

Empowering Women Entrepreneurs: Advancing Clean Energy Solutions Post-Earthquake in Türkiye

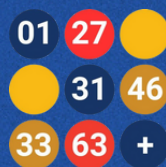
CFLI Final Report

- **Adana**
- **Gaziantep**
- **Hatay**
- **Şanlıurfa**
- **Kahramanmaraş**



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INTRODUCTION

“Empowering 100 Women Entrepreneurs in advancing clean energy solutions in post-earthquake provinces of Adana, Gaziantep, Hatay, Şanlıurfa, and Kahramanmaraş”

seeks to address the economic and environmental impact of the earthquake on small and medium-sized enterprises (SMEs) owned by women.

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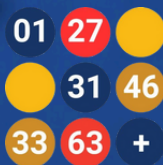
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Project Details

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Project Number	CFLI-2024-2025-TR
Country	TÜRKİYE
Recipient Organization	Sectoral Association Federation (SEDEFED)
Descriptive Project Name	Empowering 100 women entrepreneurs in advancing clean energy solutions in post-earthquake provinces of Adana, Gaziantep, Hatay, Şanlıurfa and Kahramanmaraş
Total Project Amount (CAD)	57.500 CAD
Payments received (Local Currency)	1.103.890,58 ₺
Amount Spent To Date (Local Currency)	Total: 838.474,00 ₺
Remaining Expenses	B.4: 2-days capacity building activities in Adana, Gaziantep, Hatay and Şanlıurfa, Kahramanmaraş

Project Objectives

1. Workshops and seminars will be organized in these cities to identify a maximum of 40 women SME owners who possess basic knowledge of and demonstrate an inclination towards clean energy (renewables & energy efficiency) practices.

2. Capacity-building activities will be implemented to encourage these women to adopt clean energy solutions within their SMEs, thereby enhancing their business competitiveness.

3. The selected 40 women will serve as ambassadors for clean energy within their respective provinces, disseminating information and serving as role models for others.

4. The project will foster collaborative efforts and partnerships between Canadian companies and local SMEs to promote business sustainability.

5. A social media campaign will be launched to share the project's outcomes and insights with other earthquake-affected cities, aiming to inspire similar initiatives elsewhere.

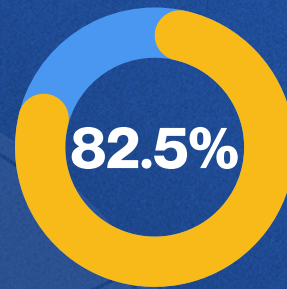
Workshops & Seminars

- Goal: Identify 40 women SME owners with interest in clean energy
- Outcome: 180 women attended and developed action plans
- Visualization Idea: Use a bar showing 180/40 (450% reached!)

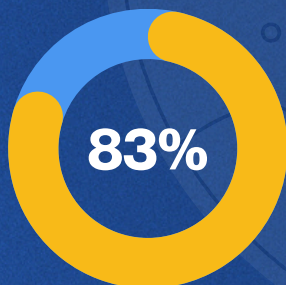


Ambassadors for Clean Energy

- Goal: 40 ambassadors to spread knowledge
- Outcome: 33 women identified, training scheduled for Dec 27, 2024
- Visualization Idea: A progress circle at 82.5% (33/40 completed, final step pending)



Capacity Building:



- Goal: Train the selected women in energy efficiency & clean energy
- Outcome: 33 women trained in 5 cities
- Visualization Idea: Show a progress bar at 83% (33/40 women trained)

Social Media Campaign:



- Goal: Promote the project to earthquake-affected areas
- Outcome: Active campaigns on LinkedIn, X (Twitter), Instagram & SEDEFED website
- Visualization Idea: A world map with social media icons highlighting outreach

Project Activities

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B.1: Announcement of the project:

Dedicated social media accounts were created for the initiative to ensure effective outreach and engagement. These include LinkedIn (kadinlar-guclendirme-projesi), X (formerly Twitter, @kadinyesiltr), and Instagram (kadinlaringuclenmeprojesi).

