

Nomination: 9140

## Sustainability Learning Journey

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| <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><br>TSKB<br><br>██████████<br>██████████  |
| <b>Additional Contacts</b><br>I do not wish to list additional contacts  |
| <b>Page: Entry Information</b>   |
| <b>Entry Title</b><br>Sustainability Learning Journey  |
| <b>Category</b><br>B01 - B67 Achievement > B50 - Best Team Development Program   |
| <b>Achievement Submission Format</b><br>Written Answers  |
| <b>a. Briefly describe the nominated organization: its history and past performance (up to 200 words). Required</b><br>TSKB identified a critical business need to deepen its organizational commitment to sustainability beyond traditional policy adoption. With global sustainability standards evolving rapidly — including the European Green Deal, Sustainable Development Goals (SDGs), ESG disclosure requirements, and climate risk reporting frameworks — there was a pressing need to ensure that all employees, not just leadership, possessed the knowledge, skills, and ownership mindset necessary to operationalize sustainability. Regulatory expectations, market competitiveness, investor scrutiny, and client demands required TSKB to internalize sustainability across every function.<br><br>Additionally, the emergence of hybrid work models called for innovative, digital-first learning approaches that could sustain engagement remotely. Traditional one-way learning formats were insufficient for cultivating deep understanding or behavioral change. There was also a strategic imperative to foster employee-driven innovation in sustainable finance products and services, ensuring that TSKB remained a pioneer in the sector. Addressing these needs, the Sustainability Learning Journey was launched to create a transformative, experiential learning platform that aligned employee capabilities with global sustainability demands and positioned TSKB to lead responsibly into the future.   |
| <b>b. Outline the team's or organization's achievements since the beginning of 2023 that you wish to bring to the judges' attention (up to 250 words). Required</b><br>Since early 2023, TSKB successfully implemented the Sustainability Learning Journey, creating a scalable, innovative internal learning platform that engaged the entire workforce in sustainability transformation. Over 450 employees actively participated in structured modular learning covering sustainability foundations, ESG management, climate risk, sustainable finance mechanisms, and global regulatory frameworks. The program incorporated a unique blend of asynchronous online modules, real-time discussions, gamification elements, and a landmark experiential project: ecoDrone seed ball distribution.<br><br>Through this project, employees directly contributed to the planting of 15,000 seed balls in inaccessible degraded areas, creating immediate, measurable environmental impact and reinforcing theoretical learning through real-world application. A "Guess What" competition on sustainability good practices further stimulated collaboration, generating 267 peer recognitions and 37 substantive discussions across the organization.<br><br>Strategic partnerships with Escarus and eCording ensured that the program reflected cutting-edge sustainability practices and technological innovation. TSKB went beyond conventional compliance training, embedding sustainability into daily operations, client interactions, and risk management practices. The program produced not only higher knowledge retention and employee engagement but also visible contributions to biodiversity, carbon sequestration, and corporate social responsibility. In doing so, TSKB redefined sustainability learning in the banking sector, directly linking education to organizational performance, innovation, and external reputation. |

**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**

The Sustainability Learning Journey is unique in its holistic, action-driven approach to embedding sustainability across an organization. Unlike many industry initiatives, which concentrate sustainability awareness among leadership tiers or treat it as a compliance necessity, TSKB democratized sustainability education across all functions and levels. The use of ecoDrone seed ball distribution as a learning tool is unprecedented in the Turkish banking sector — blending digital learning with real-world ecological restoration in a measurable, innovative way.

While peer institutions often conduct one-way seminars or short courses, TSKB built a continuous learning ecosystem integrating experiential learning, social collaboration, gamification, and real-world impact measurement. Employee engagement metrics — 450 participants, 15,000 seed balls deployed, and high levels of social interaction — far exceed industry averages for internal sustainability programs, where engagement often struggles to surpass 30-40%.

Compared to its past efforts, which primarily focused on top-down policy initiatives, TSKB's 2023 program fundamentally transformed its organizational culture. Employees became active agents of sustainability, influencing decisions across risk management, project financing, and client advisory processes. By successfully combining environmental action, employee development, and strategic innovation, TSKB positioned itself ahead of competitors and redefined what effective sustainability learning means in the financial sector — turning awareness into measurable action, corporate pride, and global leadership.

**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**

This nomination is supported by a set of rich, verifiable materials that demonstrate the authenticity, innovation, and measurable outcomes of the Sustainability Learning Journey.

Supporting Document (Uploaded: "Sustainability Learning Journey – Best Team Development Program – Details.pdf")

This comprehensive document serves as the primary reference. It includes screenshots from the Learning Management System, visuals of the social discussion boards and active peer collaboration, and examples of interactive content and certification. It also provides direct evidence of gamification elements, competition results, and email confirmations of ecoDrone seed drops with visuals from the actual afforestation efforts. These demonstrate that the program was not theoretical—it was experiential and impactful.

ecording Website (ecoDrone technology overview)

The official ecording ecoDrone page explains the AI-supported drone technology used for seed ball distribution. This validates TSKB's claim of combining learning with real-world ecological innovation.

External Press Article – "Eco-Friendly and Sustainable Collaboration from TSKB and ecording"

This news feature documents the strategic partnership behind the program and supports the claim that TSKB set a benchmark by merging sustainability education with environmental technology. It confirms public recognition and media interest in the initiative, reinforcing its visibility and credibility.

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

No

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