

**Company:** Enerjisa Enerji, Istanbul, Atasehir  
**Nomination Submitted by:** Business Awards Consulting  
**Company Description:** Enerjisa Enerji is Turkey's leading electricity company operating in two main business lines, power distribution and retail sales.  
**Nomination Category:** Achievement Categories  
**Nomination Sub Category:** Achievement in Global Collaboration  
**Nomination Title:** Enerjisa Bayernwerk Global Talent Program



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 200 words used.

**Enerjisa Enerji** is Turkey's leading electricity company operating in two main business lines power distribution and retail sales. Enerjisa serves over 10M+ users across three regions AYEDAS, Baskent EDAS, and Toroslar EDAS through its strategic partnership with Sabanci Holding. Recognized for operational excellence, human-centric vision, and commitment to innovation, Enerjisa continues to set new standards in Turkish energy sector. One of its core priorities is to empower its workforce with global exposure and future-ready capabilities, especially in technical roles.

Germany, global benchmark in industrial and energy infrastructure, has long been source of top-tier technical know-how and workforce development. **Bayernwerk**, operating under EON Group, is one of the country's most established electricity distribution companies, serving over 2,500 municipalities in southern Germany. With its leadership in digitalization, sustainability, and workforce innovation, Bayernwerk is an ideal partner for knowledge transfer and joint talent development.

To integrate this international expertise, Enerjisa established long-term partnership with Bayernwerk. The goal: create an international talent program that gives technical field employees particularly blue-collar staff access first-hand experience in one of Europe's most advanced energy environments. This initiative is not only an organizational development tool, but a strategic leap in preparing Turkey's energy workforce for global future.

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 249 words used.

**The International Talent Program** was initiated by Enerjisa in early 2024 to create structured global career development opportunities for technical field employees. As part of a strategic partnership with Bayernwerk, the initiative aims to bring international know-how directly into Enerjisa's workforce. The planning phase began with joint benchmarking and field visits between Enerjisa and Bayernwerk teams, focusing on operational practices, safety standards, organizational structure, and workforce development models.

The pilot phase was launched in 2025 with an internal call for applications across Enerjisa's distribution companies. **More than 1,200 employees applied**, demonstrating **strong interest** from the field workforce. Based on technical qualifications, work experience, and personal competencies, 60 employees were shortlisted. Bayernwerk's HR and technical teams traveled to Turkey to conduct structured interviews, after which **21 employees were selected** for the initial pilot phase. The limited number ensured manageable scale, effective monitoring, and high-quality integration.

Following the selection, the project was structured into two phases:

1-International Talent Development

2-On-the-Job Experience.

The first phase, now completed, focused on preparing participants for global assignment through intensive German language training, cultural orientation, and workplace readiness coaching on international safety, ethics, and technical standards. This preparation ensured alignment between employee capabilities and the expectations of the host environment.

Phase two will begin in Q3 2025, when selected participants relocate to Germany for their on-site assignments at Bayernwerk. There, they will gain hands-on experience within one of Europe's most advanced energy distribution systems solidifying the knowledge, adaptability, and international competencies built during Phase 1.

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 247 words used.

This program is a milestone for inclusive workforce development in the Turkish energy sector. It addresses a long-standing structural gap: the absence of structured global mobility programs for technical field employees. While international assignments are often reserved for white-collar roles, field-level employees despite being critical to daily operations rarely receive the same development investment or long-term career planning.

Global research confirms how rare such programs are: only 5% of vocational workers in emerging markets gain international development access (McKinsey, 2023). This makes Enerjisa's model not only operationally sound, but also strategically significant addressing a global equity gap with lasting, scalable solutions. By making global exposure a reality for blue-collar talent through a well-resourced and sustainable framework, Enerjisa is setting a new benchmark in the sector.

**Energy Sector Innovation:**

This is the first international talent initiative in Turkey focused on blue-collar energy professionals. In a sector facing workforce shortages, rapid digitalization, and increasing demands for agility, investing in technical employees is both urgent and visionary.

**Comprehensive Talent Ecosystem:**

Rather than offering a short-term exchange, the program is built as a long-term, scalable model. It includes structured selection, language and cultural training, performance alignment, and on-the-job integration.

**Two-Way Knowledge Exchange:**

Through joint benchmarking, operational visits, and design sessions, Enerjisa and Bayernwerk exchanged insights on safety, workforce agility, and digitalization bridging mature and emerging market practices.

**Scalable Blueprint:**

Its phased structure and feedback-driven model offer a replicable approach for companies in emerging markets seeking to build globally integrated, future-proof workforces

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 236 words used.

The strength of this program lies not only in its concept, but in its disciplined, document-driven implementation. From earliest planning stages, Enerjisa adopted highly structured approach: project roadmaps, cross-functional planning sessions, stakeholder alignment, and co-created process flows with Bayernwerk were all documented and version-controlled. These materials illustrate that this is not a symbolic initiative, it is a fully operational international workforce development infrastructure.

The program has also generated high-quality learning assets, including language curricula, cultural readiness modules, and onboarding toolkits, all designed specifically for blue-collar employees preparing for cross-border assignments. Each component is traceable through attendance logs, evaluation sheets, and participant feedback, allowing for performance monitoring and iterative improvement in future cohorts.

Additionally, all benchmarking visits and technical alignment sessions were logged and analyzed, resulting in internal reports that form foundation of a growing knowledge base between Enerjisa and Bayernwerk. This two-way exchange has already influenced safety protocols and onboarding frameworks on both sides. Their return will help expand Turkey's energy capability map a long-term value rarely captured in short-term talent programs.

Future phases are being scoped to include white-collar employees, allowing the model to evolve into a company-wide platform for global capability building and cultural integration.

**Apx1: Video on Program details and participant testimonials**

**Apx2: Document: Project Slide Deck**

**Apx3: LinkedIn Post of Enerjisa CFO about the project**

**Apx4: Press Release**

(although the page is in Turkish, it can easily be translated on web browser)

**Attachments/Videos/Links:**

[Enerjisa Bayernwerk Global Talent Program](#)

[REDACTED FOR PUBLICATION]