GOOD PRACTICE EXAMPLES -TÜRKİYE

In Turkey, green transformation in the footwear sector has increasingly become a significant topic. The industry has adopted innovative approaches in production processes and material selection to ensure environmental sustainability and reduce its carbon footprint. The use of recycled and organic materials, integration of energy-efficient technologies, and implementation of waste management practices form the foundation of this green transition. Many companies in Turkey aim to gain a competitive edge both domestically and internationally by developing environmentally friendly production processes. Below are notable examples of good practices in the green transformation of Turkey's footwear industry.

Title: FLO Retailing and Marketing Inc.	
A- Organization Information **A.1- Organization Name** **A.2- Legal Status of the organization** **A.3- Number of Employees** **A.4- Website**	A.1- FLO Retailing and Marketing Inc. A.2- Private Sector Public Sector A.3- NA A.4- https://www.flo.com.tr
B. Sector/Profession/Work in Which the Good Practice is Applied	Retail footwear and apparel sector; production, logistics, and e-commerce operations.
C. Category of the Good Practice	Green Transformation • Energy Efficiency and Renewable Energy • Waste Management and Circular Economy • Sustainable Product and Service Design • Water Conservation and Management • Green Supply Chain Management • Employee and Customer Awareness Programs • Carbon Footprint Reduction Digital Transformation • Smart and Automated Production Processes • Digital Marketing and E-commerce Strategies • Cybersecurity and Data Protection • Smart Logistics and Supply Chain Management • Digitalized Finance and Payment Systems

D. The Problem the Good Practice Aims to Solve (What was the problem and how was it attempted to be solved? Please explain in no more than 500 words.)	FLO faced increasing pressure to modernize its operations due to rising customer expectations, global competition, and sustainability requirements in the retail and footwear industry. Traditional production and supply chain processes were not sufficiently efficient, traceable, or responsive to rapidly changing market conditions. Additionally, there was a need to reduce environmental impact across the product lifecycle and respond to growing consumer demand for eco-friendly products. FLO also aimed to strengthen its digital sales channels in order to adapt to the expanding e-commerce market and provide customers with a seamless omnichannel shopping experience. These challenges led the company to pursue an integrated digital and green transformation strategy to enhance efficiency, sustainability, and competitiveness.
E The Strategies the Good Practice Solves the Problem (Please explain in no more than 1000 words)	To address operational inefficiencies and environmental challenges, FLO implemented a two-pillar transformation model combining digitalization and sustainability. Digital Transformation Strategies: • Integration of ERP and automation systems to create more efficient, traceable, and data-driven production processes. • Use of data analytics to support smarter decision-making and increase operational accuracy. • Optimization of the supply chain through digital tools enabling better inventory management, coordination, and agility. • Strong investments in e-commerce platforms, enabling omnichannel sales experiences that connect physical stores with online channels. Green Transformation Strategies: • Development of “FLO Earth”, a sustainable product line representing an environmentally responsible production philosophy. • Use of recycled materials, water-based adhesives, and eco-friendly packaging, reducing environmental footprint across the product lifecycle. • Investments in energy-efficient technologies within production facilities to decrease resource consumption.

	• Implementation of green supply chain practices to minimize waste and encourage sustainable sourcing. • Together, these strategies helped FLO build a transformation model anchored in environmental awareness, innovation, and operational excellence.
F. The Target Group of the Good Practice (Who benefited from this application? Please explain in no more than 500 words.) **(Businesses, Employees, Employers, Customers, Public Sector Non-Governmental Organizations, Society, etc.)**	• Customers benefiting from sustainable products and improved digital shopping experience. • Employees benefiting from modernized systems, improved workflows, and digital tools. • Business partners and suppliers engaging in sustainable and traceable supply chain processes. • Society and the environment, benefiting indirectly from reduced environmental impact and increased sustainability awareness.
G.Stakeholders of the Good Practice (Other individuals, institutions, or organizations collaborated with in the implementation)	• Suppliers providing sustainable materials • Technology and ERP solution providers • Logistics partners • Internal R&D and sustainability teams • Customers engaged in eco-conscious purchasing
H. Success Factor(s) of the Good Practice (Please list them)	• Strong organizational commitment to sustainability • Effective integration of digital systems into production and logistics • Clear branding and communication of the FLO Earth product line • Data-driven decision-making • Enhanced customer experience through omnichannel retailing • Investments in energy efficiency
İ. Outputs and Outcomes Achieved from the Good Practice (How effective was the work, or what positive changes were made? Please explain in no more than 500 words.)	• Increased efficiency and traceability in production processes • Strengthened e-commerce and omnichannel performance • Reduced environmental footprint through sustainable materials and packaging • Energy savings achieved in facilities • Enhanced brand image and customer trust through sustainability initiatives • Improved decision-making via data analytics and ERP systems