The project was officially announced across all these platforms on 20 August 2024, with the announcement further amplified by the accounts of the project partners. Since then, a total of 18 concrete updates and announcements have been shared, keeping the audience informed and actively engaged. A dedicated Webpage has been created by the project coordinator SEDEFED, in order to further disseminate the project within the federation members (Capacity-building activities were conducted in Hatay, Adana,). (<https://sedefed.org/kadinlarin-guclenmesine-destek-projesi/>) EYODER and WiRE have also prepared and shared updates on the projects. WiRE has prepared a podcast highlighting the project. The podcast is expected to be broadcasted by late February 2025.

B.2: Workshops

Announcements for the one-day workshops were shared through social media accounts, while SEDEFED engaged directly with the presidents of boards and secretary generals of each federation and NGO via phone and e-mail. Additionally, a Jotform was distributed through local authorities, resulting in

72 submissions from Adana,
2 from Mersin,
50 from Gaziantep,
12 from Hatay,
38 from Kahramanmaraş, and
6 from Şanlıurfa.

A dedicated WhatsApp group has been created for all registrants to ensure smooth and continuous communication. This group also allowed project coordinators to monitor and support the development of participants' soft skills effectively.

The workshops took place on the following dates:

5 September 2024 in Hatay,
12 September 2024 online,
26 September 2024 in Adana,
15 October 2024 in Gaziantep, and
21 November 2024 in Kahramanmaraş.

A total of 180 participants attended these events. The workshops were organized in collaboration with NGOs operating under federations active in the region, including ÇUKUROVASİFED (Çukurova Sanayi ve İş Dünyası Federasyonu / Çukurova Industry and Business World Federation), GÜNSİFED (Güneydoğu Sanayi ve İş Dünyası Federasyonu / Southeast Industry and Business World Federation), DASİFED (Doğu Akdeniz Sanayi ve İş Dünyası Federasyonu / East Mediterranean Industry and Business World Federation), INGEV (Human Development Foundation / İnsani Gelişme Vakfı), and the Kahramanmaraş Chamber of Commerce. All participants did receive a certificate of participation.

The first session of the workshop addressed energy efficiency measures for SMEs. Participants were provided with insights into the importance and potential impact of reducing energy consumption within their workplaces. The session emphasized that even basic strategies could lead to measurable energy savings, creating a foundation for further improvements in operational efficiency.

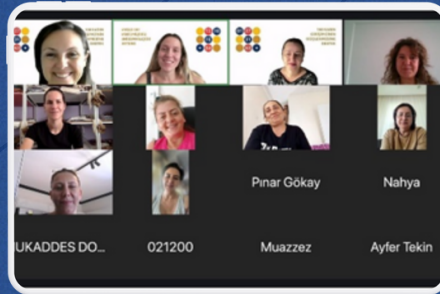
Subsequently, the workshop focused on renewable energy solutions. Practical recommendations were shared regarding the utilization of solar, wind, biomass, and other renewable energy sources. The discussion included an analysis of both the environmental benefits and the potential for long-term cost reductions associated with these energy sources.

A significant portion of the agenda was dedicated to examining mechanisms for accessing financing for clean energy projects. Women entrepreneurs received detailed information on available funding opportunities and strategies to overcome barriers encountered during the financing process. The session also facilitated peer support among participants, fostering a collaborative approach to addressing common challenges.

In the concluding segment, participants were organized into groups to begin formulating their own “Clean Energy Action Plans.” These plans were developed based on the knowledge shared during the workshop, with each group outlining specific steps and objectives. The presentations utilized during the workshops are provided in Attachment 1.



