



Throughout the history, all great civilizations have deployed according to water sources. The civilizations thrived with water. Of course water was also the reason for many wars. Water used to be and still is on the top of our struggle for life. Today, we have started to attribute more meaning to the water issue. We have learned by experience that we are not able to live without water. Despite the large amount of water in the world, only 3 % of it is fresh water. Less than 1 % of this fresh water is suitable for human use. The rest is located on the icebergs, in the underground resources or not reachable at all. In many parts of the world, people can not even find the water to drink. Each research results in frightening figures: 3 thousand 900 children lose their lives everyday due to water pollution and lack of hygiene. 1, 8 million people are dying every year due to bowel diseases related to infection including cholera. The factors such as the increased global

warming, increased population, industrialization, pollution of the sources and unconscious consumption trigger the horrible scenarios regarding the water resources every single day.

As the resources become scarce, the war scenarios become the most significant agenda. Thus, water wars scenarios, which constitute everybody's nightmares, are beginning to increase. All of the horrible scenarios that are written about the water resources are increasing the water stress we face everyday. As long as the agricultural sector, industrial organizations and the companies continue to consume water unconsciously, the nightmare will reach even more critical values. As far as the water resources are concerned, there is not a bright future before the world. As long as the developed countries continue their current nutrition and consumption habits, the water reserves will not be enough in the future. Therefore, in the areas

such as Africa and Middle East where there isn't enough water, disputes have arisen between Yemen and Arabia, Arabia and Egypt, Libya and all its neighbors, Syria and Iraq. Hunger, diseases, environmental disasters, dam and drainage construction, climate change and fair water sharing in Middle East are the main agenda items of significant meetings. Most of the wars that are expected to outbreak in these areas are shaped according to the water resources.

Researches carried out for these reasons also show that the water resources in the world have to be used more effectively and more efficiently. Therefore, everybody including the non-governmental organizations and the leading companies of the world has taken an action. The technology manufacturers who make future plans with "no water no power" principle are competing in order to find a rapid solution for the water issue.

We consider each detail for the environment



The use of plastic bags in the world and the figures of its environmental damages are at astonishing levels. We use approximately between 500 million and 1 trillion plastic bags each year. Besides, only 1 percent of this amount is being recycled because the recycling of the plastic bags is a costly process. The cost of processing and recycling a ton of plastic bags is approximately 4 thousand Dollars while the cost of producing new ones is only 32 Dollars.

Therefore, since the plastic bags are not recycled, tons of waste plastic bags are being created. The plastic bags are damaging the nature all around the world from the polar region to the bottom of the seas. Many countries are trying to create solutions by prohibiting or restricting the use of plastic bags. Ali Canbulat, the Assistant General Manager of Zorluteks, aims to reduce the use of plastic bags in Taç Stores by replacing them with cloth bags created from the surplus production. He emphasizes that this operation is very important both for Turkey and the world and that it carries a great value in parallel with the importance given to the environment and our future. Canbulat indicates that the damages of the plastic bags which directly affect the health of hundreds of species and humans have to be prevented as soon as possible.

“High efficiency at Zorluteks”

Today, it has become indispensable for corporations to get involved in environment oriented activities. Besides the sense of social responsibility, the consumer expectation is also for the corporate citizens to carry responsibilities. The consumers can make their preferences on behalf of the corporations which care about the environment. They are following and controlling the corporations' activities regarding the environment. Zorluteks which acts in accordance with the corporate citizenship conscious, have carried out important projects in order to reduce the energy costs and to perform sensitive, environment oriented activities by reducing the resource utilization.

The Assistant General Manager of Zorluteks, Cemil Çiçek, emphasizes that besides using the energy and water efficiently, providing process optimization is also an important way of saving. He also states that an accurate process is important in terms of reducing the operating expenses and utilisation of natural resources. Zorluteks which has achieved 14 % and 30 % savings in energy consumption and water consumption respectively has achieved great success in terms of efficient resource utilization. Çiçek who has answered our questions regarding the efficient resource utilization of Zorluteks together



with Zorluteks Machine Energy Manager Altan Dericioğlu says “In order to be able to use the natural resources efficiently and effectively, in addition to the improvements made in the facilities' equipment pools and processes, the employers need to generate an awareness as well. Just like in every area, the education and awareness play a very important role in resource utilization and providing an awareness of saving.”

