

ANNUAL REPORT









SABRÍ ÜLKER FOUNDATION ANNUAL REPORT



SABRİ ÜLKER FOUNDATION

SUMMARY OF THE YEAR



The Balanced Nutrition **Education Project** reached 6 million children, parents and **teachers** in the 7th year. The Balanced Nutrition Education Project has won

4 prestigious awards in total, 2 national and 2 international.



Within the scope of the project, 3-day daily in-service trainings of nutrition education were given to **1000** teachers in 10 cities in collaboration with Ministry of

Education for the first time.

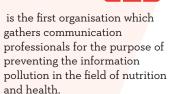




The Project has added a story book to its renewed education materials in 2017-2018 education year.

"Little Chefs Restaurant" story book met with children!

Nutriton and Health Communication Programme



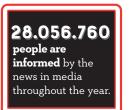
Follower numbers on the social media accounts of the foundation increased by 55% compared to 2016!

The Foundation's web-site was viewed 1.257.080 times throughout the year.



The iGrow application which says "We should keep track of our children while they are growing up!" reached

10.000 users.



For Accurate Science

The first book of For Accurate Science platform which was prepared with the most up-to-date articles was shared with the science world.

were discussed at the 4th Nutrition and **Healthy Lifestyle** Summit.

developments related to

nutrition and health

Latest scientific

The Foundation met with thousands of academicians, health and nutrition professionals, educationists and parents at

7 scientific congresses and

events in total. 4 national and 3 international.

*According to the Ülker Brand Health Tracking 2017 research, the Sabri Ülker Foundation the awareness of the society has reached 36%.



PROJECTS AND EVENTS

- **14** Balanced Nutrition Education Project
- **20** 7th Year Celebration
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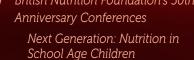
- 80 Sabri Ülker Foundation Healthy Living Center
- **82** Healthy Speaker Series
- **84** Internal Communication Studies
- **86** Periodic Bulletins Healthy Life Newsletter Balanced Nutrition Bulletin
- **87** Campaign weeks



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- **52** National Congresses
- **54** 3rd International Hidden Hunger Congress
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Who Shapes the Food



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66 The European Food Information Council "Trust in Science in the Post-fact Era Conference"



SOCIAL MEDIA

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- **98** Awards

Mercury Excellence Award

Health Volunteers Turkey Foundation (HV-T) / Best Social Responsibility Project Award

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INTERNATIONAL COLLABORATIONS

- 72 Harvard Sabri Ülker Center
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INTRODUCTION

Sabri Ülker Foundation was founded in 2009 in memory of esteemed Sabri Ülker, who was a prominent figure in Turkish food sector, to contribute to the development of awareness in topics such as food, nutrition and healthy life and to convey the most accurate, up-to-date and scientific information on these topics. The Foundation operates through the inspiring values and principles of Sabri Ülker, who was quoted as saying "I shall not serve anything that I and my children wouldn't eat to my customers" and strives for the future of public health as an independent, impartial and scientific non-profit institution.

Undertaking sustainable projects that are first in their fields, such as Balanced Nutrition Education Program, Nutrition and Healthy Lifestyle Summit, Sabri Ülker Science Award, Science Speaking Platform and Nutrition and Health Communication Program, Sabri Ülker Foundation continues its activities

under the leadership of our independent science committee who specializes in food, nutrition and health.

Sabri Ülker Foundation, which supports education and research programs on food and nutrition in cooperation with universities, also collaborates with Sabri Ülker Metabolic Research Center in Harvard University. The Foundation has also distributed Sabri Ülker Science Awards since 2014 with the aim of encouraging young scientists and supporting research for the greater good.

As the sole Turkish member of European Nutrition
Foundations Network, Sabri Ülker Foundation aims to
collaborate with worldwide-known trustworthy institutions
and networks such as British Nutrition Foundation (BNF),
European Food Safety Authority (EFSA), Food and Drug
Administration (FDA), Food and Agriculture Organization
(FAO), World Health Organization (WHO), International Life
Sciences Institute (ILSI), European Food Information
Council (EUFIC) and American Dietetic Association (ADA)
and to prevent misinformation in nutrition and health for
the greater good.



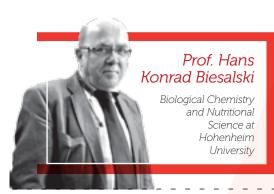
Mahmut Oltan Sungurlu Chairman of Sabri Ülker Foundation

"Sabri Ülker was a distinguished person who wanted the best of everything. He was a very precious man who used to tell his children and heirs: "I do not accept the third place in the work that you do" and left this heritage behind. In his words, he meant to say, be the first in what you are doing. If you cannot, then be the second. However, do not do what you are doing if you will be third. We said. "What can we do?" when starting as a family. What can we do in Turkey? What can we do in the world? But first of all, what can we do in our country? Our Foundation has come out with this intention."

THE SCIENCE COMMITTEE

OF THE FOUNDATION



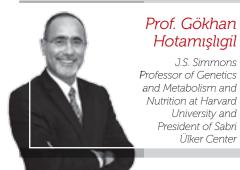












Hotamışlıgil J.S. Simmons Professor of Genetics and Metabolism and Nutrition at Harvard University and President of Sabri Ülker Center



Prof. Temel Yılmaz President of Diabetes Research and Application Unit at Istanbul University Institute of Experimental Medicine and Chairman of Turkish Diabetes Foundation SABRİÜ

SABRİ ÜLKER FOUNDATION

PROJECTS AND ACTIVITIES



THE BALANCED NUTRITION **EDUCATION PROJECT**

The Balanced Nutrition Education Project, managed by the Sabri Ülker Foundation in collaboration with the Turkish Ministry of Education, has continued. In total some 6 million teachers. students, and parents have now participated in the programme.

The scope of the "Balanced Nutrition" project, which is now in its 7th year, has been augmented with in-service training to teachers.

The key message of the **Balanced Nutrition** Education Project is that "You can eat everything. The important thing is to learn how to achieve a balance". This message has been included in the "Healthy Life" chapter taught in Life Science lessons for the first. second, third, and fourth grade students, according to the renewed curriculum of the 2017-2018 academic year.



The Balanced Nutrition has started in 2011 with 20.000 students in 40 pilot schools in 4 cities including İstanbul, İzmir, Gaziantep and Trabzon.
A protocol was made in collaboration with the Ministry of Education General Directorate of Basic Education.

A total of 400.000 people were reached.



Public service messages of the project screened on television.

All grades of the primary education were covered with the addition of pre-school and 1st grade to the project

in the 2016-2017 academic year

"The food consumption frequency and amount research" established in

150 schools including Istanbul, İzmir and Kayseri with the collaboration of Marmara University, Ege University and Erciyes University in the 2014-2015 academic vear.



The Balanced Nutrition **Education Project continues** with 312,000 students and





The iGrow mobile application which helps parents to follow up their children's development easily and Balanced Nutrition Cuisine platform which provides balanced recipes for children and parents were developed in 2016.

The Balanced Nutrition theatre met with 500 children.



In 2017, the basic nutrition education was given o 1.000 teachers

for the first time in collaboration with the Ministry of Education within the scope of in-service training.

In the 2013-2014 academic year;

500 schools with the participation of 10 cities

including Kayseri, Sinop, Erzurum, Antalya, Aydın and Kahramanmaraş in the project.





On 27 April 2017, the Balanced Nutrition Education Project was presented as an example for the Best Practices at the 50th

Anniversary Conference of the British Nutrition Foundation.

The presentation was done with the attendance of Princess Anne from the British Royal Family.



The project has reached a total of 6 million students, teachers and parents in 7 years.

For the last 7 years, under the auspices of the "Balanced Nutrition Education Project" we have been explaining to students and teachers at 500 schools in 10 provinces across Turkey, the key points of a healthy and balanced diet. By 2017, this project hadreached 6 million people in total including students, parents, and teachers.

