

Company: HeyMo® The Experience Design Company

Company Description: HeyMo® The Experience Design Company is a startup investment of TBWA\Istanbul into experience marketing business established in June 2017. We strongly believe in the power of moment and every moment is designed to be a happy HeyMo in the end. HeyMo® is an experience design company, expanding conversations through communities with experience marketing. We are linked to 18 nationalities.

Nomination Category: Company / Organization Categories

Nomination Sub Category: Corporate Social Responsibility Program of the Year - in Europe

Nomination Title: Side by Side Project

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.

SIDE BY SIDE: Building a Mentally Resilient Society in Times of Crisis

As Zurich Insurance Group Turkey, we believe that mental well-being is the foundation of a strong, resilient society. In 2020, with the support of the Z Zurich Foundation and in collaboration with Needs Map and HeyMo, we launched the Side by Side (Yan Yanayiz) Project to address the growing mental health needs emerging from the pandemic. What began as a response to a crisis has since evolved into a long-term movement empowering individuals and communities across Turkey.

From Pandemic Response to National Support

The project was initially designed to support frontline workers—especially healthcare professionals and teachers—who were facing severe emotional strain during COVID-19. Our aim was clear: to raise awareness about mental health, reduce stigma, and provide free, accessible psychosocial support to those in need.

The devastating earthquakes of February 6, 2023, which affected 11 provinces, caused over 50,000 deaths and left 3.3 million people homeless. In response, we quickly expanded the program to include earthquake survivors, aid workers, and volunteers.

Blending Digital Accessibility with On-the-Ground Support

At the center of our initiative is the Side by Side Free Psychosocial Support Platform, offering expert-led individual and group sessions and psychoeducation programs. Originally pandemic-focused, this digital platform now serves thousands affected by natural disasters and crisis-related trauma.

In parallel, we established Side by Side Psychosocial Support Centers in Hatay and Kahramanmaraş. Staffed by mental health professionals specializing in grief and trauma, these centers provide support to displaced individuals living in container cities. These are not just therapy spaces—they have become cultural and emotional gathering points, hosting rituals, community events, and special day celebrations. In addition, our mobile support unit reaches vulnerable groups such as refugees and amputees.

Side by Side with Youth: Investing in Youth Mental Resilience

Understanding the unique challenges young people face, we launched Side by Side with Youth, a mental resilience program targeting the 18–25 age group. By partnering with universities and student clubs, we support youth-led projects and awareness campaigns across campuses.

Through our internship program, psychology, counseling, and social work students gain hands-on field experience—building a sustainable volunteer base for the future. Our digital awareness campaign “How are you, really?” (Gencler Nasiliz?) reached young audiences through short video episodes addressing topics like anxiety, grief, and coping with uncertainty.

Our Impact

To date, we have conducted 4,592 psychosocial support sessions with the help of 10 expert counselors, reaching 2,106 individuals directly. In total, over 900,000 people have benefited from the project's services and tools. Our youth-focused digital campaigns have reached 2.8 million people across Turkey.

Conclusion

Side by Side is more than a mental health initiative—it is our commitment to stand with society in its most vulnerable moments. By blending innovation, compassion, and collaboration, we continue to build a mentally resilient Turkey. Because healing begins when we stand side by side.

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 129 words used.

Zurich Insurance Group (Zurich) is a globally recognized multi-line insurer with a legacy spanning over 150 years. The company serves more than 75 million customers across 200+ countries and territories, consistently delivering industry-leading total shareholder returns.

Headquartered in Zurich, Switzerland, the Group employs over 63,000 professionals worldwide. Zurich Insurance Group Ltd (ZURN) is publicly traded on the SIX Swiss Exchange and operates a Level I American Depository Receipt (ZURVY) program, available over the counter on OTCQX.

Aligned with its mission to ‘create a brighter future together,’ Zurich provides protection solutions that extend beyond conventional insurance, fostering customer resilience. Since 2020, the Zurich Forest project has contributed to reforestation and biodiversity restoration in Brazil’s Atlantic Forest.

