

For a green life



Green life is an outstanding issue on the world's agenda. The reason is simple! Humans shaping the Earth for centuries have also been preparing the end of the world. Yet it is not possible for us to readopt a primitive life style by destructing everything. However the way we interact with the nature, our technological developments and operations in industrial field threaten the world. While we keep up with the development in order to survive, we should be respectful to the Earth so that it can also survive. In other words, if we seek comfort in our lives, then we should compensate for it and at least give as much as we take from the world. The only way for this is to green your life. Especially people and institutions with worldwide responsibility get ahead of their competitors with their diligence and works related to green life. Today operations promoting conservation of environment are among the key criteria of institutions for success. Consumers with awareness almost punish institutions that do not step towards green life and contribute to environmental protection. People turning towards environmental friendly products. Companies with green production processes are enlarging their market shares against those, that are polluting the environment. Moreover, institutions investing in the environ-

ment not only make profits also increase them considerably. Thanks to the consumers' positive perceptions on companies, they don't only increase their sales but also their shares traded at the stock exchange.

Being green

Ecosexuality, a term brought to our lives by green life, means that modern people have an environmentally sensitive perspective in their daily life because all our preferences ranging from nutrition to transportation, from entertainment to cleaning are of most importance for our planet. Pollution caused by transport substantially damages our planet. Even using means of public transport or cycling at least some days can contribute to the decrease in carbon intensity. Turning the lights off, using energy saving bulbs and tools and isolation play an active role in efficient energy consumption. Using shower heads that saves water, turning off taps while brushing your teeth and using collected rain water for garden works are only some of the ways of using water efficiently.

Environmentally friendly products

According to results of a research conducted in the USA, 80%

of consumers say that they are willing to pay 5% more to environmentally friendly products even if products of two different brands are completely the same in terms of their features. Those purchasing automobiles prefer environmentally friendly engines and those purchasing white goods prefer refrigerators and washing machines that save energy. It is estimated that energy saving bulbs will replace conventional bulbs in a short period. A similar research, though not conducted in our country, allows us easily to observe that a similar approach is also valid in our country. Depending on the rise of the green life trend in the world and environmentally conscious behaviors of Turkish consumers is becoming a more common phenomenon. Researches indicate that people consider global warming as a big threat and the fear of global warming leaves behind war and terrorism. According to the results, one out of every three people thinks that the biggest threat against the world is global warming. The research conducted by German Institute for Economic Research reveals that the temperature would be four degrees above the level of preindustrial levels in 2100. This temperature rise will cause a decrease about 6-8% in annual global production, which corresponds to approximately \$ 20 trillion a year.

Services broadened with natural electricity



Established in 2008 in order to build electricity generation facilities operating on renewable energy resources, Zorlu Doğal Elektrik Üretimi A.Ş. took over 9 electricity stations from the Privatization Administration for 30 years in September 2008. By generating electricity more efficiently and using natural resources of our country, Zorlu Doğal provides electricity for reasonable prices to the leading companies in Turkey. It does not only reduce effects of the economical crisis in alliance with strong companies such as Tesco Kipa, Metro Cash&Carry, Turkcell, Mercedes and Migros, Zorlu Doğal also strengthens its reliability in the sector. Although the business in various sectors is almost at standby due to crisis, everything goes as planned in the energy sector.

We talked about all developments in energy sector, especially new agreements in electricity area with Mr. Serhat Şimşek, CEO of Zorlu Energy, and Mr. Servet Bahadır, Energy Commerce Manager. Mr. Şimşek told that Zorlu Natural Gas had already become a strong brand in the energy sector. Giving good news that similar applications will also start in households in the near future, Mr. Şimşek remarks that investments in the sector will accelerate despite the crisis. Mr. Şimşek and Mr. Bahadır shared new developments in the sector with us and said "We - as Zorlu Group - have been advancing as we planned".

Another breakthrough from Zorlu Gayrimenkul

Zorlu Gayrimenkul, despite being new in the sector, has made a distinguished name for itself not only by large projects it prepares but also by technology it uses. SAP (Systems, Applications and Products in Data Processing) that is one of the world's best resources planning programs and used by many major companies was implemented by Zorlu Gayrimenkul for the first time in real estate sector with various applications.

You are no longer limited to a single place thanks to the system that records everything from construction phase to post-sale services in construction area and keeps all information safely within your arm's reach. You have the opportunity to sell any apartment or office at any place in the world to anybody and at any time. While error ratio is minimized, operations increase as much. You can immediately find the answers about everything you want to ask and easily overcome any possible problem through this system.

We interviewed with Aybars Kızılsencer, Assistant General Manager Project Development, Marketing & Corporate Communication, who takes part in the team adopting the system used in Zorlu Group since 1997 to real estate sector, Serkan Erden, the Project Responsible, Soner Akpınar, the



Marketing & Sales Manager and Mert Filiz, the Customer Relations Manager. Highlighting that the new application meets a substantial need in the sector, the team is of the same opinion about that the background of SAP R/3 is very systematic and powerful. While complete integration is provided between all departments by the system, a rapid and interactive period will start between customers and companies. Thus, a new era dawns for the sector together with Zorlu Gayrimenkul.