In this project, we have collaborated with the Ministry of Education, and informed teachers about balanced nutrition. In the in-service training programme certified by the Ministry of Education, we have trained our teachers on "Basic Nutrition or School-based Healthy Living".

Prof. Halit Taniu Besler, who is a Sabri Ülker Foundation Scientific Board Member and Head of the Eastern Mediterranean University Nutrition and Dietetics

Department, coordinates our Balanced Nutrition Education Project. The integration of the project with educational programmes and course modules is co-ordinated by Assoc. Prof. Hünkar Korkmaz from the Department of Educational Sciences at Hacettepe University

What did we do in the in-service trainings?

This year the Sabri Ülker Foundation, together with the Ministry of Education, organized for the first time a special education programme for our teachers within the "Balanced Nutrition Education Project".



In order to support the professional and personal development of the teachers, we provided a three-day in-service training programme on "Basic Nutrition for School-based Healthy Living". This has been certified by the Ministry of Education.

The training was coordinated by Prof. Halit Tanju Besler, who is a Sabri Ülker Foundation Scientific Board Member and Head of the Eastern Mediterranean University Nutrition and Dietetics Department. This took place in Istanbul, Gaziantep, Antalya, Sinop, Trabzon, Izmir, Erzurum, Aydin, Kahramanmaraş, and Kayseri.

The messages of the Balanced Nutrition Education Programme were emphasised in the 2017-2018 curriculum

The key message of the Balanced Nutrition Education Project is that "You can eat everything. The important thing is to learn how to achieve a balance". This message has been included in the "Healthy Life" chapter taught in Life Science lessons for first, second, third, and fourth grade students, according to the renewed curriculum of the 2017-2018 academic year.

The most comprehensive nutrition education project in Turkey

The Balanced Nutrition Project is Turkey's most comprehensive nutrition education project. It fits in very well with the fundamental mission of our foundation which is to improve public health. It began by helping primary school children in Turkey, their parents, teachers, school administrators, and all schools' employees to develop healthy eating habits, and its activities continue at full speed.

The rules of balanced nutrition and eating are taught through games, creative studies, and in an entertaining way. Thanks to this training the children learn what and how much to eat, understand the importance of physical activity, and adopt basic hygiene rules to stay healthy.

"Whilst learning about foods, students also learn colours, numbers, and space-place relations, as well as developing their language skills."

Assoc. Prof. Hünkar Korkmaz

Hacettepe University, Educational Sciences

Department, Faculty Member

"We have seen positive changes in body mass indexes of the students for their ages. Egg consumption has increased a lot. This is very important because eggs are the cheapest and most important source of protein. Fruit and vegetable consumption was not very good for the primary school-age children. There is also an increase in these rates. We have seen an increase in consumption of milk and dairy products. On the other hand, there is a serious decrease in the consumption of sweets."

Prof. H Tanju Besler
Head of Nutrition and Diototics I

Head of Nutrition and Dietetics Department, East Mediterranean University, Sabri Ülker Foundation Scientific Board Member

Comprehensive project materials are included in the programme!

- A guidebook explaining the programme to teachers:
 Teacher's Handbook
- Visual materials used in the classroom
- Activity books sent to all students according to their grades
- Training presentations
- Warner Bros. Cartoons including the hidden messages of the Balanced Nutrition Education Project.

"The correct nutritional awareness should be presented from childhood so that future generations become healthy and this consciousness can spread to society at large."

Begüm Mutuş

General Manager of Sabri Ülker Foundation

"Little Chefs Restaurant" book teaches balanced nutrition

We have added another new item to the training materials of the Balanced Nutrition Education
Project this year: A storybook. The book is entitled "Little Chefs Restaurant" and is authored by Ayşe Şule Bilgiç. It encourages students to learn about entertaining and it is now included among our educational materials. "Little Chefs Restaurant" tells about Gökhan, Didem, and Asli's visit to their uncle in Datça during the summer holiday and their adventures. It will be a great addition to the materials for second, third, and fourth graders. Whilst staying with their uncle, the three siblings learn how to cook and earn money in doing so. Hence, the story teaches students about balanced nutrition in an entertaining way.

Balanced Nutrition Competitions

Each year we organize a painting contest called "I keep Balanced Nutrition" as part of the Balanced Nutrition Education Project. Every child who participates in our education programme is entitled to join the contest. The children's task is to express what they have learned during the healthy and balanced nutrition training. The committees established in Provincial Directorates of Education determine the winners of the competition. In the end, 9 students are awarded in 3 categories.

The most striking detail of the "Balanced Nutrition" painting contest this year is that there are too many nursery class students among the winners.

Moreover...

Apart from the "Balanced Nutrition" painting competition, we now organize a "Best Practice Competition" for teachers. We encourage the teachers participating in the project to reflect the messages of the training to us through different, interesting, and entertaining projects. In each province, the educator who develops the best idea to make the project stick positively in the minds of children, wins the award.

7TH ANNIVERSARY OF BALANCED NUTRITION EDUCATION PROJECT

25 December 2017, Feriye Palace

For 7 years, we have been explaining how balanced nutrition should be at schools.

"Balanced Nutrition Education Project", the most comprehensive nutrition Project in Turkey, celebrates its 7th year. The project, which prepares children for a healthier future and is carried out by our Foundation together with the Ministry of National Education's Basic Education Directorate, reaches out to over 6 million children, parents and teachers in its 7th year.



We celebrated the 7th year of the "Balanced Nutrition Education Project", which we have been carrying out with great stability and success since 2011, at Feriye Sarayı with a special event. We introduced the story book titled "Little Chefs Restaurant (Küçük Şefler Restoranı)", which was prepared under this project and will be used as education material in the implementation of the project across Turkey in pilot schools. We also presented awards to our teachers who won the "Good Practice Competition" and exhibited the pictures of students participating in the "Balanced Nutrition Painting Contest".



A story book titled Little Chef Restaurant is among the project materials prepared by a team called Düşyeri, which was founded by Ayşe Şule Bilgiç. Little Chefs Restaurant will meet with some 500 thousand students in 500 schools, in which the program is implemented. "Little Chefs Restaurant", which depicts messages of balanced nutrition

education as an exciting story, will be distributed to 2nd, 3rd and 4th grade students as of January. Throughout 2018, there will be three different story books available for pre-school and 1st grade students.

What is the innovative aspect of the project?

"Balanced Nutrition Education Project" continues to be renewed and developed every year. The innovative aspect of "Balanced Nutrition", which is one of our Foundation's utmost important projects, is explained by General Manager of Sabri Ülker Foundation, Begüm Mutuş: "In the 2017-2018 academic year, the messages conveyed by the Balanced Nutrition Project were included in the renewed education programs and took place under the title of" balanced nutrition "at the Healthy Life section in the Life Science lesson. In addition, in September of this year basic nutrition training was given to hundreds of teachers in the scope of in-service training to encourage teachers' professional and personal development. We will proceed with renewed materials to bring physical activity to the forefront in reaching more children next year."

CHILD DEVELOPMENT

FAIR

March 16-19, 2017, Istanbul

As the Sabri Ülker Foundation, we participated the Child Development Fair held for the first time at the Istanbul Expo Center on March 16-19, 2017. We had the opportunity to introduce the iGrow mobile application to a large number of teachers and parents visiting the fair.



iGROW

Our children grow, we follow!



iGrow is the most comprehensive child development monitoring application in Turkey and it can be downloaded to smartphones free of charge.

The application enables one to follow the growth and development of a child according to scientific measurements by simply entering their age, weight, and height.

The application offers advice on adequate and balanced nutrition to parents who have a child or a relative between 0-18, and provides tips for ensuring their sleep routine.

