

# Smart START-UP

## Sustainable Entrepreneurs



*Let yourself get inspired by real stories of the Sustainable Entrepreneurs from the Mediterranean! Meet the entrepreneurs that will visit and share their entrepreneurial experiences during the SMART Start-up Training from the 14<sup>th</sup> – 17<sup>th</sup> of February 2012 in Istanbul, Turkey.*

You will have an opportunity to meet the following entrepreneurs:

### Day 1 - 14 February 2012

- “Design and Innovation for Sustainable Living ” – Product Design, Pinar Öncel, Merve Titz, Tuna Ozcuhadar
- “Garbage Ladies of Turkey” – Çöp(m)adam, Melih Özsöz

### Day 1 - 15 February 2012

- “How eco-friendly products of STEPPEN help to save natural resources?” - STEP OTOMOTIV KALIP SAN ve TIC. A.S., Muge SERT
- “The Story of Buğday: A Grassroots Organization in Turkey” - Buğday Association for Supporting Ecological Living, Yonca Demire

### Day 3 - 16 February 2012

- “Crowd sourcing Solutions for Environmental and Social Issues” – Enviu, Oriol Pascual



## Design and Innovation for Sustainable Living

### Company Name

Ms. Merve Titiz  
Ms. Pınar Öncel  
Mr. Tuna Özçuhadar

### Entrepreneur's Name

Design and Innovation for Sustainability

### Title of the presentation

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## BRIEF DESCRIPTION

Design is a critical factor for sustainability. Being design professionals (two industrial designers and a design manager) passionate about sustainability, we are focusing on designing innovative product-service systems for sustainability. A Product-Service System (PSS) can be defined as the result of an innovation strategy, shifting the business focus from designing and selling physical products only, to selling a system of products and services, which are jointly capable of fulfilling specific client demands. Although PSS do not necessarily lead to sustainable solutions, it offers us a useful and promising concept to move in the direction of sustainability.

Before we decided on starting up a business together, we were already enthusiastic to work on sustainability. We had the first working experience together in 2009 at the first Eco-design meeting in Istanbul. Our observations and working experiences related to business, especially to the ever-growing sustainability field in Turkey showed us that differentiating a service is quite difficult. This thought shaped our perspective and lead us to think about our strongest features. Otherwise it would be very hard to prioritize among several methods and approaches addressing to different aspects of the sustainability challenge. Although our common interest and background is about design and creative thinking, it was still hard in the beginning to narrow our focus. So we checked the market and economic trends in Turkey with respect to sustainability, such as; deficient regulations, lack of incentives, business as usual, the short term needs of business - especially of SME's, short term thinking in general with respect to sustainability;

On the other hand, there is a general policy to support entrepreneurship and innovation in Turkey. Combining with our design backgrounds; we decided to consider sustainability aspect as default without putting too much emphasis; and focus on innovation and design; therefore create an opportunity for our work.

So our business' aim is to assist in re-orienting current unsustainable trends in production and consumption practices by designing product-service systems where products and services complement each other in the most efficient way and are able to satisfy fundamental human needs.



Çöp(m)adam

Company Name

Melih Özsöz

Entrepreneur's Name

„Garbage Ladies of Turkey”

Title of the presentation

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### BRIEF DESCRIPTION

In the ten minutes it takes to read this entry, 5.000.000 tons of waste will be produced worldwide. When it comes to reducing environment impacts, nothing is more important to us than growing and living in a sustainable way on our planet.

When revamping its corporate social responsibility efforts, Unilever Turkey and Sabancı University strived to contribute to a community-based project that would allow the company and the university to address current social needs of Turkey, ranging from waste reduction to women empowerment. Çöp(m)adam is such a project. In the last two years Unilever and Sabancı joined forces in order to contribute more effectively to our planet. They carefully researched to identify gaps in the marketplace and provide meaningful solutions to critical issues, while simultaneously aligning with both sponsors's business and sustainability objectives.

Questioning what is worth saving or not, Çöp(m)adam started as an experimental project in Western Turkey addressing the issues of women's employment and the importance of recycling/re-using; and aims to utilize waste in a creative, aesthetically and unique way. Unilever Turkey got into the picture as the “Main Sponsor”, committed itself by sharing its waste and PR services. Sabancı University contributed to the project with its policy towards civic involvement. The result; Çöp(m)adam, the newest fashion trend in handbags, are sweeping Turkey and putting shopper's money towards a good cause. A cause that in one hand touches the issue of women empowerment, on the other waste reduction. Made entirely out of wrappers, a less-fortunate group of Turkish women have created a one-of a kind accessory that puts glamour into recycled goods. Made especially for ladies, these trendy bags give flavour to fashion, support the enhancement of awareness on environment.

Caring for women: The Garbage Ladies of Turkey (a group of women who have never earned a living in their lifetimes; in Turkey 3 out of 4 ladies are unemployed) found an opportunity in the tons of trash hitting landfills every day. These women transform this ‘trash’ into a collection of eco-chic handbags for the fashion forward female, and create a living for themselves out of it.