J. Cost/Benefits of the Good Practice (Including human, social, and economic costs and benefits)	Costs: • Investment in ERP and automation technologies • Operational costs for developing sustainable materials and eco-friendly packaging • Training and adaptation costs for employees Benefits: • Long-term cost savings from energy-efficient operations • Increased sales through strengthened digital channels • Higher customer loyalty due to sustainable product offerings • Reduced waste and environmental impact • Improved operational accuracy and productivity
K. Other (Please add any posters, photos, links, or other visuals you'd like to include here)	
Title: DESA Leather Industry and Trade Inc.	
A- Organization Information **A.1- Organization Name** **A.2- Legal Status of the organization** **A.3- Number of Employees** **A.4- Website:**	A.1- DESA Leather Industry and Trade Inc. A.2- Private Sector Public Sector A.3- NA A.4- https://www.desa.com.tr/about-desa
B. Sector/Profession/Work in Which the Good Practice is Applied	Leather goods manufacturing, retail, design, and production processes.

C. Category of the Good Practice	Green Transformation • Energy Efficiency and Renewable Energy • Waste Management and Circular Economy • Sustainable Product and Service Design • Water Conservation and Management • Green Supply Chain Management • Employee and Customer Awareness Programs • Carbon Footprint Reduction Digital Transformation • Smart and Automated Production Processes • Digital Marketing and E-commerce Strategies • Cybersecurity and Data Protection • Smart Logistics and Supply Chain Management • Digitalized Finance and Payment Systems
D. The Problem the Good Practice Aims to Solve (What was the problem and how was it attempted to be solved? Please explain in no more than 500 words.)	DESA faced several challenges resulting from traditional leather production methods, which relied heavily on extensive use of water and chemicals, raising environmental sustainability concerns. The company also needed to modernize its design and prototyping processes, which were time-consuming, labor-intensive, and costly. Additionally, precise quality control was difficult with manual methods, creating inconsistency in product standards. Global competition and increasing consumer expectations for sustainable and transparent production practices further intensified the need for innovation. DESA recognized that without integrating digital tools and eco-friendly production techniques, it would struggle to maintain competitiveness, reduce its environmental footprint, and deliver high-quality products efficiently. These challenges motivated the company to adopt a comprehensive transformation strategy that combines digital technologies with environmentally responsible production methods.
E The Strategies the Good Practice Solves the Problem (Please explain in no more than 1000 words)	DESA implemented a dual transformation approach by integrating both digital and green innovations into its operations. **Digital Transformation Strategies:**

	• **Digital quality control systems** were introduced to monitor production accuracy in real time, reducing defects and increasing consistency. • **CAD/CAM software** and **3D modeling tools** were adopted, accelerating the design process and reducing prototyping time and cost. • Digital tools improved communication between design, production, and quality teams, enhancing workflow efficiency. **Green Transformation Strategies:** • The company introduced **eco-friendly leather tanning techniques**, which significantly reduce water consumption and chemical use, lowering environmental impact. • DESA adopted **sustainable production practices**, prioritizing resource efficiency and responsible material use. • **Sustainability reporting** was implemented to transparently track environmental performance and guide continuous improvements. • Continuous efforts are made to **reduce the company's carbon footprint** through responsible production and energy-conscious operations. Together, these strategies enabled DESA to build a holistic, future-oriented transformation model rooted in innovation, transparency, and environmental responsibility.
F. The Target Group of the Good Practice (Who benefited from this application? Please explain in no more than 500 words.) **(Businesses, Employees, Employers, Customers, Public Sector Non-Governmental Organizations, Society, etc.)**	• **Customers**, who benefit from higher-quality, sustainably produced products. • **Employees**, who benefit from modernized systems, improved safety, and enhanced efficiency. • **Designers and production teams**, who utilize advanced digital tools to work more effectively. • **Suppliers**, who align with more sustainable and traceable production processes. • **Society and the environment**, which benefit from reduced pollution, lower resource consumption, and transparent sustainability reporting.