Developed by the Dutch Research and Development organization TNO (Netherlands Organization for Applied Scientific Research), iGrow is an application launched by our foundation last year.

This application was released in Turkey soon after its development in the Netherlands. Tips for a balanced and healthy nutrition will now be with you wherever you go...

How it works?

First, the iGrow application is downloaded to a smartphone. Then achild's age, height, and weight are entered. Following this iGrow takes over.

iGrow follows the development of a child according to scientific measures. His or heris doctor's appointments, homework, or friends' birthdays will not be missed thanks to the organizer included in the application, which also provides periodic tips on nutrition, physical activity, and sleeping habits.

Physical activity recommendations by age groups, healthy menus for 0o 48 month old children, healthy daily recipes, and favorite lullabies f are all in iGrow.

iGrow can be downloaded onto smartphones via Google Play and the Apple Store. Up to now the iGrow application has reached more than 10,000 users.









BALANCED NUTRITION CUISINE



1

Eating a balanced and adequate diet is key to a healthy life. The "Balanced Nutrition Cuisine" project features a range of delicious and balanced recipes... Each recipe is accompanied by a

video, which provides information about the energy and nutrient content and potential benefits of that recipe. 2

Visit the Balanced Nutrition Cuisine website, featuring 12 recipes for all seasons.

An important way to a healthy society is through a balanced kitchen. Sabri Ülker Foundation seeks to help to solve the question of "What to cook today?" via its Balanced Nutrition Cuisine programme.

The 12 recipes currently featured are the result of detailed research on ingredients, nutritional elements, and energy values. In the Balanced Nutrition Cuisine programmeattention has been

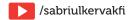


focused on seasonal vegetables and fruit. In addition, an adult using these recipes will also know how much of an individual's daily calorie needs are being provided.

The mainrecipes are accompanied by suggestions for a range of delicious and healthy side dishes for a balanced meal.



The 12 recipes of Balanced Nutrition Cuisine can be accessed via our YouTube channel...



2 ANNE 1 MUTFAK



This year, we have included in the Balanced Nutrition Cuisine the "2 Anne 1 Mutfak" team, which has a large audience on Youtube.

"2 Anne 1 Mutfak" team who prepared healthy meals for children, developed a recipe for each week for Balance Kitchen.

"What to cook today?" If you have a child, this question engages your mind at least several times a week. The "2 Anne 1 Mutfak" team became part of our team with this point in mind. Seda Şamlı Luş and Defne Tokay Batur's recipes are both practical and very healthy.

The recipes do not consist solely of main meal options. A variety of snacks and breakfast options are also included; which children are sure to enjoy. The recipes that the 2 Anne 1 Mutfak team prepared for Balanced Nutrition Cuisine are ideal for the balanced and healthy feeding of the children who come home hungry from school.



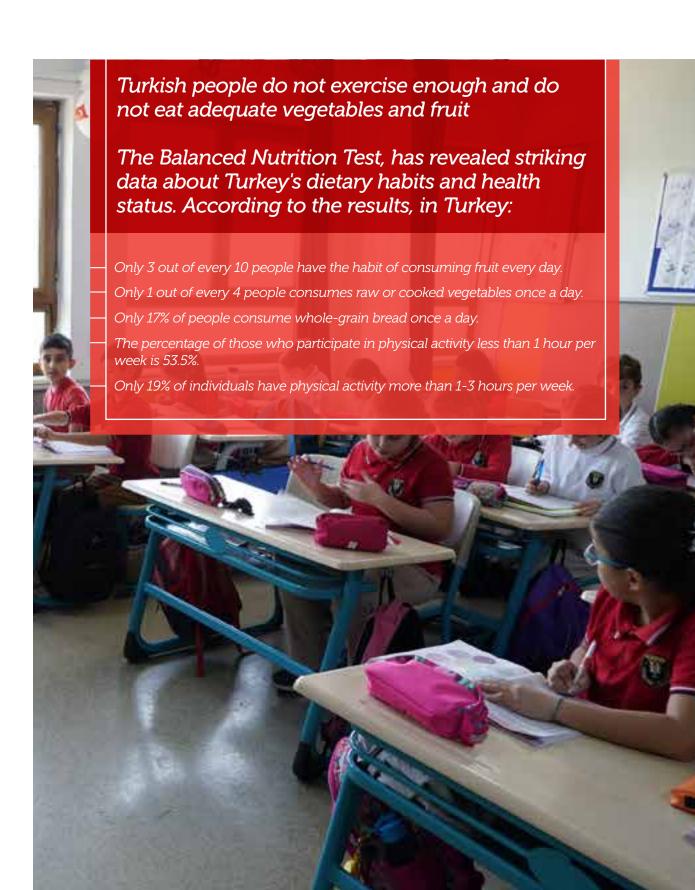
BALANCED NUTRITION TEST



The Balanced Nutrition Test was initially adapted from German to Turkish back in 2011.

In 2017, the test, which is now formally called "The Balanced Nutrition Test." has been fully updated. The test evaulates the nutritional habits of participants and makes suggestions to improve eating habits and exercise.

The "Balanced Nutrition Test", in which specific Turkish foods have also been added this year, is an adaption of the Self Check application, which was developed by Hohenheim University which is one of the world's most respected academic institutions... As a result of the test, individuals eating habits and recommended actions to be taken are listed side-by-side.



4TH NUTRITION AND HEALTHY LIFESTYLE SUMMIT

May 4, 2017, Istanbul

1

The 4th Nutrition and Healthy Lifestyles Summit, organized by the Sabri Ülker Foundation, took place on May 4, 2017. The main theme of the summit was the impact of of eating behaviour on health.

2

During the summit leading scientists from around the world presented and discussed the latest scientific data linking eating behaviour with health. 3

At the summit, the results of the "Drivers of Food Choice" research conducted by the European Food Information Council (EUFIC) in five countries including Turkey were shared with the public for the first time.



The Sabri Ülker foundation, organizes a "Nutrition and Healthy Lifestyles Summit" biennially. The fourth summit was held on May 4, 2017, in Istanbul under the theme of "The Effects of Eating Behaviour on Health". Approximately 400 people attended the summit from academia, the health sector, and the media among others.

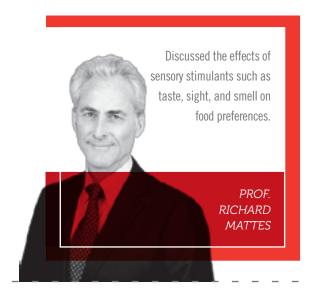
Leading nutrition scientists presented on a wide range of topics such as cognitive factors in the acquisition of eating behaviour, the role of the environment, and factors affecting the eating behaviour of children.

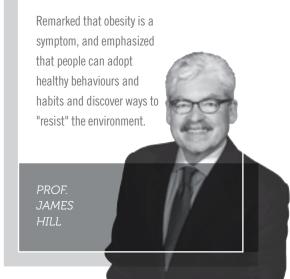
Who were the speakers in the summit?

- Prof. Richard Mattes, Purdue University, Department of Nutrition Science
- Prof. James Hill, University of Colorado, School of Medicine, Department of Pediatrics & Medicine
- Prof. Charles Spence, Oxford University

- Prof. Ömer Küçük, Emory University, Department of Hematology and Medical Oncology
- Prof. Klaus Grunert, Aarhus University (Denmark), Department of Marketing
- Prof. Bülent Çaplı, Bilkent University, Department of Communication and Design
- Steve Connor, former science editor of "The Independent" newspaper
- Ziyneti Kocabıyık, General Secretary of Education and Health Journalists Association and Health Editor
- Sylvia B. Rowe, SR Strategy President

Highlights





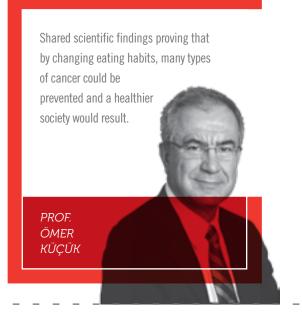
Introduced the new science of eating;
"Gastrophysics!" to the participants. In his presentation, he listed psychological methods used to make foods more tasty to and to enhance satiety. He said that a meal is actually eaten by the eyes first and that many parameters, from the colour of the plate to the music in the environment, affect the perception of eating.