05.09.24, Hatay



12.09.24, Webinar



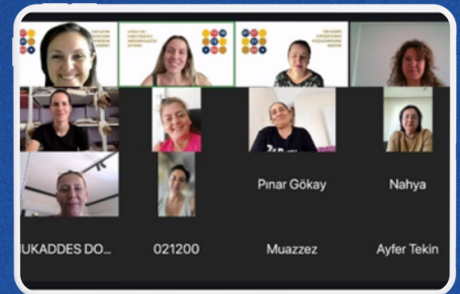
26.09.24, Adana



15.10.24, Gaziantep

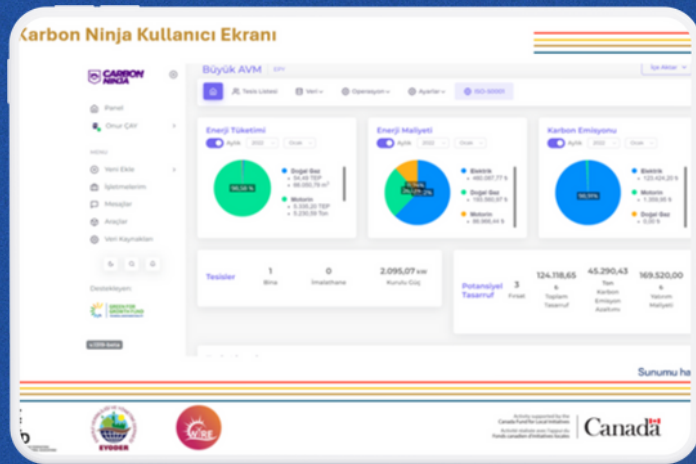


21.11.24, Kahramanmaraş



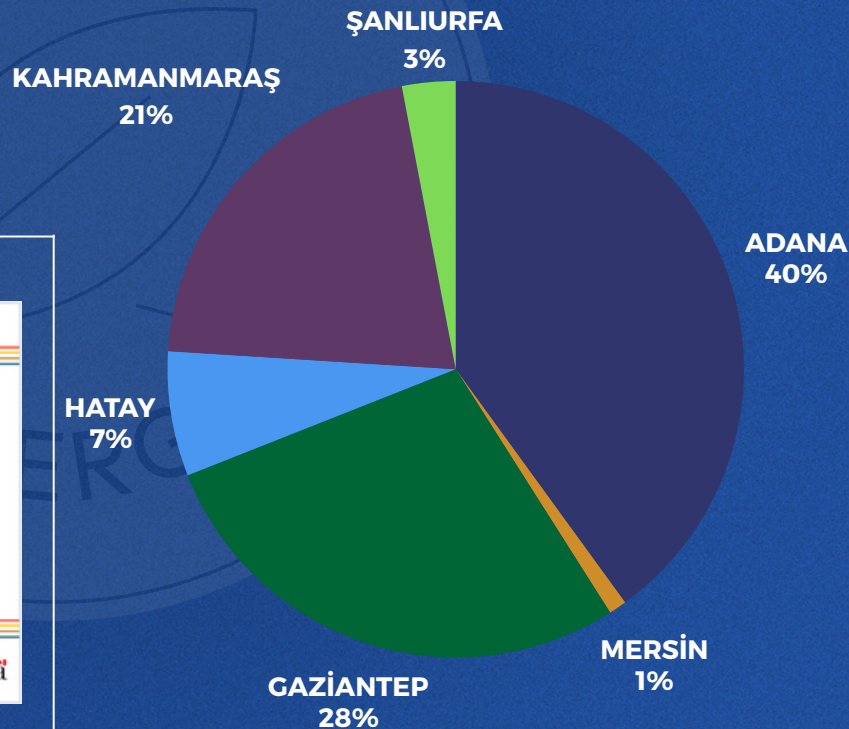
12.09.24, Webinar

A dedicated platform for ISO 50001 implementation in SMEs, named Karbon.Ninja, has been introduced. Interested participants have registered on the platform and begun utilizing it to monitor their energy consumption patterns, identify potential energy efficiency measures, and explore renewable energy options.



