



Country:	Turkey
Member/Company	TUSIAD (Turkish Industry & Business Association)
Initiative	Multiple initiative

## Overview

### TÜSİAD Bu Gençlikte İş Var! (“These Young People Have Potential!”)

“These Young People Have Potential!” (TÜSİAD Bu Gençlikte İş Var!) is an entrepreneurship programme providing an opportunity for university students and recent graduates. Within the framework of this Programme, our aim is; to raise entrepreneurial awareness all around Turkey; to introduce entrepreneurship as an alternative career path to the youth; to generate alternative solutions to the problem of youth unemployment; to contribute Turkey’s entrepreneurship ecosystem by gathering different actors in the ecosystem.

What we see is, not only in Turkey, also globally, one of the major problems of entrepreneurs is lack of information and experience. We seek to offer our knowledge, network and experience to the “entrepreneurs-to-be”, in return we would like to get know their agenda, expectations, priorities and in other words, the future of doing business.

We believe that our programme “These Young People Have Potential!” is a unique journey by itself. All the applicants are entitled to participate to an online education program. Teams that are successful at selection period are invited to boot camp. During the last day of the boot camp the participants present their business ideas to the mentors, all members of TÜSİAD. Teams selected by mentors develop their business ideas and prepare their business plan under the guidance of their mentor. These teams are offered free digital products and services to improve their business. The Semi-Final Jury evaluates the business plans they prepare, and five teams among them are supported by TRY 20,000 each. The five finalist teams work to develop their business ideas until the final ceremony. In the Final Ceremony, the teams selected by the Final Jury receive a total of TRY 100,000 cash support.

On this journey we embarked on 10 years ago, we have received applications from more than 20 thousand young people, more than 250 universities, and 19 countries. The numbers are not the only part that has been developed over years, the impact on the entrepreneurship ecosystem also has been developed. Our alumni began to be actors of the entrepreneurship ecosystem, build successful ventures, and contribute our boot camp as guest speakers.

Website: <https://www.bugenclikteisvar.com/>

### Dönüşümü Başlat (“Start Transformation”)

The main topics of global challenges are shifted with the appearance of COVID 19 Pandemic and these challenges are in need of innovative solutions. The entrepreneurship concept which is innovative by its nature, has adopted itself in a rapid way for the challenges appeared with COVID 19 Pandemic and became one of the main tools which can support recovery of the global economy at post Pandemic era. Many of trainings and activities related to entrepreneurship have been transformed to digital platforms but nevertheless the efficiency of the entrepreneurial works have been questioned and obviously there is a need for handling the concept of entrepreneurship with a new point of view which will also encircle the needs and new challenges at post COVID 19 era which we are going to observe it’s effects even the disease part of the pandemic ends.

In this perspective, in the coming months, we will announce a new project called “Start Transformation” (Dönüşümü Başlat). With this project, we aim to establish an online platform that will provide entrepreneurship education and mentoring support to young people.

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a jury consisting of TÜSİAD members, experts, and entrepreneurs 200 young people will be to continue with the programmes next stage, mentorship. Mentoring sessions will be held in groups online.

## **İşim Gücüm Geleceğim (İGG) (My Job, My Power, My Future)**

With the rapid rise of new generation technologies, there is a radical transformation process in the way of doing business and in the professions of the future. Qualified workforce equipped with 21st century digital skills and competencies in order to provide sustainable competitive advantage is increasing its importance day by day.

TÜSİAD considers the implementation of effective policies for Turkey's talent transformation as one of its priority issues in the digital age. In this context, it carries out studies and projects to contribute to the creation of a qualified workforce with digital skills and competencies needed by the business world.

İGG is aimed to develop the digital competencies and skills of students and young professionals through a free online education platform, focusing on new generation technologies. In addition, it is aimed to help young people meet the professions of the new age and meet employment opportunities in these fields.

Website: <https://isimgucumgelecegim.org/>

## **STEM**

Towards the target of transformation into information society and digital economy, the importance of qualified labor force, especially the labor force trained with STEM+A (Science, Technology, Engineering, Mathematics + Art) approach, is getting more critical. In today's world, where Industry 4.0 transformation is advancing, the need of creative, innovative, inter-disciplinary thinking individuals with advanced IT skills is increasing. That makes STEM+A education extremely critical for economies. To this end, TÜSİAD carried out projects on STEM education since 2014.

Projects 2014-2019:

- STEM Summit (2014)
- STEM Reports
  - i. Expectations and Needs for STEM Educated Workforce Report (2014)
  - ii. The STEM Need For Turkey 2023 Report (2017)
- STEM Days
- STEM+A Cartoon Movie with Pepee
- TUSIAD STEM Kit and Teacher Training Project (In collaboration with Bahçeşehir University STEM Center) 2017-2018
- TUSIAD STEM Teacher Training Project for Vocational High Schools (In collaboration with İstanbul Aydın University STEM Center) 2018-2019
- Communication Campaign

Website: <http://www.tusiadstem.com/>

## **"PISA 2012 Assessment: Recommendations for Data-Based Education Reform in Turkey" Policy Note (2014)**

The policy document has been prepared by Prof. Selcuk Sirin from New York University and Assist. Prof. Sinem Vatanartran from Bahcesehir University in order to compare the education system in Turkey with other education systems in the world and to propose new education policies for our country based on PISA 2012 results. With the aim of presenting "data-based education reform recommendations" for Turkey, the study includes the performance of the 15-year-old student group in Turkey in the PISA league in terms of mathematics, science and reading skills, the characteristics of the countries that were successful in PISA, and the experiences of the countries that made educational reforms.



The policy document has been launched with an event in 15th of February 2014 and Mr. Andreas Schleicher, Director of Education and Skills, attended the event as keynote speaker.

Website: <https://tusiad.org/tr/yayinlar/raporlar/item/7429-pisa-2012-degerlendirmesi-turkiye-icin-veriye-dayali-egitim-reformu-onerileri-politika-dokumani>

## **“Social and Emotional Learning Skills: Key to Work and Life Competencies on the Threshold of the New Industrial Revolution” (2019)**

The report has been prepared by a group of academicians from Boğaziçi University Peace Education and Research Center, with the aim of underlining the importance of the Social and Emotional Learning (SEL) skills. and focused on definitions of Social and Emotional Learning its significance and the current status of SEL skills, both globally and locally in Turkey. In addition, three focus groups respectively comprising representatives from the business world, education and youth in Turkey were conducted to gather representative views regarding (SEL). And lastly, workshops were undertaken with representatives from public sector, private sector, NGOs and education sector to acquire their views.

The findings of the report indicate that the development of SEL skills should become an essential and integral focus for both formal and informal education in Turkey. To this end, a broad-scope cooperation between government organizations, especially the Ministry of National Education and universities, non-governmental organizations and the business is called for, along with multi-institutional cooperation targeting the development and implementation of SEL programs.

The report was launched on 6th November 2019 with the participation of Mr. Miloš Kankaraš (Project manager of the Study of Social and Emotional Skills at OECD) as the keynote speaker in order to give a framework about the upcoming international research of OECD on this topic.

Website: <https://tusiad.org/tr/yayinlar/raporlar/item/10450-sosyal-ve-duygusal-ogrenme-becerileri>