G.Stakeholders of the Good Practice (Other individuals, institutions, or organizations collaborated with in the implementation)	• Technology and software providers (CAD/CAM, quality control systems) • Chemical and material suppliers • Sustainability auditors and reporting partners • Logistics partners • Internal R&D and design teams • Customers
H. Success Factor(s) of the Good Practice (Please list them)	• Adoption of advanced digital design and modeling technologies • Significant reduction in water and chemical usage • Transparent sustainability reporting • Enhanced precision in quality control • Strong commitment to environmental responsibility • Increased production efficiency
İ. Outputs and Outcomes Achieved from the Good Practice (How effective was the work, or what positive changes were made? Please explain in no more than 500 words.)	Faster and more efficient design processes through CAD/CAM and 3D modeling Reduced prototyping costs and material waste Improved product quality and consistency via digital quality control systems Reduced environmental impact through eco-friendly tanning techniques Strengthened brand reputation for sustainability and innovation A measurable reduction in DESA's carbon footprint
J. Cost/Benefits of the Good Practice (Including human, social, and economic costs and benefits)	**Costs:** • Investment in digital technologies and equipment • Training employees to use new systems • Costs associated with developing and implementing sustainable production techniques **Benefits:** • Lower water and chemical consumption, reducing long-term operational costs

	• Reduced material waste and improved resource efficiency • Higher competitiveness in sustainable fashion markets • Enhanced customer loyalty and brand value • Stronger compliance with environmental standards
K. Other (Please add any posters, photos, links, or other visuals you'd like to include here)	
Title: Aegean Footwear Manufacturers' Association (EGEAYSAD)	
A- Organization Information **A.1- Organization Name** **A.2- Legal Status of the organization** **A.3- Number of Employees** **A.4- Website:**	A.1- Aegean Footwear Manufacturers' Association (EGEAYSAD) A.2- Non-Governmental Organization / Sectoral Association A.3- NA A.4- https://www.eaysad.org.tr
B. Sector/Profession/Work in Which the Good Practice is Applied	Footwear manufacturing sector, SME capacity-building, digital transformation, green transformation, design and prototyping support.
C. Category of the Good Practice	Green Transformation • Energy Efficiency and Renewable Energy • Waste Management and Circular Economy • Sustainable Product and Service Design • Water Conservation and Management • Green Supply Chain Management • Employee and Customer Awareness Programs • Carbon Footprint Reduction Digital Transformation • Smart and Automated Production Processes • Digital Marketing and E-commerce Strategies

	• Cybersecurity and Data Protection • Smart Logistics and Supply Chain Management • Digitalized Finance and Payment Systems
D. The Problem the Good Practice Aims to Solve (What was the problem and how was it attempted to be solved? Please explain in no more than 500 words.)	Footwear SMEs in the Aegean region, particularly in Izmir, face structural challenges in adapting to global trends such as digital transformation, sustainable production, and compliance with EU-level environmental regulations. Many SMEs lack access to modern technologies, design tools, prototyping facilities, and updated knowledge about environmentally friendly manufacturing techniques. The requirements of the European Green Deal also present additional pressure, as SMEs increasingly need to comply with carbon regulations, sustainable material standards, and eco-certification procedures to remain competitive in international markets. At the same time, the sector needs innovation-oriented support, including access to 3D design technologies, digital prototyping laboratories, and transformation-focused training programs to enhance productivity and modernize production. EGEAYSAD aims to solve these challenges by providing structured training, consultancy, and technological support to strengthen the region's footwear ecosystem and ensure SMEs are prepared for global competition.
E The Strategies the Good Practice Solves the Problem (Please explain in no more than 1000 words)	EGEAYSAD developed a multi-dimensional strategy to support SMEs in their digital and green transformation journey. These strategies include: **1. Capacity-Building Through Training** • Organizing **training programs on digital transformation**, including CAD/CAM design, digital production planning, and automation awareness. • Providing **training on environmentally friendly production techniques**, covering sustainable materials, chemical reduction, waste minimization, and circular economy practices. **2. Strengthening Innovation Infrastructure** • Planning the establishment of a **regional prototyping and 3D design laboratory**, offering

