



## **Innovation Prize : Creative cafe and Innovation Campus at TEB**

TEB, the Turkish Bank of BNP Paribas, has won an Innovation Prize in the Managerial Practice encouraging Innovation category for the Creative Cafe and Innovation Campus project. Nilsen Altintas Hello !

**You are Head of Communication for TEB. Firstly, can you tell us about TEB ?**

TEB, I mean, in its starting point, name of TEB was Kocaeli Bankası T.A.Ş., and it was acquired by Çolakoğlu Group in 1982 and then renamed as Turkish Economy Bank Inc. The bank is the founder of and principal stockholder in most of the members of the TEB Group. And TEB is concentrating its policy on foreign trade finance and on investment advice and rated process reports.

But after BNP Paribas's joint venture, starting from 2005, TEB became the fastest-growing bank in Turkey. And today, TEB is active in the areas of corporate banking, commercial banking, retail banking, and private banking, as well as treasury and capital markets brokerage, so especially after the joint venture, retail banking and SME banking are the areas that we are highly focused on.

**And what are the Creative Café and the Innovation Campus ?**

Creative Café is the latest innovation trend. The aim is to integrate all innovation issues with, not only with the employees but also for, together with all of our stakeholders, so we thought that if we will innovate together, with our customers, so we could leverage our innovative competencies. So Creative Café is based on this idea "innovation with customers". So in this CreativeCafé, we invite our customers and also our employees. We call it the Innovation Day, and in this activity we invite some lecturers, some opinion leaders related with innovation, and in the first day, more than 4000 ideas were generated together with the customers and employees.

Innovation Campus is a different activity. In innovation Campus, we invite young university graduates or the university students in the third or the last years of their university study. So we invite them to our Formation [Academy. They are participating in innovation workshops, and during those two days workshop, they are being able to develop their innovation competencies, and also our recruitment team, they are being able to observe those young people, and they determine their competencies related with team working, related with innovation and communication skills, and then we select new graduates after those innovation Campus for our TEB talent force.

**What are the benefits for the clients ?**

Most is indirect since we are being able to hire very high talented young graduates, so when they join with the group, they are really bringing high dynamism to our group. Also they are generating new ideas of course, so they really add value to our innovation processes, so of course at the end of those processes, the products and services what we provide for our customers are being much qualified, I mean, more innovative, so this is the benefit for our clients.

**And the outcomes for TEB and for the Groups ?**

For the group, you know, nowadays all the banks, they are really competitive, so everybody likes to gain advantage in this competitive environment, so through those studies first and we are producing more innovative products and solutions for our customers of course. This ends up with some financial results



and also through those two activities, with Creative Café and Innovation Campus, the brand communication, TEB known as very innovative Bank, and so this leverages our brand's perception and visibility with lower costs, so instead of allocating high PR (public relation) brand marketing budgets which results in high cost-reduction in the PR costs.