



Bekir KAYACAN, PhD

Association for Solidarity of Environmental Organizations

ÇEKUD (ASEO)



About ÇEKUD

- **Founded in 1999 by a group of «Volunteers of the Environment»**
- **Aiming to contribute to public awareness for the environment**
- **Having a number of consultants-15 regional, 81 provincial and 8 overseas- and thousands of volunteers**
- **Officially recognized as a «Public Weal Association» , a legal status of priority in certain situations**

Our Vision

To be, in light of the values it holds, an independent, pioneering and internationally effective NGO that produces original projects for the protection of natural life

Our Mission

To contribute, in line with the purpose of creation of all beings and through raising public awareness for the environment and morality, to a livable and sustainable environment in order to re-establish the impaired balance between human and nature

Our Target audience:
The 8-billion family of humanity

WHAT WE DO

As an NGO aware of the responsibility, ÇEKUD :

- ❖ Conducts planned activities based on proper communication strategies to reach its target audience;**
- ❖ Serves as a solution partner and visibly collaborates with public and private institutions and NGOs.**

WHAT WE DO

Types and contents of activities

- ❖ Arbor campaigns and tree planting activities
- ❖ **Environmental public education programs and contests**
- ❖ Academic symposia and meetings on environment and morality
- ❖ Nature trips and visits in groups
- ❖ Consultancy and technical reports (public or on request)

ZERO WASTE OFF THE BOARD (SSA)



Ülkemizde hergün
5 milyon ekmek çöpe gidiyor.

yok artık

■ Sofrada sıfır artık kampanyamıza sen de katıl.
İhtiyacın kadar ekmek al, ihtiyacın kadar yemek yap,
tabağını ihtiyacın kadar doldur.
Unutma, sen israf ettiğin için başkaları aç kalıyor.



A social responsibility project of ÇEKUD against
the waste off the «dining table»

www.sofradasifirartik.com



ZERO WASTE OFF THE BOARD (SSA)



Purpose of the project SSA:

To contribute to reducing wastefulness in general and specifically wastefulness in eating&drinking through awareness-raising seminars and conferences for students and their families

The rationale:

Life style and habits are a major source or root cause of food waste

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Target group of the project SSA:

Students of middle and high schools and their families in municipal areas



Executing institutions:

- ❖ ÇEKUD
- ❖ Sub-provincial Directorates of the Ministry of National Education,
- ❖ Municipalities

❖ Dates:

Launched in 2011 and still ongoing.

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Implementation of the project:

- ❖ Speakers for the seminars and conferences are assigned by ÇEKUD.
- ❖ Seminars&conferences are held at schools as suitably designated by the sub-provincial directorates of the Ministry of National Education
- ❖ Seminars&conferences especailly for the student families are also held at social premises of municipalities

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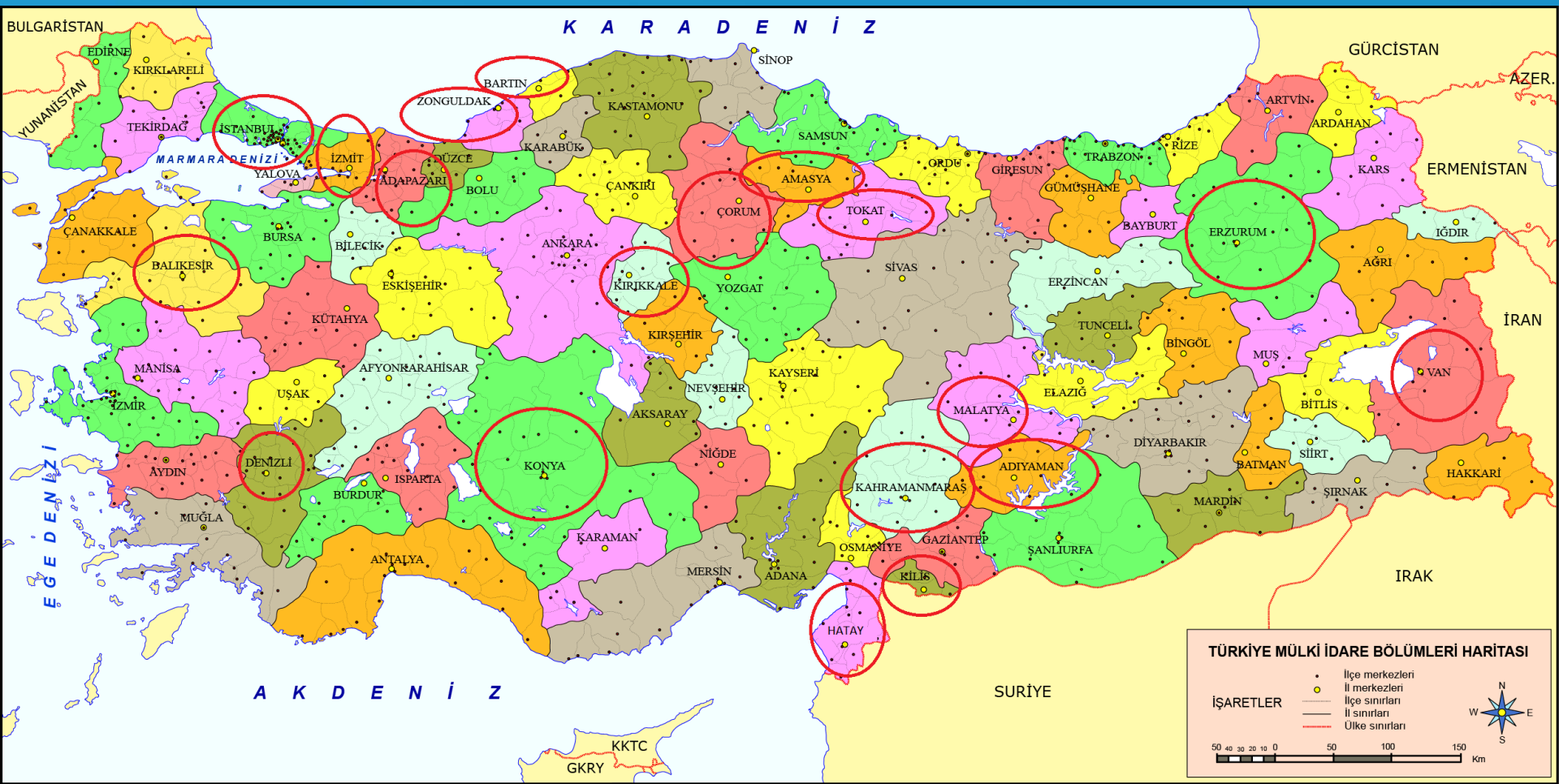
Implementation of the project:

- ❖ Visual materials about food waste (e.g., posters, banners, flyers etc.) are designed by ÇEKUD, yet they are reproduced and distributed by the local municipality particularly at commonly and frequently visited places such as dining halls, canteens, restaurants or outdoor iftar gatherings.
- ❖ Long distance travel expenses of the speakers, if any, will be met by the municipality, as will be the other expenses occurring during the conferences (refreshments, gifts etc)

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Locations where the project has been implemented:

- ❖ After its launch in 2011, it was first implemented as seminars and informative conferences at public middle and high schools in Istanbul.
- ❖ As of 2016, a total of 42750 students from 171 schools in 19 different provinces in Turkey and in Germany have been reached through our SSA project. Additionally, conferences for the public were held in 3 different provinces,
- ❖ The 19 provinces include İstanbul, Denizli, Kilis, Konya, Malatya, Kocaeli, Balıkesir, Kahramanmaraş, Kırıkkale, Sakarya, Zonguldak, Bartın, Tokat, Amasya, Van, Erzurum, Hatay, Adıyaman and Çorum.



Haritanın tüm hakları saklıdır

cografiyahrta.com R. SAYGILI 2015

ÇEVRE KURULUŞLARI DAYANIŞMA DERNEĞİ

www.cekud.org.tr

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Coverage in the news media

Nation-wide TV and radio channels:

TRT Haber, TRT el Arabia (Arabic), TV Net Haber,
TRT 1 Radyo, AKRA FM, Moral FM

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Coverage in the news media

Just a few examples from the printed and internet media:

<http://www.milliyet.com.tr/turkiye-de-cope-atilan-ekmeklerle-18-balikesir-yerelhaber-701631/>

<http://www.haber7.com/guncel/haber/1329117-akyazida-sofrada-sifir-atik-ve-cevre-semineri>

<http://www.ilkehaberajansi.com.tr/haber/bir-pirinc-tanesi-30-bin-kisinin-acligini-giderebilir.html>

<http://www.haberler.com/sofrada-sifir-ekmek-kampanyasi-7136912-haberi/http://www.ozgurkocaeli.com.tr/genel/sofrada-sifir-ekmek-kampanyasi-h263864.html>

<http://medyabar.com/haber/85221/prof-dr-alpten-ogrencilere-cevre-konferansi.aspx>

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Lessons learned and future plans by ÇEKUD:

- ❖ For an NGO, the project has been financially bearable
- ❖ Sub-province municipalities are usually enthusiastic and cooperative
- ❖ Students are often willing to participate in the meetings but in some cases they are «strongly» urged to attend by the school administrators which may unluckily cause the meeting to look overly «official»
- ❖ Media coverage tends to be often more than satisfactory

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Lessons learned and future plans by ÇEKUD:

- ❖ The project is to continue (Actually there will be project seminars and conferences in Kırıkkale province in the coming weeks)
- ❖ A major lack has been the gathering of sufficient feedback from the participants. For this, we plan to conduct anonymous brief surveys among the attendants right after the seminars or conferences.
- ❖ We also plan to prepare a concise report containing our experience from this SSA project to date, and share it with government officials and the public.



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THANKS FOR LISTENING

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