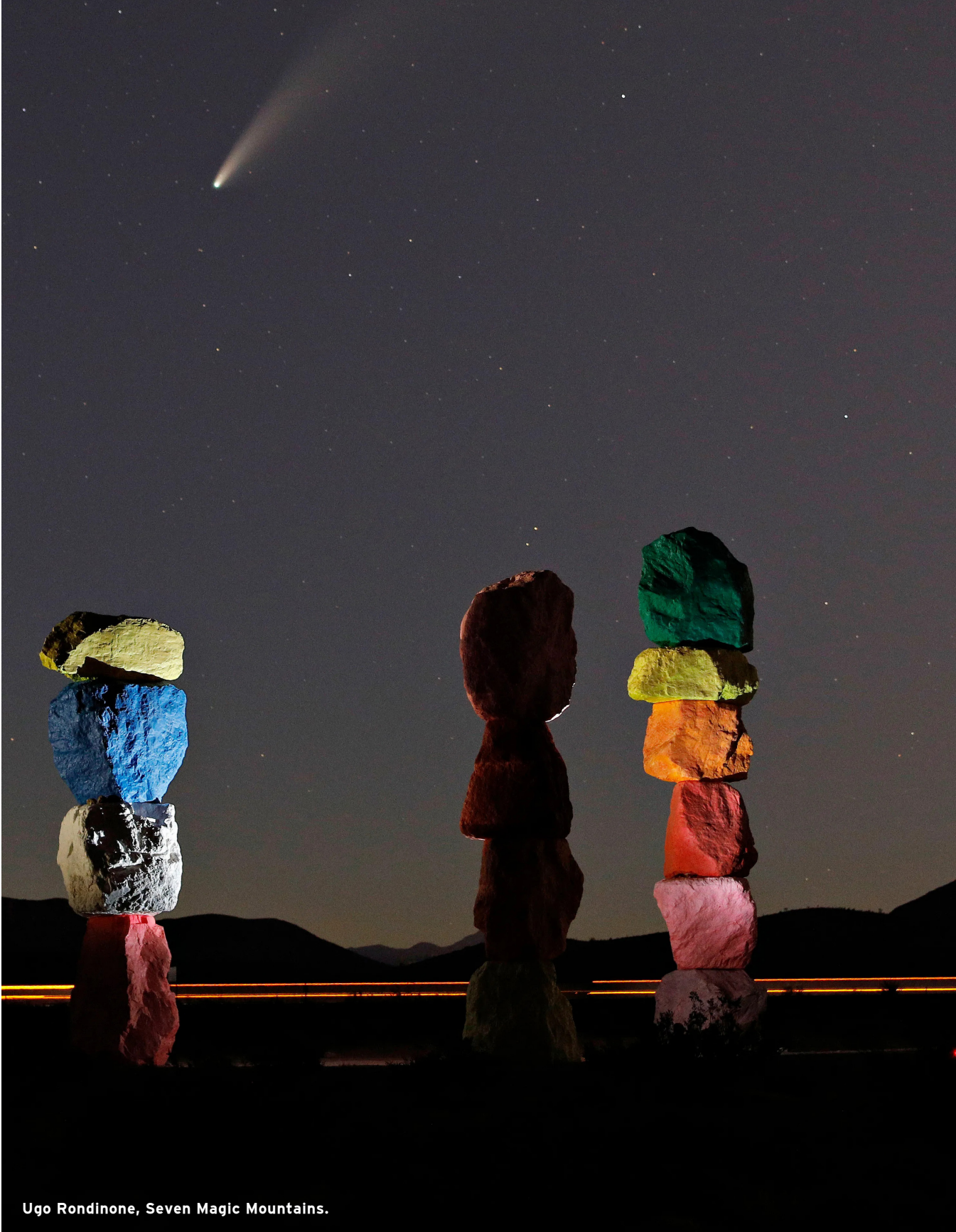


to renewable energy sources. In recent months, Indian Prime Minister Narendra Modi stated that the country would reduce its carbon dioxide emissions intensity to under 45% by 2030. As an indicator of the country's commitment to reducing its carbon emissions, this statement offers hope for the future of the planet.