PROF. CHARLES SPENCE

In the summit, he declared the results of the "Driver's of Food Choice" project to the participants and public, for the first time in Turkey. In the study, people consuming six different product groups - breakfast cereals, ready meals, yogurt, sweet snacks, biscuits, and cold drinks - were asked about what they felt and why they consumed that product.

PROF.

KLAUS



According to the results of the "Factors Triggering Food Choice" research...

The Sabri Ülker Foundation carried out the Turkish leg of the project, which has also been piloted in the U.K., Italy, France, and Poland. According to the results of the research, Italians pay attention to the brand, while Turks look for taste and Poles see food as a "source of energy" and economic factors play a bigger role in their choices.

- For Italians, breakfast cereals are equal to health and balanced nutrition, whereas for French, it is considered as a food that enhances productivity with the energy it provides.
- The British are looking for flavor and health in cold drinks. Italians believe that these types of beverages can help reduce food waste, save money and control weight.
- Turkish people prefer desserts in relation to socializing.
- It is observed that the way to happiness goes through balanced nutrition in each country the study was conducted, and eating yogurt makes Italians, British, and French people happy.
- Turkish people have difficulty in making healthy choices because of too many different information about food.



Hippocrates (The Father of Medicine)

Health Communication Panel

Health communications was also an important agenda item for the 4th Nutrition and Healthy Lifestyles Summit. The Summit concluded with a lively panel discussion on Health Communications. This highlighted society's the anxiety of society, which is caused by media representation about various food products.

- The "Health Communication Panel" was held under the moderation of Prof. Bülent Çaplı from Bilkent University, Communication and Design Department.
- Steve Connor, the former science editor of "The Independent" newspaper, explained how the news about various food products creates a great concern in society, by giving examples from the British press.
- One of the panelists, Sylvia Rowe, the head of the SR Strategy company, which provides management and communication consultancy services on health, nutrition, food safety, and risk; described today's food world as an unpleasant picture and stated that the complexity of information about food and food systems has created a climate full of ambiguity and difficulty.
- Steve Connor emphasized that scientists and the media should work together to ensure that people are informed correctly and responsibly about the safety and nutritional value of food.
- Ziyneti Kocabıyık, General Secretary of the Education and Health
 Journalists Association and Türkiye newspaper health editor, pointed out
 that nutrition is one of the favourite subjects of media about which they
 make news on 365 days a year.

SABRİ ÜLKER SCIENCE AWARD



The Sabri Ülker Science Award was initiated four years ago with the aim of supporting nutrition research, education programmes, and other initiatives. This year's theme was "Nutrition, Metabolism, and Community Health".

We received dozens of national and international applications for the 4th Sabri Ülker Science Award.

The winner of the 2017 Sabri Ülker Science Award

This year, the Sabri Ülker Science Award was granted to Asst. Prof. Ebru Erbay from Bilkent University, Department of Molecular Biology and Genetics, for her research entitled "Bioactive Lipids for Health".

Erbay received her award from Sabri Ülker Foundation's Honorary Chairman Oltan Sungurlu, Sabri Ülker Foundation Scientific Board Member Zeki Ziya Sözen, Ph.D., and Harvard University Vice President for International Affairs Mark Elliot.



Asst. Prof. Ebru Erbay
Bilkent University, Department of Molecular Biology and Genetics

"The Sabri Ülker Foundation
Science Award is very valuable and
important to us. Why do we give
this award to young scientists?
Science, as you all know, shapes
our future. Young scientists are the
building blocks of science. They
make up the science of the future
with their endeavour, efforts, and
research..."

Zeki Ziya SözenSabri Ülker Foundation Scientific
Board Member

What does the winning project tell us?

In her research, Asst.
Prof. Ebru Erbay
determined that
palmitoleic acid
production in our body,
has protective effects
with respect to arterial
function.

Erbay, in her study on rats fed with very high-calorie foods, showed that palmitoleic acid, an unsaturated fat, removed saturated fats that can damage cell structure, and alleviated vascular stiffness.



"Bioactive Lipids for Health" was also featured in Science Translational Medicine magazine, one of the most prestigious scientific journals in its field.

NUTRITION AND HEALTH COMMUNICATION



July 8-9, 2017, Istanbul

PROGRAMME

1

In the "Nutrition and Health Communication Programme," we brought together scientists and communication professionals to discuss how better to ensure the dissemination of accurate information in the nutrition and health fields.

2

Information confusion and information pollution are among the most important problems of today's information society.



The research conducted by the European Food Information Council (EUFIC) in eight EU countries in 2011 and 2012, reveals that only 27% of health news published in newspapers is based on scientific evidence, which demonstrates that "health and nutrition" is also a victim of information chaos.

We have developed the idea of bringing together communication professionals and academics while realizing a series of projects to overcome the information pollution on these issues. On July 8-9, 2017, we organized the "Nutrition and Health Communication Programme" in Istanbul. Thisbrought together international scientists and communication professionals from different backgrounds and perspectives.

Journalists, bloggers, and digital platform representatives discussed how best to communicate on nutrition and health, taking sound science and presenting it in a way which is understandable by consumers. Interactive workshops were a particular feature of the event.

The curriculum of the training programme was created by Prof. Hans Konrad Biesalski, Department Head of Nutritional Sciences at Hohenheim University and Sabri Ülker Foundation Scientific Board Member. Participants received a certificate internationally recognized by the German Society of Nutrition and Food Science, the nation's leading nutrition and food science entity.

What did we learn?

Prof Diana Banati, Executive and Scientific Director of the International Life Sciences Institute Europe (ILSI Europe) underscored the importance of open and correct communication with consumers, addressing food-related issues and consumer concerns.

Julian D. Stowell, Visiting Professor at Oxford Brookes University, gave examples of projects in the European Union which seek to disseminate scientific information accurately and in a format accessible to consumers.

Dean Prof. Beraat Özçelik of the Faculty of Chemistry and Metallurgy, Istanbul Technical University, provided information on food processing methods.

What did journalists and bloggers say about the training?

One of our greatest achievements of this training is that we have met the concepts of "Food Safety" and "Food Security". (Özge Selçuk Bozkurt)

We have learned how to reach the sources of information to stop increasing information pollution. (Gökçe Yılmaz)

We have become clear that we should not trust every information we read without investigating, and that the source for accurate information should be checked up on. (İmren Gürsoy)





Laura Femández Celemín, Director General of the European Food Information Council (EUFIC) discussed common myths and facts about foods.

Prof. Lynn J. Frewer, faculty member of the Department of Agriculture, Food, and Rural Development, Newcastle University, noted the importance of scientific literacy and the key role of journalists in spreading information and news about nutrition topics.

Prof. Bülent Çaplı, Faculty Member of the Department of Communication and Design, Bilkent University, was the moderator of the media workshop.



