

EKOLOG33 (<http://www.ekolog33.org>)

Ekolog33, is the acronym for the project of Mersin Young Businessmen Association granted from the programme “Promotion of the Civil Society Dialogue Between EU and Turkey-Youth Initiatives for Dialogue”. The original name of the project is “Young Ecological Entrepreneurs in Mersin”. Duration of the project is 16 months starting from 7th of July 2008. “33” is the traffic plate number of Mersin and “ekolog” means ecologist in Turkish.

▪ **OVERALL OBJECTIVES**

1. To contribute to sustainable development goals, to strengthen civil society dialogue between Turkish and European NGOs within the frame of youth policies and youth employment, and to support NGO activity in this area.
2. To contribute to the improvement of socioeconomic structure of Mersin by increasing youth employment.

▪ **SPECIFIC OBJECTIVES**

1. To promote and to encourage ecologic entrepreneurship in Mersin.
2. To improve utilization of natural resources effectively with business ideas suiting to 3E principles(energy,environment, economy)
3. To increase employment with young ecopreneurs in Mersin.
4. To raise awareness about ecological concepts in Mersin and to encourage NGO activities in this area.To raise awareness about the potential of Mersin for eco-agriculture and eco-tourism.
5. To promote mutually beneficial and sustainable relationships with European partners.

▪ **MAIN ACTIVITIES**

- Preliminary Activities
- Organization of conference
- Finalization of course contents
- Selection of the applicants
- Training programme
- Selection of successful participants
- Study visit to Antigone, Greece
- Setting up project office
- Study visit to Circolo Festambiente, Italy
- Production of guidelines from course notes
- Counselling on how to start a business and to find funding for ecopreneurs

▪ **EXPECTED RESULTS**

1. Trained young ecologic entrepreneurs in Mersin
2. Trained activists who have the potential to be society leader to volunteer to the NGOs.

PROJECT PARTNERS

- **COORDINATOR: MERSİN YOUNG BUSINESSMEN ASSOCIATION (MEGİAD)**

Mersin Young Businessmen Association has been established in year 2004. MEGİAD aims to mentor young businessmen and young entrepreneurs in Mersin and also contributes to the cooperation between existent businessmen in Mersin. There are 60 registered members to MEGİAD as of today. MEGİAD is a member of South and Southeast Young Businessmen Association(GİAF) and also an active member of Turkey Young Businessmen Association(TÜGİK) by participating in Management Boards.

MEGİAD particularly features the development of entrepreneurship. One of the most important projects is Girişimci33 funded by EU. MEGİAD has cooperated with Mersin Chamber of Commerce and Industry in this project as a partner. Project “Ekolog33” has been prepared and proposed to “Promotion of Civil Society Dialogue Between EU and Turkey, Youth Initiatives” Grant Programme and it is one of the projects co financed by European Union. MEGİAD is the coordinator of Project “Ekolog33”

- **PARTNER: CIRCOLO FESTAMBIENTE (LEGAMBIENTE’S NATIONAL OFFICE)**

Legambiente is the most widespread environmental organization in Italy, with 20 Regional branches, more than 1,500 local groups in the whole country and more than 115,000 members. It is acknowledged as “association of environmental interest” by the Ministry of the Environment; it represents the UNEP National Committee for Italy, it is one of the leading member of EEB (“European Environmental Bureau”) the Federation of European environmental organization, and of IUCN - the World Conservation Union. The headquarter is in Rome, with a staff made up of fifty professionals and experts on different fields of activity.

Among the most important activities of Legambiente are the awareness and monitoring national campaigns, which put together the scientific analysis of environmental quality with the public awareness and mobilization to protect the environment, as Festambiente, the national festival of Legambiente.

<http://www.legambiente.eu/>

<http://www.legambienteonline.it/>

In Ekolog33, Legambiente is supposed to transfer best practices in ecologic agriculture and ecologic tourism in Europe and introduction of ecopreneurship in Mersin.

- **PARTNER: ANTIGONE INFORMATION AND DOCUMENTATION CENTRE ON RACISM, ECOLOGY, PEACE AND NON-VIOLENCE**

ANTIGONE - Information & Documentation Centre on Racism, Ecology, Peace and Non Violence is a non governmental organisation based in Thessalonica with offices in Athens. Since 1995 it is active in issues concerning human rights, ecology, peace and non-violent conflict resolution in close cooperation with the "Ecological Movement" of Thessalonica.

