

Company: CarrefourSA
Nomination Submitted by: CARREFOUR SABANCI TİCARET MERKEZİ A.Ş.
Company Description: CarrefourSA, which started its activities as the leading brand of the retail industry as a result of the partnership established by France's global retail brand Carrefour, which made its first investment in Turkey in 1993, with Turkey's Sabancı, Sabancı Holding, in 1996, is in 50 provinces with the vision of "New Generation Market". It operates with more than 1000 markets in total.
Nomination Category: Sustainability Categories
Nomination Sub Category: Sustainability Initiative of the Year - in the Middle East and Africa
Nomination Title: GHOST TOWN



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes in length about the achievements of the nominated organization since 1 January 2023, OR written answers to the questions for this category? (Choose one):

Written answers to the questions

2. 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.
3. If you are providing written answers for your submission, you must provide an answer to this first question: Briefly describe the nominated organization: its history and past performance (up to 200 words):

Total 194 words used.

Carrefour Group, one of the world’s leading retail chains, introduced the hypermarket concept to Turkey by opening its first store in İçerenköy, Istanbul, in 1993.

Following the transfer of management to Sabancı Holding in 2013, CarrefourSA made significant investments in areas such as human resources, technological infrastructure, and store concepts. With newly developed strategies, the company continued to grow, solidifying its leadership position in the retail sector.

In 2017, CarrefourSA launched its in-store restaurant concept, Lezzet Arası, offering customers a unique gastronomic experience—a first in the industry. In 2020, it strengthened its New Generation Supermarket vision by launching a Dealership system designed to support local tradespeople and entrepreneurs.

Today, CarrefourSA operates with a workforce of 15,000 employees, a network of 1,200 stores across “Hyper, Super, Gourmet, and Mini” formats, and its online shopping platform, www.carrefoursa.com. With a product portfolio of 50,000 items, the company reaches 300 million customer visits annually. Upholding its principle of “The Right Ones Are at CarrefourSA,” the brand remains committed to delivering the right quality at the right price, while continuing to create value for its customers through innovation, sustainability, and a people-centric approach.

4. If you are providing written answers for your submission, you must provide an answer to this second question: Outline the organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words):

Total 239 words used.

Since 2023, CarrefourSA has continued to lead the sector with impactful projects focused on sustainability and social benefit. Guided by our vision of “The Right Ones Are At CarrefourSA,” we strive to create value not only in retail but also through our environmental and social impact initiatives.

With the Urban Agriculture Initiative launched in Istanbul, Ankara, and Izmir, we implemented a sustainable farming model by cultivating 310 decares of land around the cities and offering purchase guarantees to local producers. Through our Ghost Town project, we built a symbolic "ghost village" using 4 tons of discarded fishing nets removed from the Sea of Marmara—earning nearly 20 awards, including Gold and Bronze Lions at Cannes Lions.

With the Clean Stuffed Mussels project, we established Turkey’s first integrated mussel production facility, employed 30 women, and introduced a model of food safety. At the CarrefourSA Technology and Impact Center, we provided training to young people in artificial intelligence, data analytics, and digital literacy.

In collaboration with UNICEF, we raised awareness against child labor in agriculture, while our partnership with the Food Rescue Association helped prevent 765 tons of food from going to waste. Together with HayKonfed, we supported stray animals by donating 75 tons of pet food.

Through all these initiatives, we continue to uphold our responsibility to nature, society, and future generations—creating value beyond retail. Since 2023, our projects have been recognized with more than 160 national and international awards.

5. If you are providing written answers for your submission, you must provide an answer to this third question: Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

Total 246 words used.

What makes CarrefourSA’s initiatives truly unique is their ability to transcend the boundaries of the retail sector and drive social, environmental, and economic transformation. Today, we are not just a brand that sells products—we aim to be one of the architects of sustainable living.

Our Urban Agriculture Initiative breaks away from the traditional supply chain model by bringing production closer to consumption centers, reducing carbon emissions by 94%. We are the first retailer in the sector to work at this scale with local producers through a direct, sustainable, and planned agriculture model.

The Ghost Town project is one of the rare examples that blends environmental communication with aesthetics and data to achieve not only public awareness but also genuine behavioral change. The international awards it has received stand as proof of the impact created by this approach.

Clean Stuffed Mussels represents not just operational excellence in food safety, but a replicable model of hygiene and women’s employment for the entire industry. CarrefourSA is the only retailer in Turkey to establish and scale an integrated mussel production facility.

Our social investments are as strategic as our operational growth. Through partnerships with UNICEF, HayKonfed, and the Food Rescue Association, we don’t just make donations—we build systems and enable transformation.

This holistic approach sets CarrefourSA apart—not by sales figures alone, but by the depth of its impact. The model we have built marks a qualitative leap in our own performance and offers a scalable roadmap for the entire sector.

6. You have the option to answer this final question: Reference 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 241 words used.

Throughout this nomination, we have referenced a variety of supporting materials that provide clear evidence of the Ghost Town project’s extensive impact.

Visual documentation—including photographs and video footage—captures the removal of four tons of ghost nets from the Sea of Marmara, offering tangible proof of the project’s environmental achievements. The partnership with the mussel farming facility is documented through reports detailing improvements in water quality and ecosystem restoration.

The educational impact is substantiated by analytics from the project's digital platform, which show that the 19 educational videos reached an audience of 18.8 million and generated 22.5 million views. Screenshots and data reports are included to validate these numbers.

Social and economic outcomes are evidenced by employment records and testimonials from the 30 women formally employed through the project. In addition, sales and revenue reports from CarrefourSA confirm a 47.47% revenue growth and 10.66% increase in volume within the fish category, directly linked to the project's influence.

Media coverage is demonstrated through a comprehensive media monitoring report, showing placements in 558 national and international publications, including Hürriyet, Sözcü, AdAge, and LBBOOnline, with a total media value of 995,860 TL.

The project’s creative excellence is proven by award certificates and jury comments for 18 recognitions—including a Gold and Bronze Lion at Cannes Lions, an ACT Award, multiple Grand Prix and Crystal Apples at the Crystal Apple Awards, and honors at the Brandverse Awards—clearly affirming the project’s industry-wide acclaim.

Attachments/Videos/Links:

[GHOST TOWN](#)

No attachment available for this nomination.

[GHOST TOWN](#) (Referenced from Nomination ID - 153007)

[REDACTED FOR PUBLICATION]