"FOR ACCURATE SCIENCE" PLATFORM

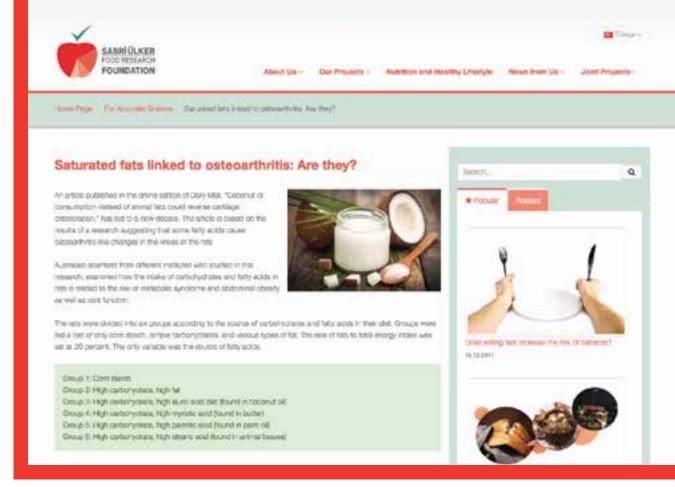


A vast amount of news on health and nutrition is disseminated on a daily basis around the world using a variety of platforms. However, it is not known to what extent these reports reflect the scientific facts. The situation is no different in Turkey. Our foundation set up the 'For Accurate Science' Platform to fight information pollution in the nutrition and health fields and to raise awareness of these issues in the community. This platform has been followed by 12 thousand users per month via our foundation's website.

As the Sabri Ülker Foundation, we share scientific and up-to-date information on health and nutrition with the public through the "For Accurate Science" platform, and we try to avoid information pollution in these areas.

The most up-to-date scientific articles published by the platform are shared both with media representatives and with the 20,000 academicians and health professionals registered in the database of our foundation.

We deliver our 'For Accurate Science' bulletin to the attendees at nutrition and health conferences as the opportunity arises.



Moreover...

The English versions of these scientific articles are also published on the Sabri Ülker Foundation's website (sabriulkerfoundation.org/en/ss) in the "For Accurate Science" section.

Statistics On "Nutrition"

In Turkey, when the word "nutrition" is searched on Google, the results are as follows; 15 million in 32 seconds in 2015, and 24.5 million in 32 seconds in August 2017. There is 63 percent increase in 2 years.

The First Publication Of The Platform Is Ready

"For Accurate Science" articles were collected into a book this year and we have made our very first publication. It was shared out with academics, health professionals, and the media, among others.

In their research "The Analysis and Evidence of Nutritional Health Claims in European Newspapers", which was conducted on 2011 and 2012 in collaboration with East Anglia University (UEA), the European Food Information Council (EUFIC) examined health-related news published in the newspapers of eight of the European Union member countries for four weeks. This research revealed that only 27 percent of the reports in the news were based on scientific evidence, as endorsed by the European Food Safety Authority (EFSA).





SABRİ ÜLKER FOUNDATION

NATIONAL AND INTERNATIONAL CONGRESS PARTICIPATIONS

NATIONAL CONGRESS



February 9-10, 2017, Ankara

Gazi University Department of Nutrition and Dietetics organized the Nutrition in Diseases Symposium on February 9-10 in Ankara. Academicians and students from the Nutrition and Dietetics departments of various universities in Turkey participated in the Nutrition in Diseases Symposium-Carbohydrate Counting Programme. As Sabri Ülker Foundation, in the symposium, we also had the opportunity to tell about our projects and our foundation.

Hacettepe University Nutrition and Dietetic Days 5th Post-graduate Training

May 11-13, 2017, Ankara

The Faculty of Health Sciences, Department of Nutrition and Dietetics at Hacettepe University, has held a post-graduate training day in nutrition and dietetics since 2007. Our Foundation held a satellite session during the 2017 event. Prof. Tanju Besler, Department head of the Nutrition and Dietetics Department at the Eastern Mediterranean University and Burcu Aksoy, Ph.D., Sabri Ülker Foundation's Nutrition and Scientific Communications Manager were the speakers at the satellite symposium titled "The Importance of Digital Applications in Struggling with Nutritional Problems: Balanced Nutrition Test".



International Healthy Nutrition Congress: Gastrointestial Diseases

October 5-7, 2017, Izmir

This year, at the International Healthy Nutrition Congress organized by Ege University and Kâtip Çelebi University, the importance of nutrition in nourishing health and protecting from diseases was discussed. Prof. Tanju Besler, gave a presentation entitled "Evaluation of Traditi-

onal Methods in the Assessment of Nutritional Status according to Modern Scientific Norms and its Reflections to the Future" in the satellite symposium.

3RD INTERNATIONAL HIDDEN HUNGERCONGRESS

March 20-22, 2017, Germany

1

Our Foundation participated in the 3rd International Hidden Hunger Congress which took place on March 20-22 in Germany. The objective of the Congress was to draw worldwide attention to hidden hunger and to discuss strategies to improve the situation.

3

New digital applications that are used to monitor health problems caused by nutritional issues such as hidden hunger, were discussed in the symposium titled "The Contribution of Mobile Applications to the Future of Community Health". This symposium was organized by our foundation.

2

Expert scientists, government representatives, institutions, and public and private sector representatives all participated in the Congress. New data regarding hidden hunger were shared with the public for the first time.

4

We also had a chance to present our Balanced Nutrition Test to nutrition world, which is a first in Turkey, as a healthy lifestyle profiling application for users.



_60 NATIONAL AND INTERNATIONAL CONGRESS PARTICIPATIONS

The Hidden Hunger Congress is a convention that has been held since 2013. It has growing international significance in the field of nutrition. The Congress is organized by Prof. Hans Konrad Biesalski, head of the Department of Nutrition at Hohenheim University. It is the first organization in the world to bring the hidden hunger issue on the agenda and to debate its implications. The Sabri Ülker Foundation, has participated in the congress every year. This provides an opportunity to follow the current developments and share information about recent studies conducted in Turkey. This year, we again took part in the congress.

During the congress we hosted a session entitled "Contributions of Mobile Applications to the Future of Community Health".

The session began with a presentation by Prof. Hans Konrad Biesalski, a member of our Foundation's Science Committee and the President of the Congress. Prof. Biesalski explained how important an adequate and balanced nutrition is in alleviating with hidden hunger. In addition, Mirjana Gurinović, Ph.D., delivered a presentation on new approaches to assessing food intake.

"Balanced Nutrition Test" was introduced

In the last part of the session, the Sabri Ülker Foundation, presented the "Balanced Nutrition Test" to the participants. We also shared data obtained from the "Balanced Nutrition Test" which we use to evaluate the nutritional status of individuals and to support balanced nutrition.

Moreover...

Successfully executed projects such as "One World-No Hunger", which is a private initiative of The German Federal Ministry of Economic Cooperation and Development, and other initiatives were also explained to the participants of the Congress.

"Sabri Ülker Foundation, cooperating with ILSI, which handles public health issues with a wide scientific perspective and in collaboration with globally known scientists and institutions, develops and implements a very important approach on these issues in Turkey. I believe that the new mobile applications and methods developed have shed light on us in finding and interpreting the diet and eating habits of the society and struggling with the problems of nutrition."

Prof. Diana Banati

Sabri Ülker Foundation Scientific
Board Member and Director of ILSI Europe International Life Sciences Institute

The cost of hidden hunger is \$3 trillion!

One of the most important nutritional problems of underdeveloped and developing countries is hidden hunger. Hidden hunger, expressed as a nutritional deficiency caused by an inadequate and unbalanced diet, can also trigger many chronic health problems. Secret hunger particularly affects children.

According to the Word Health Organization (WHO):

Every year, 7 million children under the age of 5 are losing their lives due to hidden hunger.

In terms of nutritional deficiencies, children and women are the most risky groups.

1 out of every 4 children in the world are stunted and 8 out of every 100 children have emaciation.

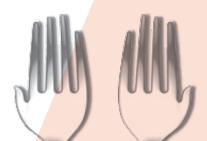
3% of the global GNP, around 3 trillion dollars, is being spent for the treatment and prevention of health problems emerging from hidden hunger.

Vitamin and mineral deficiencies are held responsible for 10% of the global health expenses.

Every year 18 million babies in the world are born mentally retarded because of iodine deficiency.

807 thousand children are also suffering from developmental disorders due to lack of vitamin A, zinc, or other nutritional deficiencies.