Below are newspaper articles about the workshop activity held in Kahramanmaraş, organized in collaboration with INGEV and Kahramanmaraş Chamber of Commerce:

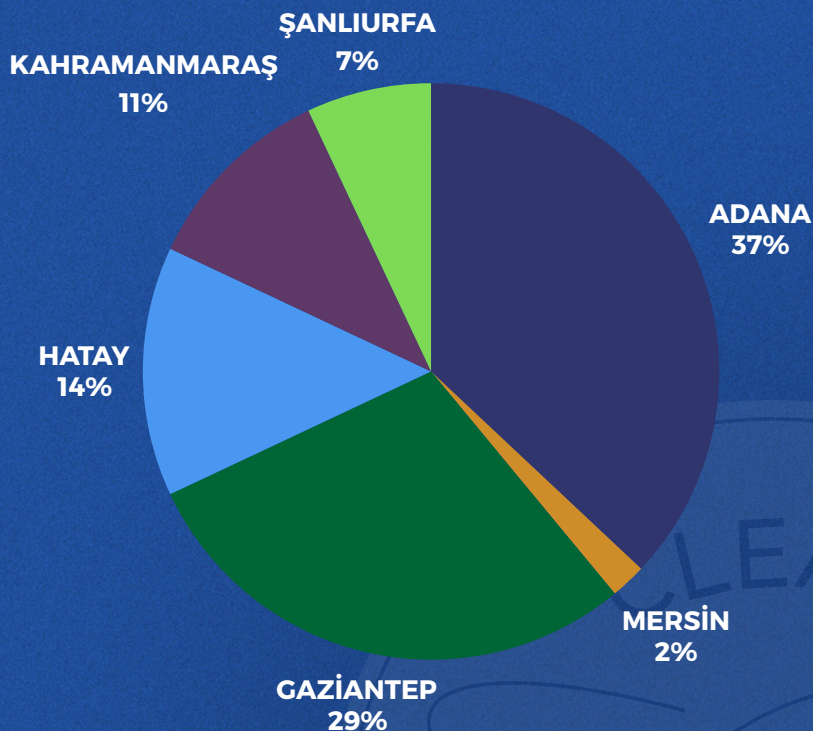
Workshop Participation by Provinces



B.3: Identification of potential eligible beneficiaries

During the workshops, all participants were asked to collaborate in teams and develop a clean energy action plan. Those who completed their action plans and maintained communication with the project coordinators became eligible to participate in the Capacity Building activities. To facilitate coordination, a second WhatsApp group was created specifically for the eligible participants.

Distribution of Provinces Eligible for Capacity Building



B.4: Capacity building activities

The Capacity Building activities were held on the following dates:

- 2 December 2024 in Hatay
- 3 December 2024 in Adana
- 9 December 2024 in Şanlıurfa
- 10 December 2024 in Gaziantep and 11 December 2024 in Kahramanmaraş.

A total of 33 participants attended these in-person sessions. For those unable to attend physically, an online Capacity Building session is scheduled for 23 December 2024.

These activities were designed as one-day events, conducted across five provinces, with an additional online session, to take place on 23 December 2024, to ensure inclusivity and broader participation.

All participants from these activities are planned to be selected for the further activities.

The first session of the event focused on exploring best practices for energy efficiency in SMEs, with detailed discussions on techniques and technologies. Participants were then introduced to energy audits and evaluations, where they gained practical insights through the use of a locally developed energy management tool.

As the morning progressed, the discussion shifted to clean energy technologies and innovation.

This segment highlighted opportunities for women entrepreneurs, showcased examples of cutting-edge technologies, and examined their role in advancing sustainability.

The morning session concluded with a presentation on energy efficiency and renewable energy financing, providing attendees with valuable information on green incentives, business models, and access to financing options.

During the networking lunch, attendees had the chance to exchange ideas and expand their professional connections. The afternoon session featured an interactive workshop on developing clean energy strategies. Participants designed tailored strategies for their current or future businesses and received feedback from experts.

