

Nomination: 7579

## OPET Women's Power Project

### 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

OPET

### Additional Contacts

I do not wish to list additional contacts

### Page: Entry Information

### Entry Title

OPET Women's Power Project

### Category

B01 - B59 Achievement > B54 - Leading Transformation Award

### Achievement Submission Format

Written Answers

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

In the World Economic Forum's Global Gender Gap Report 2022, Turkey ranks 134th among 146 countries in women's labor force participation and it holds the 124th position in the gender gap index, making it the last in its geographical region for both measurements.

A similar pattern emerges in women's employment: women's participation in the workforce is less than half of men. In Turkey, only one-third (35%) of women joins the labor force. Moreover, only 3-out-of-10 continue working. The female employment rate is three times lower than that of males. Astonishingly, only 1 out of 5 young Turkish women are part of the workforce.

These statistics highlight the urgent need for companies in Turkey to take responsibility and play an active role in providing equal opportunities and supporting women in their career paths.

OPET, Turkey's leading fuel company, has undertaken a groundbreaking initiative Women's Power Project with the aim to foster an increase in women's employment by challenging societal prejudices and recruiting women in traditionally male-dominated positions at fuel stations. Guided by the principle of "Career has no gender," OPET is striving to create a more inclusive and diverse workforce, empowering women to excel in every facet of the industry.

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

Women's Power project is an impactful initiative aimed at promoting awareness and gender equality by employing female front-line employees in various positions at gas stations.

OPET Board Member and Project Sponsor Filiz Ozturk stated, "Our project was launched with intention of effecting significant change not only within OPET but also in our society at large. Our goal is to challenge the perception that certain professions are gender-specific and demonstrate that women can thrive and succeed in all areas of the workforce when provided equal opportunities."

"Women's Power" transcends being merely a recruitment and human resources policy; it is a comprehensive social responsibility and awareness project. OPET conducted extensive communication campaigns nationwide to reach all segments of society and raise awareness among women from diverse socioeconomic backgrounds and educational levels. In a collaborative effort, OPET partnered with a popular radio program in the country to highlight women's employment on International Women's Day and launched the "8March-8Women" video series, sharing inspiring stories of successful women.

In 2022, OPET further extended the Women's Power project with a distinct social sensitivity. Following the devastating forest fires that deeply impacted the global ecosystem, including Turkey, OPET demonstrated its unwavering commitment to social contribution. Only in 2021, 1171 forest fires broke out in Turkey, 200,000 hectares of forest area were burned and 13 people died in these fires. The company established the OPET Women's Power Forests, planting 30,000 trees across three different regions of Turkey, exemplifying their dedication to environmental restoration and community welfare.

**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**

•Number of female employees at the OPET stations has increased by 124% reaching 3445 employees. From a mere 8% of female employees at stations in 2018, this rate has remarkably surged to 20.9% as of June 2023.

•At the project's inception, female employees were present at OPET stations in only 14 provinces of Turkey. However, thanks to the Women's Power project, OPET now proudly employs female staff at stations in all 81 provinces of the country.

•At the outset of the project, there were 27 women Fuel Sales Officers working at the pump, but this number has significantly grown to 1005 as of 2023.

•Similarly, the number of women Market Sales Executives, which started at 576, has now reached an impressive 1412 in 2023.

•The number of retailers employing Women's Power in OPET increased by 294%. Considering that the retailers come from very different socio-cultural backgrounds, this rate is quite a success.

•75% of women employees were high school and university graduates or higher. This ratio is only 61.6% among male employees. This clearly indicates Women's Power attracts educated women to OPET offering them a job opportunity.

Women's Power Project stands as a trailblazing initiative, setting a visionary example that not only empowers women in society but also inspires and motivates companies to provide equal opportunities. This pioneering endeavor is a beacon of hope, igniting a transformative ripple effect, not just within Turkey but also beyond, catalyzing a future where women's empowerment and inclusivity shape the business landscape for the better.

**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**

In addition to winning many reputable awards such as Prida Communication Awards, Golden Compass Turkey Public Relations Awards, Mediacat Felis Awards, several Stevie Awards and Globe Awards OPETS Women's Power was selected as the Social Responsibility Project of the Year by the Turkish Ministry of Energy and Natural Resources. It also won the Women's Empowerment award at the Sustainable Business Awards and "Honor Certificate for Contribution to Employment" by the Energy Journalists Association. This extensive recognition underscores the project's significant impact and dedication to fostering positive change and gender equality in society.

SUBTITLES IN ENGLISH ARE AVAILABLE. PLEASE TURN ON CC AND CHOOSE ENGLISH FOR SUBTITLES

Apx1: Presentation: Women's Power Project Details

This presentation includes a summary of project results and accomplishments and details all the communication activities with press clippings and media coverage.

Apx2: Document: Women's Power Project and Women's Power Forests Summary

Apx3: Video: Women's Power Project TV and Social Media Films

Subtitles in English is available. Please turn on subtitles and choose English.

Apx4: Video: Women's Power Project Women's Day Film

Apx5: Video: Women's Power 2021 Communication Campaign Film (Nihat and The Mosquito Radio Program)

Subtitles in English is available. Please turn on subtitles and choose English.

Apx6: Video: "I am a Woman" Movie

Subtitles in English is available. Please turn on subtitles and choose English.

**Webpage Link**

[https://youtu.be/R0\\_MIPplvTY](https://youtu.be/R0_MIPplvTY) ([https://youtu.be/R0\\_MIPplvTY](https://youtu.be/R0_MIPplvTY))

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

Yes

**Webpage Link 2**

<https://youtu.be/tOoyM0VblUs> (<https://youtu.be/tOoyM0VblUs>)

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

Yes

**Webpage Link 3**

<https://youtu.be/e10aTPEYnn4> (<https://youtu.be/e10aTPEYnn4>)

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

Yes

**Web Page Link 4**

[https://youtu.be/t9Sm4R5\\_Crc](https://youtu.be/t9Sm4R5_Crc) ([https://youtu.be/t9Sm4R5\\_Crc](https://youtu.be/t9Sm4R5_Crc))

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

No

**Supporting Document**

Download File (<https://stevies-sage.secure-platform.com/file/18776/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODc3NiwiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm9yxU8Q5U7BON3vOhbPaAnP2DmggeZND2bo?Apx1-OPET%20Womens%20Power%20Project%20Details.pdf>)

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

Yes

**Supporting Document 2**

Download File (<https://stevies-sage.secure-platform.com/file/18777/eyJ0eXAiOiJKV1QiLCJhbGciOiJIUzI1NiJ9.eyJtZWVpYUlkIjoxODc3NywiYWxsbn3dOb3RTaWduZWRVcmwiOiJGYWxzZSImlnbnm9hSCPtUkVI76dAo?Apx2-Summary%20on%20Opet%20Womens%20Power%20Forests.pdf>)

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

No

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