

Nomination: 7455

Akbank Social Impact Academies

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 AKBANK
Additional Contacts I do not wish to list additional contacts
Page: Entry Information
Entry Title Akbank Social Impact Academies
Category B01 - B59 Achievement > B13 - Achievement in Extended Enterprise Learning Programs
Achievement Submission Format Written Answers
a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required Akbank -one of the leading private banks in Turkey- provides services to over 10.8 million active customers through its extensive service network and technological infrastructure with the Headquarters in Istanbul, 19 Regional Directorates, 711 branches, and more than 12 thousand employees. Akbank places sustainability at the forefront of its corporate strategy. The company's main strategy includes four key areas as fundamental objectives to create a positive impact: Sustainable Finance, People& Community, Ecosystems Management and Climate Change. Akbank embarked on a journey to invest in increasing access to quality educational opportunities for the community, aligning with its sustainability vision. Akbank has prioritized this issue on its strategic agenda and has set the goal of creating social impact through education. With this vision, it has established the "Akbank Social Impact Academies." With the belief that "building a sustainable future is only possible through investing in future generations," Akbank has designed the first of its Akbank Social Impact Academies, the "Akbank Youth Academy." in 2021. Witnessing the impact, interest, and benefits it generated in society, Akbank eagerly launched the Akbank Transformation Academy in May 2022 and the Akbank Family Academy in June 2022, aiming to do more.
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 Akbank Youth Academy: 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. Akbank aims to provide equal development opportunities to the youth and facilitate their access to quality education. In line with this objective, Akbank has designed the first of its Akbank Social Impact Academies, the "Akbank Youth Academy." Akbank Transformation Academy: With 99% of businesses in Turkey being SMEs and SMEs accounting for 78% of total employment, Akbank, aware of the importance of SMEs and entrepreneurs for the country's economy, goes beyond providing financial support and works as a business partner by offering education, consulting, collaborations, agreement benefits, and exceptional opportunities for SMEs. In this context, Akbank has launched the "Akbank Transformation Academy" to help SMEs adapt to the new era and develop skills in line with the evolving capabilities of the digital world. Akbank Family Academy: Just as Akbank Academy closely monitors changes and developments in the business world it also meticulously addresses the well-being of Akbank employees. "Akbank Family Academy" aims to create an impact in concepts such as well-being, feeling good, motivation, physical-mental health, and happiness. The target audience of this program is not limited to Akbank employees; every Akbank employee can register up to 5 of their close ones, regardless of kinship, to participate in the 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 team's or organization's past performance (up to 250 words). Required

For each of the three social impact academies, separate needs analysis, program design, and content design processes were conducted in accordance with the ADDIE methodology. Each of the three Academies offers development solutions through various methods as in-class, live and offline training sessions, seminars and summits, networking opportunities, digital content, mentoring/advisory support, internships/practical experiences, workshops, and many other electives.

Social Impact Academies stand out with its;

- Program model of voluntary, free attendance
- Collaborative Design Methodology
- Diversity of Methods Used
- Continuous Monitoring with Dashboards
- All-Country-wide Access Impact

Program Results:

Akbank Social Impact Academies have successfully achieved their accessibility goals and have received significant interest from the community and target audiences. Akbank Youth Academy has provided development solutions to nearly 100,000 young individuals, Akbank Transformation Academy has reached around 13,000 SMEs, and Akbank Family Academy has served approximately 3,000 participants.

SROI (Social Return on Investment), a universally recognized and reliable measurement method for assessing social impact, has been used to measure the social impact of Akbank Youth Academy. Independent firms have calculated an SROI of 315% for Akbank Youth Academy, indicating a significantly high social impact of the program.

Besides its SROI, Social Impact Academies also had a positive effect on Akbank business. (All proof data is provided as attachments.)

Akbank Social Impact Academies are not just a one-time development opportunity but positioned as strategic solutions for Akbank. They will continue to grow by adding new academies each year and contribute to societal development with updated content.

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- Document: Akbank Social Impact Academies- Program Details

This document has detailed info on;

- Program Need
- Design process & Methodology
- Detailed Design of Programs
- Program Implementation
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Apx3- Presentation: Akbank Social Impact Academies in Short

Apx4- Website: Akbank WebSite

<https://www.akbank.com/en-us/Pages/default.aspx>

Webpage Link

<https://www.akbank.com/en-us/Pages/default.aspx> (<https://www.akbank.com/en-us/Pages/default.aspx>)

Would you like to add an additional webpage link?

Supporting Document

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Would you like to add an additional supporting document?

Yes

Supporting Document 2

[REDACTED]
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Would you like to add an additional supporting document?

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