The Dragon teaches children the energy



Since Zorlu Energy Group feels responsible for leaving future generations a livable world, it gives high importance to energy generation with renewable energy resources and makes its investments in this respect. Emphasizing that local and renewable resource should be evaluated at every opportunity; it shares its sensitivity with the society and tries to increase its awareness in this respect. On this perspective, it undertakes a range of projects to communicate the benefits of renewable energy and wind power stations in Osmaniye, where it establishes the largest wind power plant in Turkey. The first phase of the project by Zorlu Energy Group is a colorful book featuring entertaining cartoon characters. The benefits of energy generated by wind will be communicated via this publication to primary school students. The Comic Book also aims to inform our children about the significance of energy in our lives, the efficient use of energy and various energy resources. Zorlu Energy Group explains wind power through small dragon "Enerji" designed based on the ideas of children.

“Hobbies changed my perspective to life”



Emel Çekim, Architectural Works Responsible of Zorlu Gayrimenkul A.Ş., sees the world not only through her professional responsibilities but also through her hobbies. Çekim who is outstanding in her professional life with her colorful personality says that she has a deep emotional tie both with piano and drama (theater). After graduating from Istanbul Erkek High School, Çekim completed her higher education in Yıldız Technical University, Faculty of Architecture and Department of Architecture. After having worked for 10 years in Doğuş Yapı A.Ş. and taken place in Kanyon Project within the Eczacıbaşı İnşaat A.Ş., Çekim has been working in Zorlu Gayrimenkul A.Ş. for about two years. The talent of Çekim in various areas of art, especially fine arts, was discovered in her childhood. Having started her piano training at the age of 5 in Istanbul Municipality Conservatory, Çekim continued her 20 year training along with her architecture education. Regarding piano as something beyond a hobby, Çekim says “Playing piano is my second profession”. Emphasizing that she has a big interest in fine arts, Çekim also has a heavy interest in theater. She plays the leading role in “Öbür Gelişte” work by Cevat Fehmi Başkut, which is the first play of the theater group formed under the body of Lions Club. Saying that her hobbies make her more interactive in life, Çekim expresses that she is very proud of her hobbies. Çekim also highlights that being versatile provides a broad vision and a different perspective.

The 7th “Design a Pattern”

Students ranking among the first 25 in the 7th Design a Pattern competition which was a quilt cover pattern competition organized by Taç, the leader brand of Zorlu Textiles, were trained for two days in Zorlu Plaza Auditorium and Zorluteks Çorlu production facilities. Following the training, students were provided with the opportunity to review and improve their designs in line with their new knowledge and perspective. A new dimension was brought to the competition by providing young people who participated in the “Design a Pattern” competition organized in 2008 with two day training program. This year the competition took on a new dimension when the category of quilt cover product design categorie was added to the competition.

Happy ending

The results of 7th Design a Pattern Competition where 663 works, of which 566 were in bed cloth texture design category and 97 were in bed cloth product design category, competed were unveiled. Students achieving first ranks in the Design a Pattern Competition not only were financially awarded but were also offered a job opportunity in Zorlu Textiles. Mehmet Zorlu Foundation supports thousands of young people each year and its special scholarship that is granted to five students



every year was granted to a total of 10 students in both categories this year. Sharing his experiences in textiles with young designers, Ahmet Nazif Zorlu, CEO of Zorlu Holding, emphasized the importance of dreaming and basing these dreams on concrete data.

Belen, the head of jury, expressed her satisfaction with the development in the competition in her speech and said “We made great strides in six years. 70 designs applied to the first competition in 2003. Today this number reached 650. I associate this success with Zorlu team’s way of handling and organizing the event”.

Design everywhere

Ufuk Karabulut, Technological Development Expert of Zorlu Textiles, combines design and technology in every field in his life. Karabulut who displays his works on “ufukkarabulut.com” regards design as one of the indispensable things of



his life. Starting to work in Zorlu Textiles in 2000 as the Design Database Project Responsible, Karabulut has been working in Information Technologies Department as the Technological Development Expert of Zorlu Textiles since 2006. Saying that he has a special interest and talent in design since his childhood, Karabulut states that although he studied geology engineering at university, his passion for design brought him to a different part of the life. Designing in graphic, design, clothes and art areas, Karabulut shares his experiences about design with private companies through various trainings. Karabulut who says that the passion for and the talent of design cannot emerge later emphasizes that a simple or complex design prevails in every area of life. Karabulut who is also interested in travel, photography, martial arts and natural sports such as parachuting and rafting separates design from the others. Karabulut says “You cannot be isolated from design. You keep all information even when you are retired. You continue to do these things one way or the other. I cannot find the opportunity to draw for a long time. My dream is to resume drawing when I am retired.”