Reputation is more important than ever

Today, reputation has become more important than ever for the corporations. Being powerful and offering high quality is not sufficient any more. Being a good corporate citizen is also a must. The Global Principles Agreement which was formed with the calls made to the business world leaders by the Uni-



ted Nations Secretary-General of the period, Kofi Annan, during the World Economic Forum in Davos on January 31, 1999 became official in the meetings conducted on July 26, 2000. The agreement which has a vision of sustainable and comprehensive global economy vision, proposes universal principles in order to create a common development culture in the business world under continuous competition. The members that have signed this agreement, including Turkey, first of all have to adopt the 10 basic principles and share with UN the progress report which shows that the requirements of these principles have been fulfilled each year. The corporations are assumed to have signed the agreement together with all its subsidiaries. The agreement which is also signed by Zorlu Group on November 12th, 2007 aims to spread a common global development culture. The determined universal principles are expected to be a part of the business strategies, operations and cultures all around the world. Zorlu Holding Internal Audit Manager Coşkun Özkan (CIA, CFE) and Zorlu Holding Internal Audit Specialist Özlem Karanlık (CIA) gave information regarding the process and the activities carried out at Zorlu Holding.

An underground journey towards the unknown



A friendship that starts on the university desks... Attaching oneself with passion to a hobby in those years... Gökhan Koyuncu and Murat Yüksel are two professional aircraft engineers who are currently working side by side at Vestel Defence. They still continue their common passion for speleology which started during university years with the same excitement of the first day. The friendship between Gökhan Koyuncu and Murat Yüksel started at Istanbul Technical University and now, they are both working on unmanned aerial vehicles at Vestel Defence. Two friends working side by side today became interested in this hobby as a result of the influence by the stories told in those years when Turkey's deepest cavern was discovered. Since their own university did not have a social club on speleology, they started activities at BÜMAK, the club at Boğaziçi University. The two friends who learned about speleology here and completed their training, later on got the chance to enter even the deepest caverns for which the stories were told. The twosome who states that speleology requires a spirit of adventure and discovery, emphasize the attraction of the unknown lying ahead of them every time they enter a cave. They enter a cave, go about it step by step, discover and have fun... Today, besides this area they name as sportive speleology, they contribute to the scientific studies as well. They collect data regarding the caves they have discovered and map them. Koyuncu and Yüksel state that there are approximately 30 thousand caves in Turkey and only a few of them have been discovered. While informing us about speleology and sharing their experiences with the same excitement they feel in the caves, they indicated that the most beautiful words to describe the speleologists were included in the book Şibumi written by Trevanian: "What is madness for others is a manifestation of bravery and thirst for adventure. "

Two more awards for Zorlu Gayrimenkul

2 projects of Zorlu Gayrimenkul have been awarded with one of the most prestigious architecture prizes in the world. Zorlu Center and Zorlu Konak Residence projects have been awarded with another international prize being elected as the winner in their own categories in the Europe and Africa Property Awards competition.

Zorlu Center was also the winner in 2008 Cityscape Dubai Architectural Awards competition. Zorlu Gayrimenkul's Zorlu Center project in Zincirlikuyu, İstanbul and Zorlu Konak Residence project in Pasaport, İzmir have been awarded with another international prize each. Within the scope of the International Property Awards, one of the most prestigious architecture prizes of the world, Zorlu Center has won the Commercial Architecture Award in the Europe and Africa Property Awards



2009 while Zorlu Konak Residence has won the Residential Best Architecture award in the same competition. Zorlu Gayrimenkul will receive its prizes with a ceremony to be held at Marriott Hotel in Grosvenor Square, London, in the evening of October the 16th. For the second stage of the prize, the International Property Awards, the best of the Europe and Africa will compete in their own categories with the award winning projects of the Asia-Pacific, Britain, America and Arabia regions. The results of this competition will be announced in San Diego, US, in November the 13th.



"Theatre colored my life"

Hüseyin Atakul who works in Korteks as a Research and Development technician adds different colors to his life with theatre that he dearly loves. Atakul has been working in Korteks since 1996. Atakul who has been working as a technician in the Research and Development department since 2005 continues to study Business Administration in Anadolu University.



Among these activities, he is also closely interested in theatre which he likes a lot and he says "why haven't I done it till now?" One day while he is walking on the street, he follows an advertisement he sees on an empty wall about "Drama Courses for the Adults" and immediately applies to it and gets accepted. His acting and dubbing talent is also admired by his teacher so much that he is not only offered to play the leading role immediately, but he is also offered to be the co-director together with Kemal Kasap. Atakul played the role of Fahrettin Bey (Mr. Fahrettin) in the play "Düdüklüde Kıymalı Bamya" (Okra with Ground Meat in Pressure Cooker) which was put on the stage for 10 times in the last season and he says that the stage excitement is something quite different. Atakul indicates that he had a very good year thanks to the theatre and he adds that he hopes to have such a good year again. Atakul states that this hobby has a lot of serious contributions to his business life as well and he adds that he admires the actors such as Yıldız Kenter, Çetin Tekindor, Fikret Kuşkan, Haluk Bilginer and Nurgül Yeşilçay. One of his dreams is to share the stage with Erdal Özyağcılar in a traditional play written by him.