	SMEs access to modern tools that reduce design time and enhance innovation capacity. • Supporting SME designers and engineers in adopting 3D modeling and rapid prototyping technologies. **3. Consultancy for Green Compliance** • Offering consultancy services to help SMEs understand and comply with **European Green Deal obligations**, including carbon footprint calculations, sustainability reporting, and eco-certification procedures. • Supporting companies in aligning their production processes with international sustainability standards, improving competitiveness. **4. Enhancing Regional Collaboration and Sectoral Awareness** • Promoting cooperation between universities, technology centers, and SMEs. • Encouraging knowledge sharing among manufacturers regarding digital tools, innovation, and environmental responsibility. These integrated strategies help modernize the sector, reduce environmental impact, and strengthen the competitiveness of regional SMEs.
F. The Target Group of the Good Practice (Who benefited from this application? Please explain in no more than 500 words.) **(Businesses, Employees, Employers, Customers, Public Sector Non-Governmental Organizations, Society, etc.)**	• **Footwear SMEs in the Aegean region**, especially Izmir • **Designers and engineers** requiring digital and 3D tools • **SME managers and owners** preparing for European Green Deal compliance • **Sector workers**, benefiting from new skills and technological adaptation • **Regional industry ecosystem**, including suppliers and partners • **Consumers and society**, benefiting from more sustainable production practices
G.Stakeholders of the Good Practice (Other individuals, institutions, or organizations collaborated with in the implementation)	• SMEs in the footwear sector • Universities and design/engineering faculties • Technology providers (CAD/CAM, 3D systems, prototyping equipment)

	• Sustainability consultants and environmental experts • Regional development institutions • International partners focused on sustainability and digitalization
H. Success Factor(s) of the Good Practice (Please list them)	• Strong regional cooperation between industry and educational institutions • Access to new digital tools (3D design, prototyping) • Increased SME awareness of sustainability and EU requirements • Practical, needs-based training programs • Consultancy services that directly improve SME competitiveness • Strategic focus on innovation and transformation at the regional level
İ. Outputs and Outcomes Achieved from the Good Practice (How effective was the work, or what positive changes were made? Please explain in no more than 500 words.)	• Increased SME capacity in digital design and production technologies • Improved awareness and compliance with green transformation and EU sustainability regulations • Strengthened innovation ability through planned laboratory infrastructure • Enhanced competitiveness in international markets • Greater adoption of sustainable production methods in the regional footwear sector • Creation of a regional model for transformation-focused sectoral support
J. Cost/Benefits of the Good Practice (Including human, social, and economic costs and benefits)	**Costs:** • Establishing and maintaining training programs • Investment required for prototyping and 3D laboratory infrastructure • Consultancy service coordination and expert involvement • Administrative and operational costs **Benefits:**

	• Higher SME competitiveness and export readiness • Reduced environmental impact through greener production • Increased innovation capacity and faster design processes • Improved workforce skills and technological adoption • Strengthened regional reputation for sustainable and innovative footwear production
K. Other (Please add any posters, photos, links, or other visuals you'd like to include here)	
Title: TURQUALITY Brand Support Program – Participating Footwear Brands (e.g., Greyder, Polaris)	
A- Organization Information **A.1- Organization Name** **A.2- Legal Status of the organization** **A.3- Number of Employees** **A.4- Website:**	A.1- A.2- Private Sector Public Sector Public Program Supporting Private Sector Brands A.3- NA A.4- https://www.turquality.com.tr
B. Sector/Profession/Work in Which the Good Practice is Applied	Footwear manufacturing, branding, global marketing, sustainability management, and digital infrastructure development.
C. Category of the Good Practice	Green Transformation • Energy Efficiency and Renewable Energy • Waste Management and Circular Economy • Sustainable Product and Service Design • Water Conservation and Management • Green Supply Chain Management • Employee and Customer Awareness Programs • Carbon Footprint Reduction

