

**Company:** SOCAR Türkiye

**Company Description:** SOCAR Turkey Enerji A.S. (SOCAR Turkey), a subsidiary of SOCAR (State Oil Company of Azerbaijan Republic) which is one of the most deep-rooted global oil and natural gas companies, initiated its business operations in Turkey upon acquisition of 51 percent of the shares of Petkim from the Privatization Administration in 2008.

**Nomination Category:** Corporate Communications, Investor Relations, & Public Relations Categories

**Nomination Sub Category:** Communications or PR Campaign of the Year - Internal Communications - 100 or More Employees

**Nomination Title:** SOCAR Türkiye's Internal Communication Projects

1. Which will you submit for this nomination, a video of up to five (5) minutes in length about the nominated campaign or program, OR written answers to the questions for this category? CHOOSE ONE:

Written answers to the questions

2. If you are providing written answers to the questions for this category, you must answer this first question: Specify the date on which this campaign or program was launched:

The internal communication projects started in 2022 and are still ongoing.

3. If you are submitting a video of up to five (5) minutes in length, provide the URL of the nominated video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video.

4. If you are providing written answers to the questions for this category, you must answer this second question: Describe the genesis of the nominated campaign or program: the reasons it was initiated, the challenges it was created to address, the problems it was developed to solve, etc. (up to 250 words):

**Total 227 words used.**

SOCAR Türkiye has strategically shaped its internal communication and employee engagement efforts to support not only the professional and personal development of employees but also to contribute to their motivation, strengthen team spirit within the organization, and reinforce the bond between senior leadership and employees. These efforts aim to create a more connected and engaged workplace. At the core of this approach is the "Voice of the Employee" project, which has expanded participation opportunities and ensured that employee feedback plays an active role in shaping decisions. Important point of our strategy is shaping our action & yearly plan with employee feedback. Thus right after the internal acitivities, satisfaction survey were held to finding out their needs and motivators were designed for the next projects. After the events satisfaction surveys, new events planned by taking into the feedback. Through the "Voice of the Employee" project, we reached out to those who had not yet participated in order to enhance employee loyalty and engagement. We gathered their feedback and identified the reasons behind their lack of engagement. Based on their suggestions and needs, we refined our approach and redesigned future activities and actions to ensure more inclusive participation. Guided by SOCAR Türkiye's "One Team Spirit" principle, all activities have been designed to reflect employee expectations, foster motivation, strengthen internal unity, and deepen connections across all levels of the organization.

5. If you are providing written answers to the questions for this category, you must answer this third question: Describe the development of the campaign or program: the planning process, the goal setting, the creative and media development, the scheduling, etc. (up to 250 words):

**Total 225 words used.**

We host inspiring seminars under the SOCAR Talks series, where expert and accomplished guests are invited to broaden our colleagues' horizons. Activities from the Social Activity Group and the Live Well, Feel Well concept include chess training, music band sessions, film reading discussions, trekking, facial yoga, and breathing workshops that teach proper breathing techniques.

Every month, employees take a short break from their busy work schedules to explore new hobbies and participate in online workshops that contribute to personal development ranging from candle making to doormat design, painting, ceramics, and string art.

To promote both healthy competition and team spirit, we organize the SOCAR Olympics, held across eight sports branches including football, basketball, volleyball, and bowling. In addition to cultural and artistic events (such as exclusive visits to museums and exhibitions), we also host guided excursions and culinary workshops.

Employees enjoy quality time with their families at the SOCAR Türkiye Family Picnic, while their children participate in joyful children's festivals during the semester break. Senior management actively engages with employees through Themed Happy Hour gatherings, breakfast events, and Biz Bize Talks, creating opportunities for open dialogue and enjoyment outside of the work environment.

We close each year with a festive New Year's Eve Celebration attended by senior leaders. Finally, we proudly honor colleagues who make a meaningful impact with the CEO Awards and ExCom Awards.

6. If you are providing written answers to the questions for this category, you must answer this fourth question: Outline the activities and concrete results of this campaign or program since the beginning of 2019. Even if your initiative started before 2023, limit your response to activities and results since the beginning of 2023 only (up to 250 words):

**Total 197 words used.**

The achievements highlighted are significant and distinctive not only when compared to SOCAR Türkiye's past performance but also against industry benchmarks. In 2024, as a result of the satisfaction survey organized to see the results of the Internal Communication and employee engagement activities, the loyalty rate of the colleagues to the company increased from 4.35 to 4.8 out of 5. In the employer brand list, and SOCAR Türkiye exceeded expectations by rising from 53rd to 27th place. In addition, the company's turnover rate decreased and strengthened corporate culture. Besides there are currently no employee who have not attended any of the internal communication acitivities, all employees reached. In addition, SOCAR Türkiye's internal communication and employee engagement activities won national and international awards. Received a bronze award in the "Employee Engagement and Effectiveness" category from Global Eventex, the world's number 1 award in the field of event and experience marketing. Also won the "Award for Innovation in the Use of Events" category at the MENA Stevie Awards for 3 consecutive years. Also received two awards from the 2023 Stevie Awards for Great Employers and Stevie International Business Awards for our Internal Communications activities and events.

7. You have the option to reference here any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 17 words used.**

In the supporting materials, you will find a variety of our employee engagement and internal communication initiatives.

### Attachments/Videos/Links:

[SOCAR Türkiye's Internal Communication Projects](#)

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