

Nomination: 7214

DİMES Food Industry and Trade Inc.

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

DİMES Food Industry and Trade Inc.

Additional Contacts

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

Page: Entry Information

Entry Title

DİMES Food Industry and Trade Inc.

Category

A01 - A31 Employer of the Year > A17 - Employer of the Year - Food & Beverage

Employer of the Year Submission Format

Written Answers

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

Dimes is Turkey's largest fruit juice producer with capacity of 100 thousand tons of fruit processing, 300 thousand tons of fruit juice producing, 100 thousand tons of milk and dairy products producing in FMCG sector.

Our company is Turkey's first fruit juice brand established by local capital in 1958. Today, as Turkey's largest fruit juice producer, we export to 100+ countries. In addition to 12 kinds of fruit juice, there is also smoothie, lemonade, turnip, milkshake and cold coffee in our product portfolio. Our goal is not only to be fruit juice brand, but also to become Turkey's largest beverage company.

Diren Holding A.Ş. shareholders consist of the members of the Diren Family. The Board of Directors of Diren Holding A.Ş. consists of the family members of our company's 2nd and 3rd generation shareholders. Dimes employs 870 people, and we are serving 78 countries.

Our Vision is moving Turkey's leading "enjoyable and nutritious" brand Dimes to a global scale with the respect we have for the nature and people. Our Mission is preserving the miracle of nature and pursue sustainable ideals by choosing the best ones in the value chain we have established from soil to people.

b. Outline the organization's employee-relations achievements since the beginning of 2021 that you wish to bring to the judges' attention (up to 250 words). Required

In order to strengthen internal communication, employees're constantly informed about Human-Resources-Practices,company decisions and strategic goals.Thanks to the transparent and open communication established with the employees,an environment of trust has been established.With everyone knowing how the company will reach the point it wants to go,and knowing the steps taken by the company, employees can closely follow the data about the company.

Under the brand of ÖĞRENDİMES, CEO-Talks was created as a platform where all employees're invited and everyone can ask questions.Every new decision taken,and the strategies created are informed by theCEO.

Employee-Interviews're held twice a year.Employees're asked questions about Human-Resources and the company.

Different communication channels're used within the company.Communication channels're customized with employee feedback.Sometimes the contents of the announcements are studied,and sometimes one-on-one interviews're held.More effective information's provided by creating content suitable for the interests,departments,positions and needs of the employees.In communication processes,important information's conveyed to the employees,providing quick access to the information they need.

Events and workshops're organized under the brand EĞLENDİMES.In order to touch the family of the employees,the gifts sent on special days or the families of the employees're included in the process at the workshops and picnics.The wives and children of the employees were also included in the painting and gullaç workshops.On April23,Children's Day, a special dance and Karagöz-Hacivat event was organized for children.In addition,all family members can benefit from the Psychologist-Dietitian Program.

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

Through the internal communication channels with employees, topics such as training and development, activities, and the status of the company, as well as employees' interests and positions, have been addressed. Sharing tailored content based on employees' needs has been done, and Employee-Engagement rates have been monitored through annual analyses. Working with Aon-Hewitt company, which is an expert in its field in Turkey, Employee-Engagement rates increased from 64% to 75% in 2021. Overall satisfaction with the company increased from 67% to 79%. An increase of 6% was observed for the Collaboration process in the sub-distributions of Employee Engagement.

By designing and delivering training and development processes specifically for employees, their needs were better identified, talents were retained, and developed. The activities created based on feedback from employees provided opportunities for interaction and team competition. As a result, turnover rates decreased from 7.50% to 6.96%. Additionally, the Company Performance-Scorecard increased from 3.37 to 3.67 in 2021.

Data from satisfaction forms sent to employees after training sessions revealed an increase in training satisfaction from 86.81% to 94.51% and trainer satisfaction from 81.23% to 96.34%. Based on feedback received from employees, training content has been continuously improved, and changes have been shared through internal announcements, communication boards, mailings, and individual meetings.

The uniqueness of the internal communication channels is due to the continuous development of original ideas. The adoption of creative approaches in activities, training, and communication methods has been ensured by basing these ideas on employees' feedback during their development.

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

Different internal communication tools such as Instagram, Dimes Portal Announcement areas, mailing and Communication Boards are used for effective communication. CEO-Talks are held at regular intervals, allowing employees to ask questions to the CEO about the company or different issues.

Within the scope of Talent Management, potential employees become critical position backups. These employees are included in the Talent Management Program. These people are also called Development Ambassadors. They are expected to guide their colleagues, produce new projects and improve processes with the training they receive.

In future plans, communication boards will be digitized to reflect what is published instantly on Dimes-Portal. With the AI-supported Dimesta project, videos that blend reality and digital will be created. Instead of posters and articles, transmission will be provided with AI-supported videos and Instagram short stories. A new communication tool that appeals to the new generation will be established.

Talks with the Look at Life Else (HBB) Committees for activities to be implemented for employees. HBB Committees consist of Blue and Gray Collar representatives at the factories and White-Collar representatives at the Headquarters. It is applied based on the wishes of the employees until the design and implementation stage.

In the Suggestion Committee, where the suggestions of the employees are evaluated, the evaluation is made, and the final decisions are made by the committee members.

Thanks to the HBB Committees and different teams led by the Human Resources, the decisions taken are disseminated to the base.

Webpage Link

<https://www.dimes.com.tr/en/> (<https://www.dimes.com.tr/en/>)

Would you like to add an additional webpage link?

No

Supporting Document

Download File (<https://stevies-sage.secure-platform.com/file/17671/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzY3M3wiYWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9Human%20Resources%20Department%20Synthetic%20Content%20Project%20with%20Artificial%20Intelligence.pdf>)

Would you like to add an additional supporting document?

Yes

Supporting Document 2

Download File (<https://stevies-sage.secure-platform.com/file/17672/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxNzY3MiwiaWxs3dOb3RTaWduZWRVcmwiOiJGYWxzZSIsImInbm9Employer%20of%20the%20Year%20Categories%20-%20Employer%20of%20the%20Year%20-%20Food%20%26%20Beverage%20Contents.pdf>)

Would you like to add an additional supporting document?

No

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