	Digital Transformation • Smart and Automated Production Processes • Digital Marketing and E-commerce Strategies • Cybersecurity and Data Protection • Smart Logistics and Supply Chain Management • Digitalized Finance and Payment Systems
D. The Problem the Good Practice Aims to Solve (What was the problem and how was it attempted to be solved? Please explain in no more than 500 words.)	Many Turkish footwear brands face increasing global competition and pressure to improve efficiency, branding, and sustainability standards. Traditional production systems, insufficient digital infrastructure, and limited global brand recognition have made it challenging for these companies to maintain competitiveness. Furthermore, international markets increasingly demand sustainable products, carbon transparency, digital traceability, and strong brand identity—requirements that can be difficult for SMEs and mid-sized brands to meet without structured support. The TURQUALITY Brand Support Program was designed to solve these challenges by providing financial incentives, strategic consultancy, and long-term support. This enables footwear companies to invest in digitalization, modern marketing, sustainability reporting, and brand strengthening initiatives. The program helps firms close the technology gap, adopt sustainable practices, and integrate green and digital transformation into their long-term corporate strategy.
E The Strategies the Good Practice Solves the Problem (Please explain in no more than 1000 words)	The TURQUALITY Brand Support Program provides an integrated framework that enables footwear companies to modernize through both digital and green transformation. Key strategies include: **1. Strengthening Digital Infrastructure** • Investments in ERP systems, automation technologies, and data-driven decision-making tools • Development of e-commerce and omnichannel marketing platforms • Enhancing digital marketing capabilities to improve global brand visibility • Use of digital tools in supply chain management and production planning

	2. Supporting Sustainable Production and Brand Management • Encouraging companies to adopt **eco-friendly materials**, **responsible production methods**, and **sustainable product design** • Supporting the preparation of **sustainability reports**, **carbon footprint assessments**, and **environmental compliance documentation** • Promoting sustainable brand positioning in international markets **3. Improving Competitiveness Through Strategic Consultancy** • Brand strategy development, market research, and customer insight analysis • Corporate governance improvements • Strengthening R&D and design capabilities **4. Leveraging Government Incentives for Transformation** • Financial support for digital and green investments • Long-term program structure that rewards continuous improvement • Systematic performance monitoring to guide companies in their transformation journey Through these strategies, TURQUALITY acts as a catalyst for integrated sustainability and digitalization in the footwear sector.
F. The Target Group of the Good Practice (Who benefited from this application? Please explain in no more than 500 words.) (Businesses, Employees, Employers, Customers, Public Sector Non-Governmental Organizations, Society, etc.)	**Footwear companies participating in the TURQUALITY Program** **Brand managers and marketing teams** **Production and supply chain units** that benefit from digitalization **R&D and design departments** seeking innovation and sustainability alignment **Customers and international buyers**, who gain access to more sustainable and reliable brands **Turkish export ecosystem**, strengthened through globally competitive brands

G.Stakeholders of the Good Practice (Other individuals, institutions, or organizations collaborated with in the implementation)	• Footwear brands under the TURQUALITY Program (e.g., Greyder, Polaris) • Ministry of Trade (program authority) • Consulting firms specializing in branding, digital transformation, sustainability • Technology providers (ERP, automation, digital marketing tools) • International retailers and customers
H. Success Factor(s) of the Good Practice (Please list them)	• Strong government-backed support mechanism • Strategic investment in digital infrastructure • Commitment to sustainability and environmentally responsible production • Improved brand visibility in international markets • Integration of corporate governance and branding consultancy • Financial incentives enabling long-term planning
İ. Outputs and Outcomes Achieved from the Good Practice (How effective was the work, or what positive changes were made? Please explain in no more than 500 words.)	• Increased operational efficiency through digital investments • Stronger global competitiveness and brand presence • Improved sustainability performance and environmental reporting • Enhanced customer perception of sustainability • Better compliance with international regulations and ESG expectations • Growth in digital sales and omnichannel capabilities
J. Cost/Benefits of the Good Practice (Including human, social, and economic costs and benefits)	**Costs:** • Investment in digital technologies and systems • Costs associated with sustainability reporting and certification • Consultancy and training expenses • Brand development and international marketing costs **Benefits:** • Increased export competitiveness