This, in a nutshell, is where certain countries stand in terms of their promises and their actions regarding carbon emissions. Any step taken by countries and individuals is invaluable for the future of our planet. We hope that the important steps taken by the countries mentioned in this article will serve as an example for other countries seeking to do their part in reducing carbon emissions.



ARTS



Ugo Rondinone, Seven Magic Mountains.

INTRODUCTION TO SUSTAINABLE ART

THE CONCEPT OF SUSTAINABILITY IS AT THE FOREFRONT OF THE ART WORLD. HERE, WE TAKE AN IN-DEPTH LOOK AT WHAT SUSTAINABILITY MEANS IN ART, AS WELL AS SOME CURRENT SUSTAINABLE ART PROJECTS.

WHAT IS SUSTAINABLE ART?

Although there are no set rules governing whether or not a work of art is sustainable, we can still construct a general framework for what constitutes sustainable art.

In addition to works produced without harming nature or the environment, examples of sustainable art can also include works focused on topics such as the climate crisis, social issues, and the problem of waste. Artists working with recycled materials or natural objects such as stone and clay can also be said to produce sustainable works of art. In short, all artworks produced through the adoption of the basic principles of sustainability can be called sustainable works of art.

THE EARLIEST EXAMPLES OF SUSTAINABLE ART

The emergence of the idea of sustainability in art dates back to the 1960s and '70s. As many sought to question the dynamics of the art world—and as awareness of both

ecological and social problems grew around the globe—the concept of sustainability entered the discourse in the art world.

Emerging in the U.S. in the late 1960s, later to be encountered in Europe in the 1970s, land art can be considered one of the earliest examples of sustainable art. An art movement that sought to challenge capitalism, land art is quite intriguing and valuable in that it isolated artworks from the



Land Art



consumption-focused atmosphere of galleries and museums, showcasing them in the heart of nature. As this art movement also sought to contribute, in a way, to strengthening mankind's relationship with nature, it unsurprisingly saw most works being produced far away from cities. Various works were produced using soil, rocks, flora, and even water.

One of the first artists who come to mind in land art is Robert Smithson. Considered one of the originators of land art, Smithson's most significant work is the 1970 piece "Spiral Jetty." Built on the shore of the Great

Salt Lake in Utah, this incredible sculpture comprised of mud, salt crystals, and basalt rocks stands at a length and width of approximately 460 meters by 5 meters, respectively. In order to preserve this majestic coil-shaped work, visitors are asked to be careful, and to not remove any rocks from the site. Although normally the artwork's visibility varies depending on the water level in the lake, this year the drought has also impacted the appearance of "Spiral Jetty." Other key figures who raised awareness of environmental issues through land art included Carl Andre, Alice Aycock, and Dennis Oppenheim.



Robert Smithson, Spiral Jetty, 1970





UPCYCLING AND ART

When we pull back from the history of sustainable art and look to the present day, we see that the concept of upcycling has become intertwined with art. First, let's define upcycling for those who may not know: It is the process of giving new life and function to objects that are no longer in use—in other words, it is the act of transforming trash into new products and materials. Thanks to upcycling, many products or tools can be rescued from the trash and brought back to life, thus contributing to the preservation of natural resources. This method can very well be used to produce works of art, too.

Several months ago, Istanbul hosted a nice festival based around this theme. Organized by Upcycle Istanbul at Müze Gazhane (the Gasworks Museum), the Upcycle Istanbul Art and

Design Festival aimed to raise awareness about upcycling and the effective use of resources, to demonstrate—through art and design—that waste products can find secondary uses, and to highlight the sustainable environmental benefits of all types of transformation. Artists who focus on the problems facing our planet and society also had a chance to showcase their works at the festival. While Bilal Yılmaz, Ilgın Seymen, Gamze Eskinazi, Yasemin Sayınsoy, and Murat Fesih Avcıbaşı participated with their works and installations, Gülhatun Yıldırım, Umut Sevgül, and Metehan Kayan contributed their performances to the festival.