The next segment focused on creating a business case for clean energy, equipping participants with techniques for preparing persuasive investment proposals and practicing their delivery.

The day concluded with a session on drafting detailed action plans for implementing clean energy practices.

Attendees set realistic goals and timelines, presented their plans in groups, and received constructive feedback from the experts.

This comprehensive program provided a well-rounded experience, combining theoretical knowledge with practical applications to empower participants in adopting clean energy solutions for their present and future businesses.

The presentations utilized during the capacity building activities are provided in Attachment 2.



2.12.24, Hatay



3.12.24, Adana



9.12.24, Şanlıurfa

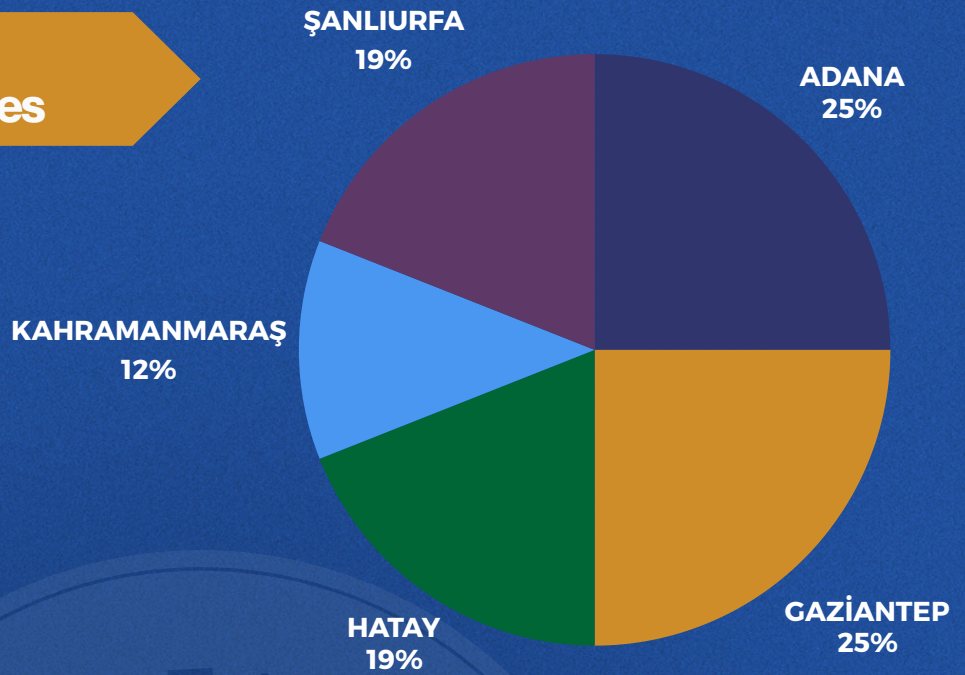


10.12.24, Gaziantep



11.12.24, Kahramanmaraş

Capacity Building Participation by Provinces



Gender Equality Considerations

The project has prioritized gender equality by ensuring the active participation of women entrepreneurs in all activities.

Workshops and capacity-building sessions were designed with a focus on inclusivity, providing tailored content to address gender-specific challenges faced by women in adopting clean energy solutions.

Efforts were made to create a supportive environment that fosters collaboration and networking among participants, empowering them to act as leaders and role models within their communities.

Project Risk Assessment

There have been no significant changes to the current risk assessment compared to the original risk assessment matrix submitted in the application for funding.

The identified risks remain manageable, and the mitigation strategies outlined in the initial plan have been effectively implemented.

Regular monitoring and communication with project stakeholders have ensured that potential issues are addressed promptly, minimizing any disruptions to the project's progress.

Canada-Türkiye Collaboration Meeting and Partnership Development

(February 10, 2025)

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Overview

On February 10, 2025, as part of the Empowering Women Entrepreneurs in Advancing Clean Energy Solutions project, an online partnership development session (Activity B.6 / Partnership Development) was held. This initiative aimed to establish collaborative partnerships between Canadian companies and local SMEs, promoting business sustainability and facilitating access to innovative technologies and best practices.