	• Enhanced brand reputation and global recognition • Reduced production costs via digital optimization • Strengthened sustainability profile in international markets • Higher customer trust and loyalty • Long-term business resilience
K. Other (Please add any posters, photos, links, or other visuals you'd like to include here)	
Title: Gentaş Footwear	
A- Organization Information **A.1- Organization Name** **A.2- Legal Status of the organization** **A.3- Number of Employees** **A.4- Website**	A.1- Gentaş Footwear A.2- Private Sector Public Sector A.3- NA A.4- https://www.gentas.com.tr/renk/3190-leather/
B. Sector/Profession/Work in Which the Good Practice is Applied	Footwear production, digital prototyping, renewable energy use, waste management, carbon footprint measurement, e-commerce integration.
C. Category of the Good Practice	Green Transformation • Energy Efficiency and Renewable Energy • Waste Management and Circular Economy • Sustainable Product and Service Design • Water Conservation and Management • Green Supply Chain Management • Employee and Customer Awareness Programs • Carbon Footprint Reduction Digital Transformation • Smart and Automated Production Processes • Digital Marketing and E-commerce Strategies • Cybersecurity and Data Protection

	• Smart Logistics and Supply Chain Management • Digitalized Finance and Payment Systems
D. The Problem the Good Practice Aims to Solve (What was the problem and how was it attempted to be solved? Please explain in no more than 500 words.)	Footwear manufacturers face increasing pressure to reduce carbon emissions, modernize waste systems, and adopt digital technologies to stay competitive in both domestic and international markets. Energy costs, environmental regulations, and customer expectations regarding sustainability are rising, creating challenges for traditional production processes. Additionally, global supply chain demands and EU market requirements—such as carbon footprint reporting and traceability—require companies to strengthen their institutional capacity. Small and medium-sized footwear producers also struggle with outdated sampling methods, slow prototyping, limited digitalization, and insufficient adoption of CRM and e-commerce systems. Gentaş Footwear, operating in Gaziantep Organized Industrial Zone, addressed these challenges by investing in renewable energy, modern waste management, and digital transformation tools, aiming to build a competitive, sustainable, and future-ready production infrastructure.
E The Strategies the Good Practice Solves the Problem (Please explain in no more than 1000 words)	Gentaş Footwear has adopted a holistic transformation model that integrates renewable energy systems, zero-waste initiatives, and advanced digital technologies. **1. Green Transformation Strategies** • **Solar Panels on Factory Rooftops:** Installation of solar energy systems enables the factory to meet a significant share of its electricity needs from renewable sources. This reduces energy costs and carbon emissions. • **Modernized Waste Management Systems:** Waste sorting, recycling, and monitoring processes were upgraded to improve resource efficiency. • **Transition to a Zero-Waste Policy:** The company began implementing zero-waste principles, reducing environmental impact and complying with sustainability standards. • **Carbon Footprint Capacity Building:** Exporters to Europe now face mandatory carbon reporting; therefore, Gentaş has initiated