The 17th edition of Contemporary Istanbul—held from September 17 to 22—will also offer us the chance to see works produced through upcycling methods. These works were produced by

five artists who came together in the Artist in Residence Program co-hosted by the Contemporary Istanbul Foundation and Tosyalı Holding. Artists Chiara de Rocchi, Emrullah Örünlü, Koray Tokdemir, Nermin Ülker, and Songül Girgin visited the Tosyalı Holding headquarters in Osmaniye to inspect the waste materials in the scrap yard at the production facility. The artists chose their own waste materials, which were then transported to a studio in Maslak. Here, all five artists employed upcycling techniques to bring the once-defunct items back to life. These environmentally friendly works made from scrap and waste materials are on view at the 17th Contemporary Istanbul in September, so don't miss.

CONTEMPORARY EXAMPLES OF SUSTAINABLE ART

Lastly, we'd like to introduce you

to some international artists who produce sustainable art. Bettina Werner is considered one of the leading figures in sustainable art. Known as the "Salt Queen," Werner is a New York-based Italian artist who produces works using salt. Since the early 1980s, Werner has created artworks out of colored salt, using this method to produce various paintings, sculptures, and installations. Another famous figure in sustainable art is Nils-Udo. The German artist has been producing environmentally friendly works of art since the 1960s. His "Stone-Age-Man," a massive sculpture in Germany that was produced in 2001, is extremely impressive. For the work, Udo placed a colossal 150-ton rock in the middle of a wooden structure that resembles an ancient temple. Situated in the middle of a forest, this incredible artwork is a reminder to viewers of how small and insignificant they are when faced with nature.



Chiara de Rocchi



Songül Girgin



Koray Tokdemir



Emrullah Örünlü

TREND

SPOTLIGHT ON
GEN





WE FREQUENTLY HEAR THE PHRASE “GEN Z,” WHICH IS USED TO DESCRIBE THOSE BORN BETWEEN 1997 AND 2012. SO, WHAT DO WE KNOW ABOUT GEN Z? WHAT CHARACTERISTICS DEFINE THEM? LET’S TAKE A CLOSER LOOK AT GEN Z.



In the last few years, it seems that Gen Z is everywhere we turn. Given that the oldest members of this generation are now embarking on adulthood, it shouldn’t be all that surprising to hear about them so much. If all you can picture are 10-year-olds, let this be your reminder that some members of Gen Z are closer to age 30, and now let’s move on to some of the characteristics that define this generation.

conducted in the U.S. found that around 30% of Gen Zers stated they could only go without the internet for one hour. It’s not hard to imagine that the internet and social media play an important role in the social lives of Gen Zers, as well. Naturally, members of this generation also care a great deal about their respectability on social media platforms. In fact, most of them believe that their online image greatly impacts their love life, as well.



TECHNOLOGY IS

A MUST-HAVE FOR THEM

Considering they were born during a time when technological amenities have become more and more accessible by the day, Gen Z has a great relationship with technology. After all, by the time they came into this world, the internet had already become a part of our lives, and the use of cell phones was on the rise. Perhaps due in part to this reality, Gen Z (unlike Gen Y) naturally views the internet as a source of not just information but of entertainment, as well. A study

Another study conducted on Gen Zers has led to thought-provoking results. Approximately 50% of survey respondents stated that they can express themselves more comfortable in the metaverse. More than 40% reported that their digital identity is a better reflection of who they are. Meanwhile, over 60% stated that they valued the relationships they formed online just as much as those formed in the real world. In light of all this information, it should come as no surprise that Gen Zers spend more time crafting their online image



than members of Gen Y. There is no doubt that members of Gen Z will continue their close relationship with technology well into their adulthood, placing technology at the center of both their work and personal lives. As you may imagine, this situation has already started to impact brands' marketing strategies. We can now comfortably say that brands are considering the consumption habits and tendencies of Gen Z when forming plans and strategies for the future. Seeing brands compete with one another to get into the metaverse may be due in part to this reality. Long story short, the habits of Gen Zers play an important role in making technology a progressively larger part of our lives.