The event was organized in cooperation with the Canadian Trade Commissioner Service in Türkiye, reinforcing bilateral engagement in clean energy and entrepreneurship.

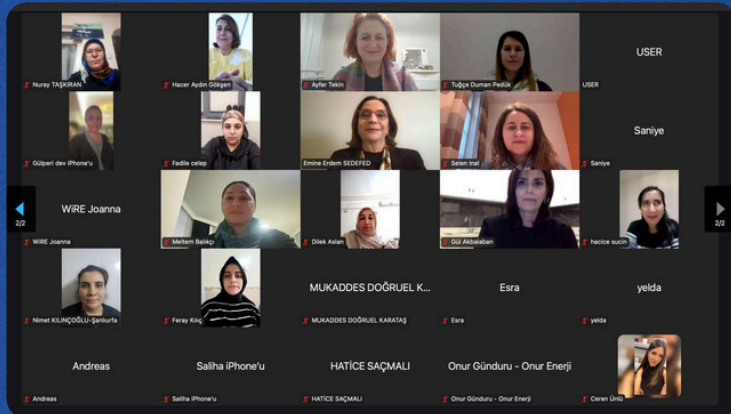


Key Participants

The session brought together distinguished speakers, including:

- Kevin Hamilton – Ambassador of Canada to Türkiye
- Emine Erdem – Chair of SEDEFED
- Yasemin Somuncu – Secretary General of EYODER
- Joanna Osawe – CEO of WiRE
- Halil İbrahim Karataş – Commercial Counsellor at the Turkish Embassy in Ottawa
- Av. Nursel Atar – Vice President of the DEİK Türkiye-Canada Business Council and CTBC Women's Network (CTBC WoN)

Additionally, 33 women ambassadors from the five earthquake-affected provinces—Adana, Gaziantep, Hatay, Kahramanmaraş, and Şanlıurfa—actively participated in the discussions.



List of Women Ambassadors

Adana:

- Betül Çetin, Nihal Yelda Seçkin, Hikmet Gök, Saniye Özel, Meltem Balıkcı, Ceren Ünlü, Saliha Yüce, Esra Damla Gökçe

Gaziantep:

- Fadile Celep, Gülperi Dev, Özlem Görünüş, Şeyda Hız, Gül Akbalaban, Aynur İder, Nuran Cengiz

Hatay:

- Hacer Aydın Gökşen, Mukaddes Doğruel Karataş, Nahya Güzelyurt, Pınar Gökay, Tuğçe Duman Pedük, Gülay Gül, Yonca Yurtman Mengüllüoğlu

Kahramanmaraş:

- Kübra Kirişçi, Hatice Saçmal, Nuray Taşkıran, Makbule Palta

Şanlıurfa:

- Hacice Alpdeğer, Feray Gül Kılıç, Esra Uçan, Dilek Aslan, Nimet Kılınçoğlu

Discussion Highlights

The meeting focused on fostering business relations between Canada and Türkiye while supporting women-led SMEs in post-earthquake regions. Discussions centered around:

- The role of clean energy in economic recovery
- The importance of capacity-building initiatives
- Opportunities for future cooperation

Participants explored potential collaborations between Canadian and Turkish enterprises, emphasizing:

- Knowledge exchange
- Technology transfer
- Financial support mechanisms tailored to women entrepreneurs

Impact & Future Prospects

By facilitating direct engagement between key stakeholders and female entrepreneurs, this session reinforced the project's impact and laid the groundwork for:

- Expanding cooperation in sustainability, clean energy adoption, and entrepreneurship
- Strengthening the entrepreneurial ecosystem in earthquake-affected regions
- Ensuring long-term resilience through sustainable business models

The event served as a catalyst for future partnerships, supporting women entrepreneurs and advancing bilateral engagement in clean energy solutions.

Empowering Women Entrepreneurs in Earthquake Provinces



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