ANTIGONE has collected information and created a database with information on all organisations and national actors active in the fight against racism and xenophobia in Greece. 6 full time staff and 12 part time staff works for Antigone.

<http://www.antigone.gr/>

In Ekolog33, Antigone is supposed to introduce active EU citizenship and youth employment policies in Europe and also transfer of the best practices of eco-preneurship in Greece to Mersin.

▪ **ASSOCIATE ORGANIZATION: MERSİN CHAMBER OF COMMERCE AND INDUSTRY(MTSO)**

MTSO, is an associate of the project. After completing the “Girişimci33”, they also support Ekolog33 and contribute to the promotional and dissemination activities of the project.

TRAINING PROGRAMME

Training programme in the project comprised of 2 stages: At the 1st stage, general entrepreneurship education was provided and ecological concepts were introduced to the candidates. At the 2nd stage ecologic agriculture and eco-tourism courses were given. Courses have been conducted at weekends during 4 months.

1st Week:

General Course 1: Entrepreneurship(4 hours)

What skills needed to be an entrepreneur? What are the limiting factors preventing a person to become an entrepreneur and how to break these links? How to become an entrepreneur?

General Course 2: Entrepreneurship and sustainable development(4 hours)

2nd Week:

General Course 3: Ecopreneurship and its role in sustainable development(4 hours)

General Course 4: Role of NGOs in achieving sustainable development goals(4 hours)

3rd week:

General Course 5: Introduction to Law(2 hours)

General Course 6: Introduction to Accounting(2 hours)

General Course 7: Project Writing Techniques(4 hours)

4th week:

General Course 8: Developing a work plan for a business idea(8 hours)

5th week: Selection of themes

General course 9: How to start an eco-business(4 hours)

General course 10: How to promote your business on internet and e-commerce applications-1(4 hours)

6th week:

General course 11: How to promote your business on internet and e-commerce applications-2(8 hours)

7th week: Eco-agriculture group

Course 1: Agricultural applications: Environment and Health (2 hours)

Course 2: History of Eco-agriculture(1 hour)
Course 3: Basic principles of eco-agriculture (3 hours)
Course 4: Eco-agriculture techniques-1(2 hours)

8th week: Eco-agriculture group:
Course 5: Eco-agriculture techniques cntd.(8 hours)

9th week : Eco-agriculture group
Course 6: Eco-agriculture techniques(6 hours)
Course 7: Certification systems(2 hours)

10th week: Eco-agriculture group
Seminar: A success story: a representative from an eco-agricultural producer or certification entity.

11th week: Eco-tourism group
Course 1: Tourism types and place of eco-tourism in economy(4hours)
Course 2: How to start eco-tourism?(4 hours)

12th week: Eco-tourism group
Course 3: Eco-labelling in Europe(4 hours)
Course 3: Role of traditional products in eco-tourism(4 hours)

12th week: Eco-tourism group
Course 4: Possible eco-tourism opportunities in Mersin (4 hours)
Seminar: A success story: a representative from an eco-touristic facility

13th week: Not-for profit group
Course1: Project Cycle Management(8 hours)

14th week: Not for profit group
Course 2: Project Cycle Management (8 hours)

15th week:
Course 3: An application for how to write a proposal(6 hours)
Course 4: Possible funding resources for NGOs (2 hours)

16th week: Seminar

At the last week of the trainings, Ms. Pavlina Lazaridou, expert and trainer from our Greek partner NGO, Antigone visited Mersin and gave a seminar about active citizenship to the candidates at “not-for-profit theme”. She also talked about success stories and gave examples from the projects completed by Antigone, particularly youth projects. This seminar was open to the public as well as it was a part of the training programme.

BEST PRACTICE CONFERENCE OF ECOLOGICAL ENTREPRENEURSHIP

Within the project, “International Best Practice Conference of Ecopreneurship” have been organized on 28th November 2008. Speakers at the conference talked about ecologic entrepreneurship examples from all over Europea and they discussed the opportunities in Mersin.

RELATED LINKS

<http://www.cfcu.gov.tr> (Central Finance and Contracts Unit of Turkey)

<http://www.abgs.gov.tr> (European Union General Secreteriat)

<http://www.csdproject.net> (Civil Society Dialogue Project)

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