	institutional training and internal capacity development to comply with EU expectations. **2. Digital Transformation Strategies** • **3D Printing for Sample Production:** Sector-wide adoption—especially in Izmir and Istanbul workshops—has enabled faster prototyping, reduced waste, and improved design flexibility. Gentaş integrates these developments into its own process. • **Digital Design Platforms:** Integrating CAD/CAM and digital design tools accelerates product development and enhances precision. • **CRM and E-commerce Integrations:** Digital customer relationship management systems improve customer engagement and sales planning. E-commerce platforms help companies respond to changing retail trends and reach broader markets. • **Digital Supply Chain Tools:** Adoption of logistics and production planning systems improves traceability, productivity, and operational efficiency. These strategies reflect a comprehensive transformation aimed at sustainability, innovation, and competitiveness.
F. The Target Group of the Good Practice (Who benefited from this application? Please explain in no more than 500 words.) (Businesses, Employees, Employers, Customers, Public Sector Non-Governmental Organizations, Society, etc.)	• **Footwear manufacturers** (small, medium, and large enterprises) • **Production employees** benefiting from improved systems • **Designers and engineers** using 3D technology and digital design platforms • **Export-oriented companies** needing carbon reporting compliance • **Customers**, who benefit from better quality and sustainable products • **Society and the environment**, gaining from reduced emissions and waste

G.Stakeholders of the Good Practice (Other individuals, institutions, or organizations collaborated with in the implementation)	• Renewable energy providers (solar panel suppliers) • Waste management and recycling companies • Technology providers (3D printers, digital design platforms, CRM systems) • EU market regulators and sustainability certification bodies • Local workshops and SME manufacturers (especially in Izmir and Istanbul) • Industry associations and export unions
H. Success Factor(s) of the Good Practice (Please list them)	• Solar energy investment reducing operational costs • Strong commitment to zero-waste and sustainability standards • Adoption of 3D printing enabling rapid and cost-effective prototyping • Digital integration across e-commerce, CRM, and design systems • Sector-wide alignment with EU sustainability expectations • Enhanced competitiveness in international markets
İ. Outputs and Outcomes Achieved from the Good Practice (How effective was the work, or what positive changes were made? Please explain in no more than 500 words.)	Significant reduction in carbon emissions due to solar energy use Improved waste management efficiency through zero-waste practices Faster sample production cycles thanks to 3D printing Increased innovation capacity in design and manufacturing Better compliance with the European Green Deal requirements Enhanced customer experience through CRM and e-commerce integration Improved brand reputation for environmental responsibility

J. Cost/Benefits of the Good Practice (Including human, social, and economic costs and benefits)	**Costs:** • Solar panel installation and maintenance • Upgrading waste management systems • Investment in 3D printers and digital design tools • Training employees in carbon measurement and digital systems • Software and CRM integration costs **Benefits:** • Long-term energy cost savings • Reduced waste disposal costs • Faster prototyping, lowering development costs • Enhanced export competitiveness • Strengthened sustainability performance and transparency • Increased customer satisfaction and market reach
K. Other (Please add any posters, photos, links, or other visuals you'd like to include here)	
Title: Bursa Union of Chambers of Tradesmen and Craftsmen (BESOB)	
A- Organization Information **A.1- Organization Name** **A.2- Legal Status of the organization** **A.3- Number of Employees** **A.4- Website:**	A.1- Bursa Esnaf ve Sanatkarlar Odaları Birliği A.2- Private Sector Public Sector A.3- NA A.4- https://www.besob.org.tr
B. Sector/Profession/Work in Which the Good Practice is Applied	Tradesmen and craftsmen across multiple sectors such as bakeries, automotive repair, hair salons, textiles, footwear, dye houses, and small manufacturing enterprises.

C. Category of the Good Practice	Green Transformation • Energy Efficiency and Renewable Energy • Waste Management and Circular Economy • Sustainable Product and Service Design • Water Conservation and Management • Green Supply Chain Management • Employee and Customer Awareness Programs • Carbon Footprint Reduction Digital Transformation • Smart and Automated Production Processes • Digital Marketing and E-commerce Strategies • Cybersecurity and Data Protection • Smart Logistics and Supply Chain Management • Digitalized Finance and Payment Systems
D. The Problem the Good Practice Aims to Solve (What was the problem and how was it attempted to be solved? Please explain in no more than 500 words.)	Tradesmen and small businesses in Bursa often face challenges related to inefficient energy use, lack of environmental awareness, high waste generation, and limited access to financial resources for sustainability investments. Many micro and small enterprises—including bakeries, auto repair shops, hair salons, textile workshops, and dye houses—lack the institutional capacity to adopt green technologies or sustainable business models. Additionally, with the European Green Deal reshaping market expectations, SMEs face growing pressure to measure carbon footprints, manage environmental impacts, and transition toward more sustainable production. Without structured support, many small enterprises struggle to meet these emerging standards. BESOB aims to solve these challenges by providing education, consultancy, awareness campaigns, and access to financial and technical support mechanisms to strengthen green transformation at the local level.
E The Strategies the Good Practice Solves the Problem (Please explain in no more than 1000 words)	BESOB implements a comprehensive set of strategies designed to increase environmental sustainability among its member businesses. **1. Training and Awareness Programs**