Caring for the environment: In a world in which everyday is characterized by excesses, waste and pollution, Çöp(m)adam sets out to demonstrate that there is another way. Hardly anything is thrown away. We seek our inspiration from waste and left-over materials. Our designs show that recycling really does not need to be boring. People are often amazed to hear that raw materials used in our products are normally packaging of ice-cream, soup etc. - products they use daily in their lives. For this reason we continuously look for new opportunities to find a new use for waste materials. Çöp(m)adam Project is realized in cooperation with Unilever Turkey and Sabancı University Civic Involvement Projects.



STEP OTOMOTIV KALIP SAN ve TIC. A.S.

Company Name

Muge SERT, Sales Manager

Entrepreneur's Name

How eco-friendly products of STEPPEN help to save natural resources?

Title of the presentation

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### BRIEF DESCRIPTION

STEPPEN produces sustainable ball point pens in Turkey since 1992. The sustainable pens are completely eco-friendly, and are produced according to internationally recognized certification schemes. Our pens, named Gökнар and Erguvan are the first eco-friendly pens produced with biodegradable plastic and recycled paper in Turkey. In 2009 these pens were rewarded by the Istanbul Chamber of Industry with the "ISO SME Eco-friendly Product Award". By 2011 biodegradable plastics were used for each product we produced.

By producing sustainable stationery we contribute to various aspects of sustainability, hence we contribute to the United Nations Global Compact initiative that focuses on responsible behavior towards employees and the environment, by:

Socially: for the assembly of pens, housewives and unemployed peoples are being employed. Herewith we provided during the last 10 years 200 persons with the opportunity to earn their income.

An example of environmental gains we achieve by delivering pencils made from waste paper:

- Paper can be reused up to five times. Using waste paper instead of new paper saves 25-70% energy, 60% reduction in air pollution, 40% reduction in water pollution, 60% water saving and reduces 40% of the garbage volume.
- 70 kg of waste paper saves filing one tree. One big tree can meets the need for daily oxygen of 72 people.

STEPPEN rapidly grows and is on its way to become an international brand. We succeed in doing so based on our focus on innovation, eco-friendliness, quality and meeting international standards.



Buğday Association for Supporting Ecological Living

Company Namey

Victor Ananias

Entrepreneur's Nyame

The Story of Buğday: A Grassroots Organization in Turkey

Title of the presentation

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#### BRIEF DESCRIPTION

Buğday Association is a not-for-profit NGO active in the field of ecological living in Turkey. Main goals are to raise awareness and susceptibility in individuals and in the society as a whole towards ecological living; to propose solutions to problems created by the disruption of the ecological balance that is taking place at an irrecoverable pace; and to support life that is in peace with nature. The organization supports existing modes of environmentally friendly traditional rural life practices found in the villages and undertakes initiatives in succession to develop new models to this end. Buğdayengages in projects like 100% Organic Market, TaTuTa and BAHÇE that have significant social and environmental impact while maintaining and expanding a communication network reaching thousands of people each month.

Bringing a holistic view to ecological living, Buğday's initiatives have created significant sociological effects in several ways: from decreasing poverty, to growing awareness for biodiversity, to assisting in local development. Both the production and consumption processes of organic products are strengthened, and the actors that are involved in the process benefit from the interaction, information, experiences and opportunities on offer. The 100% Organic Market loosens people's prejudices about organic products and also gives the producer a chance to make profits through healthy and high quality production. The TaTuTa network brings people engaged in organic production together and works to raise consciousness about protecting the environment.

100% Organic Market: In 2006, for the first time in Turkey, a market where only certified organic products are traded, was made a reality under the leadership of Buğday. The association actively supported the government in developing the organic farming legislation and brought together all stakeholders; local government, farmers, consumers, certification agencies, and sponsors. With this project Buğday provided a sales channel for organic farmers. In the following years, three additional organic markets have opened up in Istanbul under the leadership of Buğday and with the collaboration of local governments. Sales per day (winter season of 2011) at the Şişli market alone exceeded 14 tons. In addition, the market has set an example for other associations and institutions.



Enviu

Company Name

Oriol Pascual

Entrepreneur's Name

Crowdsourcing Solutions for Environmental and  
Social Issues

Title of the presentation

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#### BRIEF DESCRIPTION

Enviu starts world changing companies. The companies are aimed to create social and environmental impact. We do this together with the crowd. Enviu works together with a large international community of entrepreneurs, professionals, businesses and universities. Over 8,000 people in this community dedicate their talent, experience and knowledge on a voluntary basis. Together with them, Enviu finds a commercial solution to a social or ecological problem and develops this idea into a business solution.

We call these solutions WOW! ideas, and actively bring them to the market.

Enviu operates according to the principle of 'the economy of the crowd'; an economy where companies create value for both people and the planet. We would like to maintain our quality of life, end poverty and restore our planets eco-systems at the same time. This is why we believe our economy needs new models for production, distribution, education and business.

This economy is driven by young innovative ventures. The companies are aimed at creating access to quality of life for as many people as possible in a sustainable way. So we design our products and services to re-use, use as limited resources as possible and power our companies with clean energy.

Enviu is responsible for world changing companies like the Sustainable Dance Club, Yummm, Three Wheels United, and Open Source House, as well as for the clean tech business incubator Dnamo.