Turkey takes the lead in Zinc deficiency

The World Health Organization (WHO), indicated that Turkey is at the top of the list of countries where zinc deficiency is seen, followed by countries such as Egypt, Iran, Iraq, India, China, and Pakistan. The death rate due to nutritional problems and metabolic diseases in our country has reached 5.1%. According to the Turkey Demographic and Health Survey 2013 (TDHS 2013) results, one out of every 10 children under the age of 5 is stunted, and 4.1% of these children have emaciation.

Brutish Nutrition
Foundation's 50th
Anniversary
Conferences

CONFERENCE 1

Next Generation: Nutrition in School-age Children

April 27, 2017, London

1

The 50th Annual Conference of the British Nutrition Foundation (BNF) took place in London on April 27. 2

The conference took place in the presence of Her Royal Highness Princess Anne, the Princess Royal of the British Royal Family. The Sabri Ülker Foundation, was the sole group invited from Turkey.

3

In the conference, the "Balanced Nutrition"
Education Programme, which has been conducted by our Foundation in cooperation with the Ministry of Education, was presented as a best practice example. The programme is ongoing.



CONFERENCE 2

The 50th Annual Conference of the BNF: Who Shapes the Food Preferences of the Future?

October 10, 2017, London

1

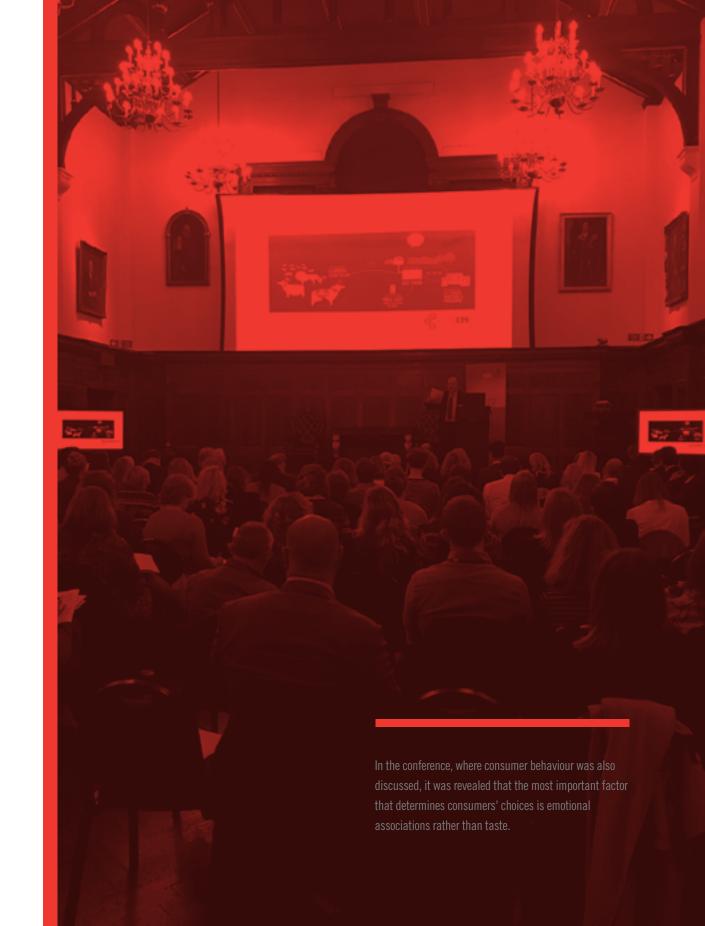
As Sabri Ülker
Foundation, we attended
the "Who Shapes the
Food Preferences of the
Future?" conference
organized by the British
Nutrition Foundation
(BNF) as part of its 50th
anniversary celebrations.

2

According to the results declared in the conference, societies prioritize emotional associations rather than the taste when choosing the food they will consume.

As Sabri Ülker Foundation, we attended the "Who Shapes the Food Preferences of the Future?" conference organized by one of the world's long-established communities, the British Nutrition Foundation (BNF), which was held in London as part of its 50th anniversary celebrations.

The conference brought together experts from all over the world in the field of food and nutrition, and they discussed important topics such as preferences, sustainable food procurement, and sustainable nutrition.



EUFIC "TRUST IN SCIENCEIN THE POST-FACT ERA" CONFERENCE

October 2-3, 2017, Brussels

1

Representatives of the Sabri Ülker Foundation, attended a conference entitled "Trust in Science in the Post-Fact Era" organized by the European Food Information Council (EUFIC) in Brussels on October 3.

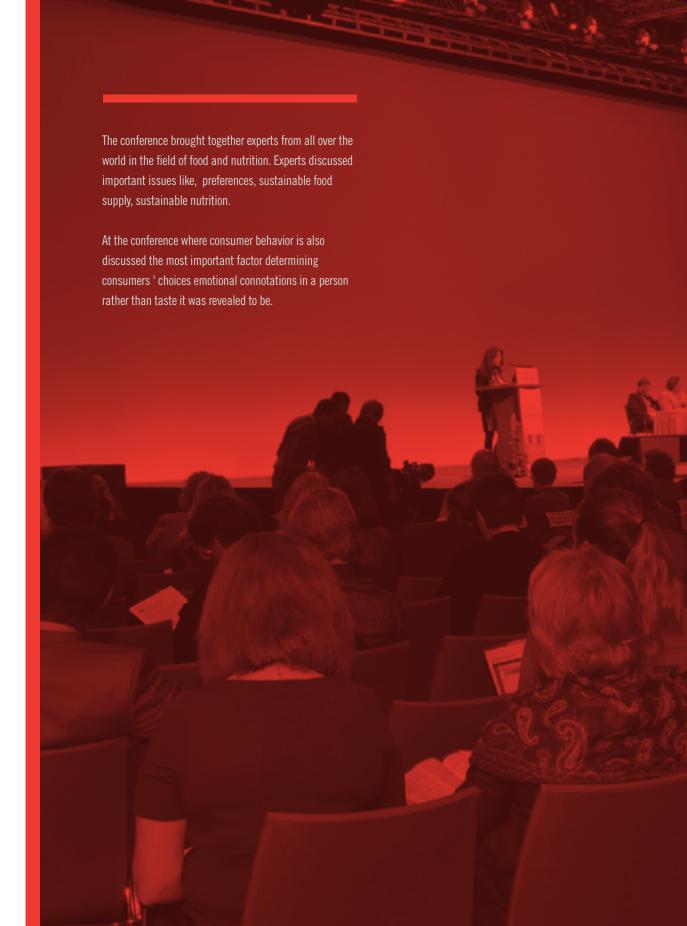
2

The conference took a close look at "Health and Science Journalism".

Expert academicians and communication professionals reviewed possible solutions to the problems that arise in the communication of scientific knowledge and the problems that arise as a result of the society's being misinformed.

3

In the press conference that our foundation held concurrently with the conference, we shared information on the status of nutrition and health communications in Turkey.



72 NATIONAL AND INTERNATIONAL CONGRESS PARTICIPATIONS

Information pollution is currently a major issue with regard to communicating accurate information in health and nutrition around the world.

As a foundation, we have been working for years to make people obtain rscientific liable information in the field of nutrition and health and to prevent information pollution in these fields. In this context, we also took part in the international conference titled "Trust in Science in the Post-fact Era" organized by the European Food Information Council (EUFIC) in Brussels on October 2-3.

As Sabri Ülker Foundation, we organized a press conference concurrently with the conference. The meeting spokespersons were Sabri Ülker Foundation Project Manager Selen Tokcan, EUFIC Director Laura Fernandez Celemin, and Beth Clark (Ph.D.) from Newcastle University. In the meeting, the dimensions of information pollution were noted with figures from both Turkey and elsewhere in the world. Information about solutions developed to improve the situation were shared with the media.