THEY CARE A GREAT DEAL ABOUT DIVERSITY, INCLUSIVITY, AND THE ENVIRONMENT

The primary values of Gen Z include diversity, inclusivity, and sustainability. Naturally, these values also guide many of the decisions made by Gen Zers. For instance, members of Gen Z who are embarking on their careers want the companies they work for to care about these values, as well. When shopping, they opt for more sustainable brands that value inclusivity and diversity. A majority of Gen Zers believe that businesses must adopt greater responsibility in ensuring that the world is a better and fairer place. This is precisely why fashion brands targeting Gen Z often emphasize inclusivity and diversity in their ad campaigns.

Gen Z is also extremely attuned to many environmental issues, especially the climate crisis. Let's not forget that Greta Thunberg—the activist whose protests have generated awareness about climate change all over the world—is also a member of Gen Z.

THEY ARE PASSIONATE ABOUT EXPERIENCES

When we look at the consumption habits and behavioral models of Gen Z, one of the key features that stands out is that this generation values experience a great deal. To be frank, this also applies somewhat to Gen Y. When it comes to luxury, both Gen Y and Gen Z prefer to eschew expensive items in favor of investing in experiences they won't forget for years to come.

HOW DID THE CORONAVIRUS IMPACT THEM?

Although Gen Zers are digital natives, they were still impacted extremely negatively by the pandemic-era restrictions. Particularly, members of Gen Z who were just starting their higher education were deprived of many important experiences during the pandemic. Things that were quite ordinary for previous generations—like attending classes on campus, staying in dorms, or meeting new people at parties—were only some of the experiences that Gen Z had to miss out on for two years. Following the rollout of vaccines and the lifting of restrictions, Gen Zers around the world took to the streets. Studies show that the quarantine period impacted young people



much more negatively, with members of Gen Z stating they experienced challenges in many areas during the pandemic, from their education and work life to making new friends. When you combine pandemic-era challenges with all the usual difficulties of becoming an adult, Gen Z really had plenty to deal with.

WHAT'S NEXT FOR GEN Z?

The misfortune of Gen Zers has been that they've witnessed economic challenges, racism, political polarization, the climate crisis, and even war from a young age. Perhaps it is due to these sorts of negative factors that they care about equality, inclusivity, and sustainability, and they feel close to activism. Having them place their adopted values in the center of their personal and professional lives will undoubtedly be a positive development for the whole world. We hope that the succeeding Generation Alpha will also embrace similar values.



biennial

17th Istanbul Biennial

SEPTEMBER 17 - NOVEMBER 20

VARIOUS VENUES, ISTANBUL

Organized by IKSVM, the 17th Istanbul Biennial extends beyond the usual art venues to incorporate dozens of spaces into its program, like bookstores, secondhand bookshops, hospitals, nursing homes, cafes, and metro stations. Aiming to boost the interaction among artists from different geographies and disciplines, the biennial will hold its exhibitions in Beyoğlu, Kadıköy, and Fatih. Curated by Ute Meta Bauer, Amar Kanwar, and David Teh, the biennial also differs from its previous installments in terms of its scope, method, and objectives. The curators believe that a biennial held during a pandemic must transcend the boundaries of the past, so instead of selecting a theme, they've focused on a long-term process of transformation and re-creation. Some of the biennial projects will also be accessible online.



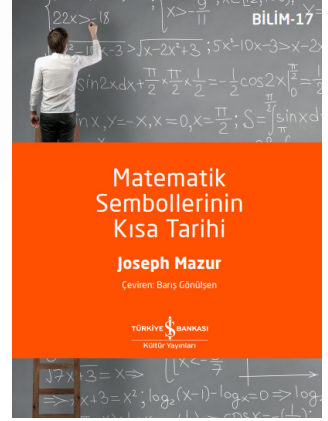
concert

LP

SEPTEMBER 24 / SEPTEMBER 26

MAXIMUM UNIQ
OPEN AIR, ISTANBUL /
IZMIR ARENA, IZMIR

An American singer with Italian roots, LP has garnered plenty of fans around the globe thanks to her unique voice. Following the release of her debut album Heart-Shaped Scar in 2001, LP made quite a name for herself in Turkey, as well, with her popular track Lost on You. Having received triple platinum records in Italy, platinum in France, Poland, and Germany, as well as gold in Switzerland, LP is getting ready to greet audiences in Istanbul on September 24 and in Izmir on September 26.



