

Nomination: 6268

Anadolu Efes Project Future

Page: General Information

Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.

Name of Organization/Company

Anadolu Efes

Additional Contacts

I would also like to have others receive emails about the disposition of our entries.

Page: Entry Information

Entry Title

Anadolu Efes Project Future

Category

B01 - B59 Achievement > B53 - Best Youth Employment Strategy

Achievement Submission Format

Written Answers

a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required

With the effect of rapidly developing technology, and changing life, the business world also has been changing irrevocably. It is predicted that the working environment and conditions, workforce profile and business models will transform radically in the near future.

According to the Future of Jobs 2020 Report by the World Economic Forum, talent gaps will remain high over the next five years. This shows the critical importance of attracting and retaining talent for companies to invest in the future.

Despite its young population, 25% of young people in Turkey are neither in education nor in business. The unemployment rate of 21% among young people participating in business life is one of the most important problems of the country in the field of talent.

Anadolu Efes, the 5th largest beer company in Europe, has implemented the Project Future Young Talent Acquisition Program in order to support youth employment, to meet young potentials while they were still students and to prepare them for business life, and thus aiming to create an effective talent pool that can place the right person as soon as possible for positions that may arise within both Anadolu Efes and Anadolu Group companies.

b. Outline the team's or organization's achievements since the beginning of 2020 that you wish to bring to the judges' attention (up to 250 words). Required

Another aim of the project is to create an organizational culture that learns from diversity such as different ages, educational backgrounds and geographical regions by improving the ability of different generations to work together.

Anadolu Efes values and implements project ideas of the program participants with the awareness that every innovation to be made from the perspective of the youth and every new idea from the young people will contribute to the business processes. Project Future program enables Anadolu Efes to hear new projects from next generation participants.

Project Future Program offers,

-6+6 total 12-month long-term internship program for university students

-It is a comprehensive young talent acquisition program that includes the management trainee (MT) program for new graduates.

Applications are opened for university students from all cities of Turkey in October every year. Applicants are selected through a 3-stage evaluation consisting of a General Aptitude Exam, a gamification-based assessment in which Anadolu Efes Competencies are measured and a video interview.

The entire selection process is done digitally. All interns and MTs attend trainings on the Anadolu Efes digital learning platform in a curriculum specially prepared for them. During the internship, all participants are expected to create a project that will contribute to Anadolu Efes. In this way, the ideas of young talents are allowed to contribute to the company strategy. The internship coaches assigned to the participants during the entire internship process work to ensure that people have the best experience and get maximum benefit from the process.

c. 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 team's or organization's past performance (up to 250 words). Required

Project Future offers internship opportunities to potential young people in their school years, and offers graduates the opportunity to join Anadolu Efes family as Management Trainees. Therefore, it is different from its counterparts as it is a project that combines both an internship program and a Management Trainee program.

Project Future stands out with:

Equal Opportunity: Talent acquisition programs implemented in Turkey usually cover only country's top 8-10 universities. This causes an inequality especially for high-potential students of small universities. Anadolu Efes Project Future Program is an equal opportunity for all universities without any pre-selection of top ones. In this way, participants from 31 different universities have taken part in the project so far.

For ensuring equal opportunity, CV-free assessment method is used in the project. CVs are not requested until the last step of hiring manager interview. Thus, in the first stage of the eliminations, the candidates are evaluated solely by their competencies, regardless of their CV's.

Employment Opportunity: Candidates who successfully complete the Project Future process find potential employment opportunities not only in Anadolu Efes, but also in all companies of the Anadolu Group (Coca-Cola, Migros, etc).

Flexibility: Project Future participants can complete their internships entirely from home or hybrid.

Development Opportunities: Project Future participants are offered development opportunities besides professional work experience. With training opportunities on Sustainability, Entrepreneurship, Gender Equality and Volunteering, networking opportunities like "C-Level Coffee Talk" events, having an environment away from hierarchy, where they can share their ideas freely.

d. 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). Optional

To date, more than 20,000 applications have been received from 31 different universities in the Project Future Program.

So far, 190 people have started to work as long-term interns in the program. In 2019-2021, 26 people and 2 people so far in 2022 have moved from traineeship to staff. 4 trainees have transferred to MT.

The number of those who started as MT in the program is 21. All of these people were recruited in Anadolu group companies.

Apx1) Video: Anadolu Efes Project Future Application Announcement

Apx2) Video: Project Future Program Content and Applications

Apx3) Video: Project Future Pandemic Re-Design

Apx4) Presentation: Project Future at-a-Glance

In this presentation you can find;

Summary of program content

Images from different activities carried out in the program and participant testimonials

Webpage Link

<https://youtu.be/YQs4F1NJtuA> (<https://youtu.be/YQs4F1NJtuA>)

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/45V5MUce0YE> (<https://youtu.be/45V5MUce0YE>)

Would you like to add an additional webpage link?

Yes

Webpage Link 3

<https://youtu.be/Vn7HKapTSak> (<https://youtu.be/Vn7HKapTSak>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File ([https://stevies-sage.secure-](https://stevies-sage.secure-platform.com/file/15524/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTUyNCwiYWxs43dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9)

[platform.com/file/15524/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTUyNCwiYWxs43dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9](https://stevies-sage.secure-platform.com/file/15524/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTUyNCwiYWxs43dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImlnbm9)

Apx4-Project%20Future%20at-a-Glance.pdf)

Would you like to add an additional supporting document?

No

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