**Gender Equality Learning Program -**

**Integrating Gender in Corporate Decision Making in Turkey**

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**Purpose:**

* Adapt the Gender Equality Learning Program of UNESCO into Turkish settings and make the training program, the first gender training in Turkey and the first certificate given by UNESCO in Turkey, to be utilized by the companies, for instance by the Koc Holding.

**Aims&Objectives:**

* Contribute to economic and social welfare by promoting gender equality and by encouraging the participation of women in decision-making processes at all levels
* Begin gender initiatives in the work culture
* Enhance and adopt existing gender programs
* Build a strategic plan for implementing gender diversity best practices
* Provide a meaningful participation by both women and men at work
* Create a work culture that is supporting of both men and women

**Target Audience:**

* Human resource professionals
* Executive-level company officers
* The companies will pay a certain amount of money to get the training and then if they pass the evaluation they will get the certificate

**Benefits to KOC-KAM and the future benefits of the agreement:**

* Creates strong ties with UNESCO which can encourage similar projects and/or agreements to take place in the future
* The first gender training in Turkey and the first certificate given by UNESCO in Turkey
* Great potential to be recognized as a “United Nations University training programme” in the future
* Serves as a transnational forum for the transfer and production of knowledge in the field of gender equality work and issues
* Potential to organize global symposiums for continued improvement on addressing gender issues in the workplace
* Serves as a new way of generating money
* In the future, the certificate program can be made open to all companies and organizations profit, non-profit, private and government agencies
  + KOC-KAM and UNESCO agreement can provide consultation, professional certificate training programs, mentoring, coaching, program development, train-the-trainer programs, and organizational development for executive management
  + KOC-KAM and UNESCO agreement can provide alliance building with governments, national and international organizations, academia, civil society

**Benefits to Companies:**

* Enhanced productivity and retention
* Improved market share
* Better financial results
* Better management
* Improved access to a growing, well-educated segment of the workforce
* Reduced conflict, miscommunication, and misunderstandings
* More effective problem-solving and team work
* An external trainer can bring fresh content and ways of approaching challenges of gender equality capacity and also he/she is often perceived to be more neutral than an internal person, may have more credibility and legitimacy than an inside person.

**Methods and Application:**

1. **Adaptation:**

The training of trainers workshop at UNESCO will provide us with information and skills to plan and develop gender responsive programmes and to mainstream gender in our programmes in Turkey.

1. **Pilot training and seeking potential companies:**

The pilot training will be conducted at Koc University. In the mean time, potential companies that are assumed to be interested in the certificate program will be contacted and informed. Koc Holding companies will be given priority.

1. **Tailor-made activities:**

After signing an agreement with a company, the training will be adjusted according to that company’s profile.

1. **Face-to-face training courses**

The adjusted training will be given to the HR professionals and executive members of the company.

1. **On-line learning**

Face-to-face trainings will go along with on-line training modules.

1. **Evaluation**

The company will be evaluated and then will be given the certificate.

**Budget:**

* Personnel salaries
* Travel and accommodation expenses
  + Train-the-trainer workshop at UNESCO
  + Travel (to the companies)
* Supplies: script, power point presentation, handouts, and participants manual
* Telephone, postage and delivery,
* Consultant services (from KOC-KAM)
* Data entry, transcription, translation services

**Funding:**

* The KOC-KAM and UNESCO agreement serves as an “Applied & Collaborative research by higher education institutions, research centres and enterprises” and thus it is eligible to apply for EU innovation and research funding.

**Similar Programs:**

* Scottsdale National Gender Institute
* The European Institute for Gender Equality (EIGE) has recently started a 24-month project on gender training in the European Union and Croatia.
* UN Women Training Centre

**Partial List of Participating Organizations to Other Gender Training Programs:**

* American Express Financial Advisors
* Arizona State University
* Boeing
* Canadian Armed Forces
* DuPont Companies
* Ford Motor Company World Headquarters
* Hewlett Packard Company
* Intel Corporation
* Microsoft
* Motorola, SSTG
* Royal Bank of Canada
* Wal-Mart Stores
* Walt Disney World Company