

Nomination: 6369

HALKBANK

<b>Page: General Information</b>
Provide information about the company to be considered for the award. If you will be nominating an individual, specify the nominee's employer.
<b>Name of Organization/Company</b> HALKBANK
<b>Additional Contacts</b> I do not wish to list additional contacts
<b>Page: Entry Information</b>
<b>Entry Title</b> HALKBANK
<b>Category</b> A01 - A31 Employer of the Year > A04 - Employer of the Year - Banking
<b>Employer of the Year Submission Format</b> Written Answers
<b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b> Established in 1938 to support tradesmen, SMEs and entrepreneurs and to accelerate persistent economic development, Halkbank has become one of the steadily growing, well-established, pioneering and respected brands of rising Turkey. Pioneering the development of the Turkish banking sector for 84 years, the Bank continues its mission of supporting the real sector.  With the number of employees reaching 23,500, Halkbank has been developing human resources practices that will make its employees feel valuable since the day it was founded, with the awareness that people are its most valuable resource.  Halkbank HR team; by providing modern working environments at all service points of the bank, where employees work happily and efficiently; continues its activities to provide a working environment where employee satisfaction and commitment is high.  There are 3 main focuses in the strategic priorities of the Halkbank HR team: -To continuously develop Competent Human Resource, -To provide development opportunities where employees can discover their talents and carry their knowledge and skills forward -Supporting the career journeys of employees with effective performance management and internal promotion-oriented management approaches  Halk Academy works to promote continuous learning and development as a culture within Halkbank which established to develop Halkbank and its stakeholders.

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

Halk Akademi aims to prepare its employees for not only today's but also tomorrow's competencies with the most innovative learning methods and the most up-to-date content. Halk Academy also designs many trainings on sustainability which has an important place in Halkbank's strategy, and considers it as a strategic priority for all employees to complete these trainings.

These 11 trainings;

Personal Data Protection Law

Competition Law

The Right Approach to Disability

Social Media Usage

Integrated Management System

Zero Waste Management

Information Systems Security

Ethical Principles

Anti-Corruption Policy

Universal Declaration of Human Rights Education

Sustainability Orientation Training

The completion of these trainings, which are strategically important for Halkbank, is of critical importance in disseminating Halkbank's strategy, sustainability vision and approach to employees. Despite this, the completion rate of these trainings was 50%, while some of them as low as 10%.

In order to support the completion of these trainings by Halkbank employees and to ensure that the sustainability vision is widespread in Halkbank, Halk Academy started the communication Project of "Challenge for the Nature". In the Project (March-Nov 2021) Halkbank departments completed the sustainability training package and challenged another department to complete these trainings.

Halk Academy started the challenge chain by challenging the Human Resources Department. It was accepted as a prerequisite for all employees in that department to complete all training before each department could challenge the other. By this way, while creating an enjoyable learning environment through gamification, sustainability vision of Halkbank is spread.

**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 organization's past performance (up to 250 words). Required**

The Challenge Project stands out for its dissemination of sustainability culture within the bank, its gamified design, and its contribution to effective learning in a very short time. The "Halk Academy Memorial Forest" created within the scope of this project distinguishes the project from its counterparts.

A rewarding mechanism is designed in order to reinforce the sustainability vision and increase employee participation on the project. A "Halk Academy Memorial Forest" was started to be created by planting a sapling for each employee who completed their training. Halkbank employees instantly tracked how many trees were planted with the "Sapling Counter" added to the in-house website and the sapling counter became the most popular application among employees.

The certificates of completion were presented as digital certificates in order to save paper.

The project contributed to the creation of a culture of development within Halkbank in a short time. 12 Units with a total number of employees of 3,737 completed their training in a short period of one month without being challenged and challenged other units and regions with the inspiring effect of the project.

The training completion rate, which was 50.7%, reached 98.7% in a short period of 7 months with the Halk Academy Challenge Project.

22.00 saplings were planted in the People's Academy Memorial Forest with the contribution of the project. A forest area the size of 12 football fields has been created on an area of approximately 9 hectares.

(Calculated according to recording calculations.)

**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**

Apx1: Presentation: Details of Halkbank Challenge for the Nature Project

Apx2: Halkbank 2021 Summarized Annual Report-Human Capital

You can access the Annual report, which contains a summary of all activities of Halkbank in the field of human resources, from this document.

Apx3: Video: Halkbank Family Remarks

Halkbank; is a family with its customers, employees, employees' families and its retirees. You can access the video in which members of this family share their views on working at Halkbank, from this link.

Apx4: Halkbank Introductory Film

Halkbank's history and general introductory film

**Webpage Link**

<https://youtu.be/mz4qUNkKgNw> (<https://youtu.be/mz4qUNkKgNw>)

**Would you like to add an additional webpage link?**

Yes

**Webpage Link 2**

<https://youtu.be/hB43R3-Sv2g> (<https://youtu.be/hB43R3-Sv2g>)

**Would you like to add an additional webpage link?**

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/15467/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTQ2NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbn9ApX1-Presentation-%20Details%20of%20Halkbank%20Challenge%20Project.pdf>)

**Would you like to add an additional supporting document?**

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/15468/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNTQ2OCwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSI6ImInbn9PAGFY2A?ApX2%20-%20Halkbank%202021%20Summarized%20Annual%20Report-Human%20Capital.pdf>)

**Would you like to add an additional supporting document?**

No

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