One of the speakers at the conference was Bülent Çaplı, Professor of Communications at Bilkent University. According to the outcomes of his research entitled "Assessment of Health News Sources in Turkish Media" (2017, August);

94.7% of health and nutrition news is published anonymously.

Some40.4 percent of the news is not cited.

According to their types, the ratio of sources shown in the news for national and international sources are 31.9% and 15.8% respectively.

The ratio of slider news consisting of photographs in health and nutrition news is 59.4%.

More than half of society is confused

The research entitled "Determining the Principles of Health-related Publishing in Turkey: An Analysis of Health-related Publications in the Context of Resource, Message, and Target Audience" (2013), conducted by Anadolu University Faculty of Communication with the contribution of TÜBİTAK, also reveals that the people are suspicious about the information they receive from communication channels.

21% of health professionals and 12% of media professionals are suspicious of health-related information on communication channels.

38% of health professionals and 24% of media professionals think that public health information is not monitored.

51% of people are confused about the reference source of health-related publications in newspapers or magazines, whereas 45% of people are confused about the news broadcasted on television, and 48% are confused about the publications on the Internet.

While 41 percent of people think that the number of news and articles on health in the newspapers are "Low, Inadequate", this rate is 37% for television and %22 for Internet

"Angry Chef" Anthony Warner was also in the conference

The most colourful speaker of the conference was world-famous Chef, Anthony Warner, known for his nickname "Angry Chef". Chef Anthony Warner made the participants experience unforgettable moments by sharing examples of false facts in the food world.



SABRİ ÜLKER FOUNDATION

INTERNATIONAL COLLABORATIONS



HARVARD SABRİ ÜLKER CENTER

Our Foundation continues to work collaboratively with the Harvard Sabri Ülker Center with its mission to support research, training programmes, and other initiatives on food and nutrition.

The Sabri Ülker Center was established in 2014 at the Harvard T.H. Chan School of Public Health. The group has already undertaken much exciting scientific research. The center, under the presidency of Prof. Gökhan Hotamışlıgil, has also become a unique working environment and a scientific bridge for Turkish students and academicians.

Last year, the Metabolism and Life Symposium hosted by Harvard Sabri Ülker Center brought together world-famous names working on nutrition and metabolism, in Istanbul and the pulse of the scientific world was felt in Turkey.

Scientists working in the Sabri Ülker Center continue to work at the leading edge of nutrition science and in synergy with the Turkish scientific world.

The Sabri Ülker Center Symposium, to be organized for the second time in 2018, will take place at the Harvard University in Boston with the participation of expert scientists in the field and will be hosted by the Sabri Ülker Foundation.



Sabri Ülker Center Symposium Preliminary Announcement

May 29, 2018, Istanbul

In first Sabri Ülker Center Metabolism and Life Symposium hosted by Sabri Ülker Foundation in Istanbul, brought together leading scientists from Turkey and all over the world. The honorary guest of the Symposium was, Prof. Brian Kobilka, the recipient of the 2012 Nobel Prize in Chemistry. At the symposium, the latest developments in metabolism and nutrition from all over the world, new yet-unpublished studies, and new projects in transition to obesity-diabetes-heart disease treatment have also been presented to the scientific world.

The second symposium will take place at Harvard University in 2018. It will be hosted by Sabri Ülker Foundation.

Joseph L. Goldstein from the Department of Molecular Genetics at the University of Texas, will make the opening speech of the symposium welcoming many globally known scientists.

We have started working on the announcements of the symposium. We took the symposium live on our website and our announcements were published in Cell Metabolism and online at http://www.cell.com/cell-metabolism/home.

www.sabriulkersymposium.org/2018/Default



Harvard Sabri Ülker Center – Academy Meeting

February 17, 2017, Istanbul

The Harvard Sabri Ülker Center, under the presidency of Gökhan Hotamışlıgil, continues to break ground. In the Academy Meeting held on February 17, inventions and activities of the center realized in 2016 were shared with the Turkish scientific world.

At the meetings hosted by our foundation, Prof. Gökhan Hotamışlıgil and two of his team, Assoc. Prof. Furkan Burak and Asst. Prof. Ebru Erbay, presented the activities of the past year first to a group of Turkish scientists, and then to a large group from the press.



"A Turkish doctor, Asst. Prof. Furkan Burak discovered a new hormone that controls the production of sugar in the liver. The existence of this molecule was discovered 30 years ago, but the hormonal task was not noticed and therefore it was not focused on. Furkan Burak has identified a previously unknown function of this hormone. This hormone normally goes out of fat to the liver and issues the command for sugar production. The levels of this hormone are very high in diabetes, heart disease, and obesity. Therefore, preventing this rise gives the chance to create new treatment possibilities against diabetes and heart disease. The last study by Furkan Burak proved the correctness of this prediction. The article he authored was published in Science Journal and attracted great interest."

"Asst. Prof. Ebru Erbay conducted a project in her own group on the positive effects of "Liposyn" on heart diseases. Liposyn has a fatty acid nature and it had been discovered previously. "Liposyn", which is also found in foods, can lead to significant prevention of cardiac and vascular

diseases when used orally in experimental models with very high cholesterol. Asst. Prof. Ebru Erbay also won the Sabri Ülker Science

Award with this invention."

"The "Imaging Lab", which was opened in November 2016, will make a significant contribution to bringing new mechanisms to light by creating opportunities to observe the changes in cell substructure which cause metabolic diseases, with advanced microscopy and very high resolution. "

Prof. Dr. Gökhan Hotamışlıgil Sabri Ülker Center Chairman

Success of our foundation within Horizon 2020 project!

This year Sabri Ülker Foundation participated in "Horizon 2020" EU Framework Program with 3 projects.

Our project entitled Gutfeeling became the winner of the TÜBİTAK Above Threshold Award.

Our award-winning project examines the effects of psychological factors and related behavioural disorders on nutrition and lifestyles. Within this project, various sampling and intervention studies are carried out and innovative tools are introduced to improve nutritional behaviours and lifestyles. The Sabri Ülker Foundation undertakes project proliferation and communication business packages to bring project results to various stakeholders and the society.



SABRİ ÜLKER FOUNDATION

COMMUNICATION ACTIVITIES



HEALTHY LIVING

CENTER

As Sabri Ülker Foundation, we have also set out to provide benefits to our colleagues in nutrition and healthy living. In this context, we realized our "Healthy Living Centre" project in March. Our centre continues to work to increase the knowledge of our colleagues about nutrition and healthy life.



What do we do in the "Healthy Living Centre"?

- We provide our clients information about body composition.
- We create awareness in our clients with different evaluations such as body mass index, body fat, waist circumference, which may be a symptom of cardiovascular diseases, diabetes, or obesity.
- We support our clients with client-specific recommendations that will be appropriate for their health conditions, age and gender, physical activity levels, eating habits, and lifestyles.

Healthy Speaker Series with Sabri Ülker Foundation

Healthy Speaker Series is a series of activities, organized by our foundation to enable our colleagues have a balanced diet and healthy life and be productive in their professional lives as well as their daily lives.

The first guest of "Healthy Speaker Series" was Assoc.

Prof. Saniye Bilici from the Department of Nutrition and
Dietetics at Gazi University, with a talk on "Nutrition in
Ramadan". Bilici explained all the details of an adequate
and balanced diet for Ramadan and physical activity.

In the second round of these pleasant conversations, the topic was "Healthy Nutrition in Business Life and Long Trips". Asst. Prof. Said Tuba Günebak explained this important topic to our colleagues.

The title of the third talk was "How should School-age Children Eat?" Assoc. Prof. Esra Güneş, Head of the Department of Nutrition and Dietetics at Marmara University, gave information about child nutrition and healthy alternatives to our colleagues with children.

The fourth guest of the Healthy Speaker Series was Prof. Hakan Kaynak. He explained all the details of sleep, sleep disorders, and the sleep-nutrition relationship.