Additional details about the Group can be found at www.zurich.com

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 234 words used.

Since the beginning of 2023, Zurich Insurance Group Turkey has significantly expanded the impact of the Side by Side (Yan Yanayiz) Project, reinforcing its role in building mental resilience across the country.

In response to the devastating earthquakes of February 6, 2023, which claimed over 50,000 lives and displaced 3.3 million people, we rapidly scaled the project to support affected communities. We established three on-the-ground Psychosocial Support Centers in Hatay and Kahramanmaraş, staffed by grief and trauma specialists, and deployed a mobile unit to reach vulnerable groups including refugees and amputees.

Through our digital platform, we continued offering free psychosocial support and psychoeducation, reaching thousands of individuals impacted by crisis-related trauma. Our centers evolved into safe community spaces, hosting not only therapy sessions but also rituals, special day celebrations, and collective healing activities.

Recognizing the emotional toll on young people, we expanded the Side by Side with Youth program. In collaboration with universities and student clubs, we supported youth-led mental health initiatives and launched the “How are you, really?” digital awareness campaign, producing engaging content on anxiety, grief, and uncertainty.

We delivered 4,592 psychosocial sessions to 2,106 individuals, while our youth campaigns reached 2.8 million people nationwide.

These achievements demonstrate our commitment to standing with society during its most vulnerable times and our ability to combine digital innovation with on-the-ground care to build a more mentally resilient Turkey.

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 237 words used.

The achievements of Zurich Insurance Group Turkey's Side by Side (Yan Yanayiz) Project are both unique and significant within the mental health and corporate social responsibility landscape. Unlike many short-term crisis-response efforts, this project integrates digital and on-the-ground psychosocial support to create a sustainable model of mental resilience.

In the aftermath of major disasters, many organizations focus on physical reconstruction. While this is essential, the psychological impact often remains under-addressed. Recognizing this critical gap, we stepped in to provide comprehensive mental health support to affected communities.

We established Psychosocial Support Centers in Hatay and Kahramanmaraş, staffed by grief and trauma specialists, and launched a mobile support unit to reach vulnerable groups such as refugees and amputees. These centers evolved into cultural and emotional gathering spaces, hosting community events and rituals that promote healing and connection beyond conventional therapy.

The youth-focused branch, Side by Side with Youth, targets the 18–25 age group through partnerships with universities and digital campaigns such as “How are you, really?”, reaching 2.8 million young people across Turkey.

Through 10 expert counselors, the project has delivered 4,592 psychosocial sessions, directly supporting 2,106 individuals. Overall, more than 900,000 people have benefited from the initiative's services.

Side by Side stands as a rare example of a corporate-led initiative that not only addresses immediate psychological needs but also invests in long-term community resilience through an inclusive, scalable, and human-centered approach.

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 205 words used.

First, detailed reports from the Z Zurich Foundation outline the project's expansion since early 2023, including the rapid deployment of the project's Psychosocial Support Centers in Hatay and Kahramanmaraş, and the introduction of the mobile support unit. These documents provide quantitative data on the number of sessions delivered—4,592 psychosocial support sessions—and the 2,106 individuals reached directly through expert counseling, supporting our stated impact figures.

Second, digital analytics and campaign performance reports demonstrate the extensive reach of the youth-focused “How are you, really?” (Gencler Nasiliz?) initiative. With over 2.8 million young people engaged on digital media platforms, these metrics confirm the effectiveness of the digital strategy in raising awareness and fostering mental health resilience among Turkey's youth.

Third, qualitative feedback and testimonials collected from participants and mental health professionals working at the support centers offer compelling evidence of the project's cultural and emotional significance.

These narratives highlight how the centers have become more than therapy spaces—serving as community hubs for healing rituals, celebrations, and social connection.

Together, these attachments comprehensively validate the achievements presented in this nomination by providing measurable outcomes, engagement analytics, and firsthand accounts, thereby demonstrating the Side by Side Project's pioneering role in mental health support during crisis situations in Turkey.

Attachments/Videos/Links:

[Side by Side Project](#)

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