



03-20-2009 - TEB Club presentation

Journalist: TEB has launched its club, a structure to organize various social activities for TEB employees. Here to talk to us about it is Nilsen ALTINTAS. Hello.

Nilsen ALTINTAS: Hello.

Journalist: You are head of Human resources for TEB Group. First of all, can you present the TEB Club and perhaps give us an example of one of its activities that illustrates TEB's commitment to social responsibility?

Nilsen ALTINTAS: Under the TEB Club activities in social responsibility, we have three types of projects. One is a charity run, the other one is Bookworm Project and the third one is Take Disabled Campus.

Charity run is for non educated girls. We are supporting very young non educated girls by running in Eurasia Marathon and other charity runs, with donations from the bank employees.

The other one is Bookworm Project. In this project, we collaborate with Bosphorus University. Some of TEB's employees volunteer to read books to blind people and those readings are recorded in the archives of the University's library for public usage.

The third project is TEB Innovation Campus for Disabled Students. We are providing a training program which includes trainings and workshops on innovation and teamwork, and also some entertaining activities for ambitious and talented but physically disabled students at junior, senior and graduate level in the universities.

Journalist: How are these activities important for your business?

Nilsen ALTINTAS: Those activities enhance employees' motivation and feeling of loyalty as being part of a big family, a sense of belonging, a sense of responsibility to all their community and environment.

These activities are important for team building and reinforcing relations among employees as well. Also, it increases the reputation of our bank in terms of social responsibility and it increases the loyalty of our customers. The customers like and are in fact very much impressed by the reputation of our bank's activities and their value to the social commitment.

Journalist: How does the Club's website contribute to its purpose?

Nilsen ALTINTAS: This website has helped very much to inform all of our employees on ongoing activities, on latest news and to get an opportunity to share their own ideas and suggestions as well. There are various modules in this website. It is also a very interactive website. Especially in this crisis environment, nowadays, it has to increase the motivation of our employees very much.

Journalist: Nilsen ALTINTAS, thank you.

Nilsen ALTINTAS: Thank you.