	• Offering **energy efficiency training** for various sectors (bakeries, auto repair shops, hair salons, etc.). • Conducting **environmental awareness sessions** to encourage responsible resource use. • Providing sector-specific guidance on reducing energy, water, and chemical consumption, especially in textiles, footwear, and dye houses. **2. Zero-Waste and Recycling Initiatives** • Supporting **waste separation practices** and promoting the collection of recyclable materials. • Holding informational meetings to improve awareness about recycling and responsible waste management. • Encouraging businesses to transition toward **zero-waste policies**. **3. Promotion of Renewable Energy** • Conducting outreach on the benefits of **rooftop solar energy systems**, particularly in industrial zones and small enterprises. • Guiding members on application processes and feasibility steps for solar installations. • Providing consultancy to help businesses access financial support from institutions such as **KOSGEB** and **BEBKA**. **4. Environmentally Friendly Production Methods** • Advising SMEs on production techniques that use fewer chemicals, less energy, and reduced water consumption. • Offering technical mentoring for environmentally friendly practices in sectors such as textiles, dyeing, footwear, and small manufacturing. **5. Cooperation with EU Projects and Development Agencies** • Partnering with regional development agencies and EU-funded projects to help SMEs comply with the **European Green Deal**. • Supporting carbon footprint measurement and environmental impact analysis. • Helping enterprises develop **sustainable business models** aligned with international requirements.

	Through these strategies, BESOB enhances local environmental awareness and enables tradesmen to actively participate in green transformation.
F. The Target Group of the Good Practice (Who benefited from this application? Please explain in no more than 500 words.) (Businesses, Employees, Employers, Customers, Public Sector Non-Governmental Organizations, Society, etc.)	• Tradesmen and craftsmen in Bursa • SMEs in sectors such as textiles, footwear, dye houses, automotive repair, and food production • Business owners seeking access to renewable energy systems • Employees benefiting from awareness and sustainability training • Local communities benefiting from improved environmental practices • Public agencies and development partners supporting green transformation
G.Stakeholders of the Good Practice (Other individuals, institutions, or organizations collaborated with in the implementation)	Member chambers of BESOB KOSGEB BEBKA (Bursa Eskişehir Bilecik Development Agency) Municipalities and local environmental units EU-funded programs and international partners Recycling companies and renewable energy suppliers
H. Success Factor(s) of the Good Practice (Please list them)	• Strong institutional structure of BESOB • Ongoing cooperation with development agencies and EU projects • Accessibility of training and consultancy services • Sector-specific guidance tailored to SME needs • Effective promotion of renewable energy systems • Growing member engagement in sustainability actions
İ. Outputs and Outcomes Achieved from the Good Practice (How effective was the work, or what positive changes were made? Please explain in no more than 500 words.)	• Increased awareness of energy efficiency among tradesmen • Enhanced adoption of recycling and zero-waste practices • Growing interest in and adoption of solar energy systems • Improved compliance with environmental regulations and the European Green Deal

	• Reduced environmental impact through better production methods • Strengthened local capacity for sustainability-oriented business models
J. Cost/Benefits of the Good Practice (Including human, social, and economic costs and benefits)	**Costs:** • Training program organization costs • Consultancy, technical support, and outreach expenses • Research, reporting, and coordination efforts with partner institutions **Benefits:** • Reduced energy and waste-related expenses for SMEs • Improved environmental sustainability across local sectors • Increased access to renewable energy and financial incentives • Enhanced SME competitiveness through alignment with EU environmental standards • Strengthened community awareness and environmental culture
K. Other (Please add any posters, photos, links, or other visuals you'd like to include here)	