

Nomination: 6391

Wellbeing @ AKCANSA

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

AKCANSA

Additional Contacts

I do not wish to list additional contacts

Page: Entry Information

Entry Title

Wellbeing @ AKCANSA

Category

B01 - B59 Achievement > B11 - Achievement in Employee Relations

Achievement Submission Format

Written Answers

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

Akçansa, a joint venture of Turkey's leading conglomerate Sabancı Holding and the world's largest manufacturer of building materials Germany-based multinational HeidelbergCement, is Turkey's largest cement producer. Akçansa, meets 10% of Turkey's cement need and 16% of total cement and clinker exports.

Akçansa, which set out with the aim of being a pioneer in the sector not only in service and production but also in human resources, acts with the HR vision of "Being the most preferred employer by creating a unique work culture where employees feel themselves valuable and learn continuously".

Aiming to prepare both the company and its employees for the future in the best way possible, Akçansa launched the "Future of Work" (FoW) project in late 2020. Akçansa partnered the Boston Consulting Group and determined 7 basic dimensions of FoW strategy. All Akçansa HR processes were evaluated in these dimensions, and after deep-analysis on the world and sector dynamics, business expectations and company strategies, the following 3 were highlighted as Akçansa 2021 priorities:

- Physical&Mental Health
- New Talent&Skill Paradigm
- Purpose-Driven Organization and Culture

Akçansa has identified 45 actions for 2021, and continued to implement new actions in 2022.

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

Akçansa which always prioritizes employee happiness and well-being, implemented several HR initiatives even before 2020. The Covid pandemic has once again shown the entire business world how essential these well-being projects are.

Akçansa combined all communication, well-being and motivation activities under focus of "Physical & Mental Health" priority on FoW strategy and implemented 18 different actions. (All Physical&Mental Health and well-being actions cannot be covered in this document, please see attachments)

"Akçanca Yanında (Akçansa Besides You)" Application: With "Akçansa Yanında" wellbeing application employees have the opportunity to make video calls with experts on healthy life, sports and nutrition, receive counseling, attend live classes, and access written and visual resources in their fields of interest. This app also hosts Holistic health campaigns on specific health and well-being issues. In 2021, 4 holistic health campaigns (Step campaign, Organizational Health and Safety Campaign, Photography Campaign, Non-Smoking Awareness Campaign) were implemented and a total of 456 employees actively participated. Another well-being initiative, the Avita-Employee Assistance System offers the employees and their families to reach out specialists such as doctors, psychologists and lawyers 7/24.

Especially when pandemic continued during 2021 and contact with employees decreased, Akçansa initiated several communication projects to strengthen the bond between company and employees. In "How are You? Meetings", CHRO held one-to-one 15-minute meetings thus aiming to maintain uninterrupted communication between employees and senior management. In "We Listen to You Meetings", Akçansa HR team visits to the factories in order to listen to the field workers and to ensure continuous communication.

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

Akçansa Physical&Mental Health actions stand out as they are managed with a strategic focus and followed through a single implementation plan that supports each other. It is known that when aiming employee wellnes, any plan without employee involvement would not be effective. Akçansa involves its employees in all HR processes, uses ideas worked with project groups as an important input in process designs.

Akçansa also attaches importance to ensuring the continuity of communication with its employees while carrying out all these activities. An annual Communication Calendar is prepared in order to involve employees in the process and to inform them about HR actions, and developments are shared with employees in a transparent manner and this calendar is constantly updated in line with current developments.

Akçansa has implemented a first practice in the sector for the health of its blue-collar employees and has undertaken the complementary health insurance of individuals by including blue-collar employees in the private health insurance system. This practice will be a pioneer in the sector and will be effective in transforming the side rights of the Turkish cement industry.

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

Until now, on the Akçansa Yaninda platform,

-46 million steps have been taken for a healthy life and nearly 3 million ml of water has been consumed.

-12.000 content was read and 2.000 content videos were watched on the platform.

-Employees also participated in the process and established 32 clubs and held 491 events.

-A total of 1147 employees received services from the Employee Assistance Service, 605 psychological support and 336 medical support interviews were provided.

-90% of the employees expressed their satisfaction with wellbeing practices.

All these studies also contributed to employee engagement metrics and supported the improvement of employee turnover rates from 3.2% in 2021 to 1.9% in 2022YTD.

According to the results of the employee engagement research, Akçansa loyalty score increased by 3 points compared to 2020. Considering that there has been a serious decrease in employee engagement throughout Turkey due to the socio-political and economic difficulties experienced in 2021, a 3-point increase is remarkable.

Apx1:Video- Akçansa Yaninda App

Apx2: Video- Akçansa Wellbees App

Apx3:Document- Akçansa Employee Physical&Mental Health Initiatives

Akçansa Well-being and Physical&Mental Health Projects and Actions and Akçansa HR Results

Apx4: Document- Akçansa Future of Work Strategy and Initiatives

Webpage Link

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

Would you like to add an additional webpage link?

Yes

Webpage Link 2

<https://youtu.be/du0PS3yD9nk> (<https://youtu.be/du0PS3yD9nk>)

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/15533/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNTUzMyMyYXNjb3dOb3RtaWduZWRRVcmwiOiJGYWxzZSIsImNm9)

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Apx2-Ak%C3%A7ansa%20Physical&Mental%20Health%20Initiatives.pdf)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File ([https://stevies-sage.secure-](https://stevies-sage.secure-platform.com/file/15534/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWRRpYUlkIjoxNTUzMyMyYXNjb3dOb3RtaWduZWRRVcmwiOiJGYWxzZSIsImNm9)

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Apx1-Ak%C3%A7ansa%20Future%20of%20Work%20Strategy%20and%20Initiatives.pdf)

Would you like to add an additional supporting document?

No

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