book

A Short History of Mathematical Notation

JOSEPH MAZUR
İŞ BANKASI CULTURAL PUBLICATIONS

Did you know that mathematical symbols we use daily—like the plus, minus, and equal signs—did not exist prior to the 16th century? In A Short History of Mathematical Notation, Joseph Mazur takes readers through a detailed account of how these symbols developed, how they were first used, how they changed over time, and how math was written both prior to and after the symbols. Translated into Turkish by Barış Gönülşen, A Short History of Mathematical Notation recounts the journey of mathematics from words to symbols via striking historical anecdotes.





musical

Amadeus

SEPTEMBER 21-22

ZORLU PSM, ISTANBUL

The unparalleled story of world-renowned composers Wolfgang Amadeus Mozart and Antonio Salieri, Peter Shaffer's Amadeus is ready to greet audiences in the new season, as well. Staged under the watch of master director Işıl Kasapoğlu, Amadeus features Selçuk Yöntem (Antonio Salieri) and Tansu Biçer (Wolfgang Amadeus Mozart) in the leading roles. A remarkable production with 55 people in total—35 onstage and 20 behind the stage—Amadeus has also crowned its success by receiving plenty of awards.



exhibition

Unseenables

UNTIL OCTOBER 22

ELGİZ MUSEUM, ISTANBUL

This is the 14th of Elgiz Museum's terrace exhibitions, which have been held since 2012. In the sculpture exhibition titled "Unseenables," works by artists who use different narrative styles and different materials come together in the museum's 2,000-square-meter terrace. The exhibition drew applications from 109 artists with 134 works, with 37 sculptures chosen to be featured in the exhibition. The sculptures were chosen by an advisory committee that included Nilüfer Ergin, Rahmi Aksungur, Seyhun Topuz, Haşim Nur Gürel, Meliha Sözeri, Ömer Emre Yavuz, and Can Elgiz.



festival

Cheerz Festival

SEPTEMBER 24-25

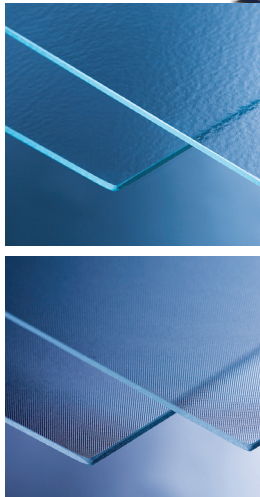
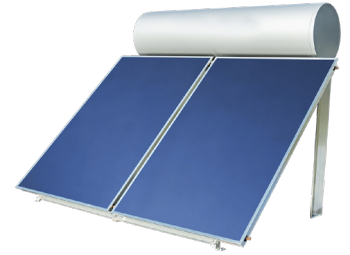
LIFE PARK, ISTANBUL

Cheerz Festival is getting ready to introduce music fans to world-renowned artists through performances taking place on three stages simultaneously over two days. The lineup at Cheerz Festival includes Scottish indie rock bands Franz Ferdinand and Belle and Sebastian, French group Nouvelle Vague, Swiss pop music band Kadebostany, Munich-based disco/house group Moulinex, and leading Turkish electro-psychedelic music group Islandman. Festivalgoers can also enjoy gourmet dining and signature cocktail options, as well as art installations.



The Şişecam Solar Panel and Şişecam Solar Collector glass ranges are produced in the Sandy and Prizma patterns, whose patterned glass surfaces allow for up to

91.5%
permeability.



With a daily production capacity of **300 tons**, the frosted glass furnace at the Şişecam Mersin Flat Glass Plant is providing AR-coated and high-permeability frosted glass for the solar energy sector.

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to achieve improved performance and high efficiency in solar panels.

GLASS DAZZLES

DALE CHIHULY, SHADOW AMETHYST PERSIAN WALL.