Healthy Life at Work Speaker Series

We have also added a 'Healthy Life at Work' Speaker Series to the original Healthy Speaker Series and gathered together our workers at Ülker Plants. We talked about the concept of balanced nutrition, shift work, diet, and healthy living at work as well as in daily life. Our first stop was Ülker Chocolate Gebze Plant. We also visited Ülker Biscuit Esenyurt Cake Plant, Ülker Chocolate Topkapı plant, and g2M companies and shared the most accurate and up-to-date information on food, nutrition, and health with our colleagues.



Internal Communication Studies

We are in constant communication with our colleagues at the Çamlıca Campus and Ülker Plants with the Sabri Ülker Foundation Healthy Speaker Series, infographics prepared on nutrition and healthy living issues for special occasions, periodical events for the use of American services in the cafeteria, and weekly updated digital screenings.



We regularly share information on current projects of our foundation as well as daily tips on healthy living via e-mails with our colleagues.



We are there at the most visible points of main campuses and plants, with our healthy living tips!



With our printed materials, we aim to increase the awareness of our colleagues on nutrition and wellness.

Periodic Bulletins

Healthy Life Newsletter

"Tomorrow may be too late to prevent osteoporosis, start taking steps today!", "Take precautions against the sun stroke whilst enjoying the summer!". The "Healthy Life Newsletter" which is published twice a month has been developed to answer questions on health and nutrition such as these. The publication is shared with professionals, academia, and the media.

SAĞLIKLİ YAŞAM BÜLTENİ NAMENDAN BAŞTAMI'NIZ KUTUN ÖLÜNLÜ Sevdiklerimirle bir araya geldiğimiz kalabalık sofralarda buluştuğumuz Kurtan Başramı'nda da yeterli ve dengeli beşlenmek münkün! Peki nelere cükkal etmek gerekiyor? Oğranmek için faklayını

Balanced Nutrition Bulletin

We publish the Balanced Nutrition Bulletin once in every 3 months, in order to share the news and innovations about the Balanced Nutrition Education Project with the participant teachers.



Campaign Weeks

Special Ramadan Tips from Sabri Ülker Foundation Healthy Living Center!

We informed our colleagues with our messages about eating and healthy life during Ramadan which we published through internal mail groups and digital screens during the 30-day Ramadan period.





SABRİ ÜLKER FOUNDATION

SOCIAL MEDIA

SOCIAL MEDIA WEBSITES



As Sabri Ülker Foundation, we make good use of the Internet and attach great importance to social media platforms...

We reach people through the official website of our foundation, websites of our projects, and our social media accounts.

www.sabriulkerfoundation.org

211.762 hits

42.148

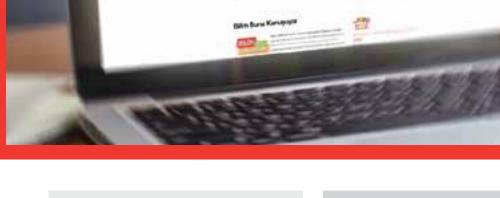
We increased the number hits by 208%! 75% of the website traffic comes from organic and Google searches.

www.igrow.sabriulkerfoundation.org

9.962 hits

43.788 hits

We increased the hits by 439% [



www.yemektedenge.org

 $50678_{\,\text{hits}}$

23944 hits

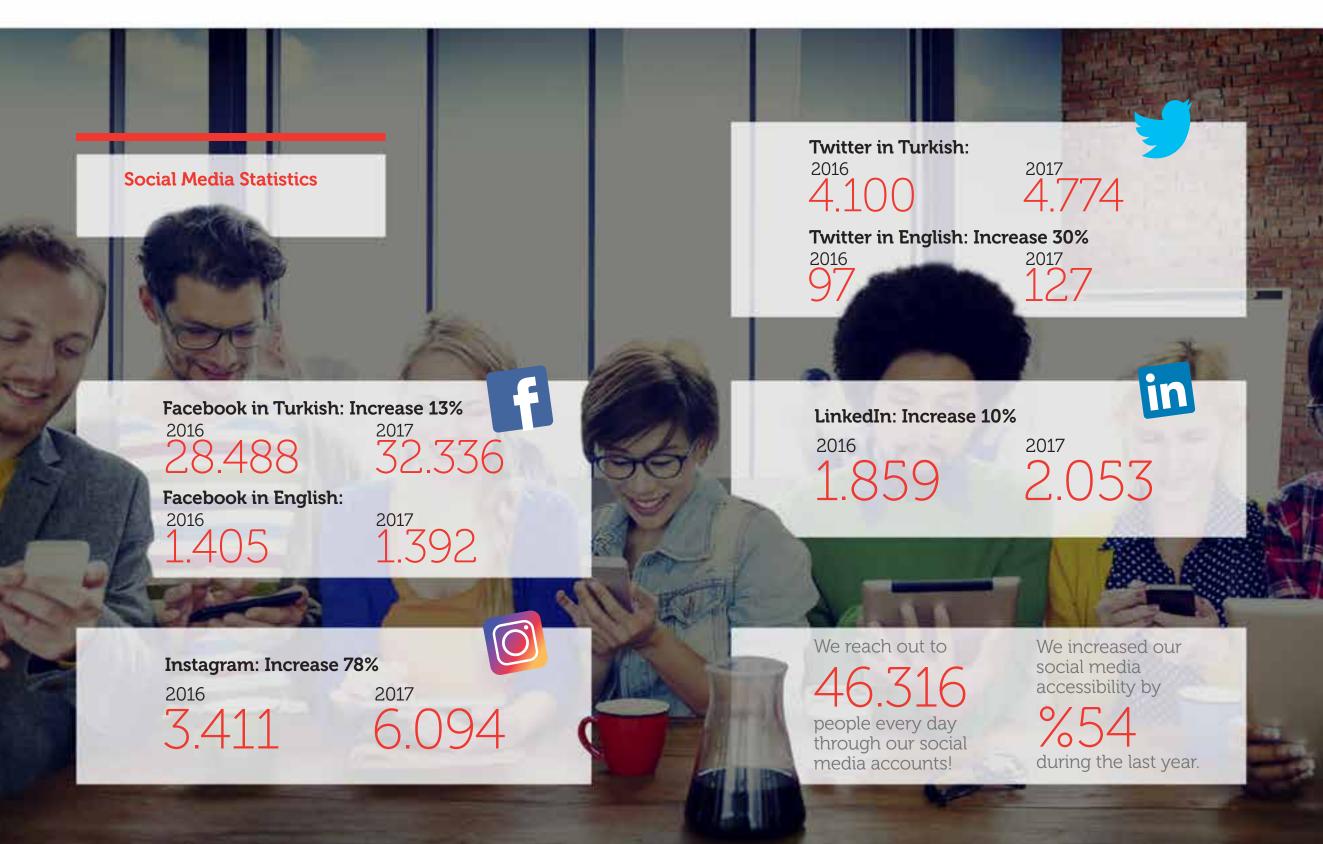
www.yemektedenge.org/portal

Portal has received

hits since the day it was launched.

Maarif Takvimi (Maarif Calendar)

Sections in Ülker's mobile application for smartphones "Maarif Takvimi (Maarif Calendar)", such as Today in History, Weather Forecast, Quote of the Day, and Prayer Times are all developed to make your day more meaningful and easy. As the Sabri Ülker Foundation, we hit the ground running to be the door of "Maarif Calendar" to health. We are now in the Ülker Maarif Calendar with our healthy recipes, and tips for healthy nutrition and a healthy life.





SABRİ ÜLKER FOUNDATION

MEDIA ANALYSIS

AND AWARDS





The Balanced Nutrition Test has been completed by 3.367 users.

Youtube



actively in 2017.

In 2017, we reached out to

6.500.000 people via the press!

AWARDS



Mercury Excellence Award

The Mercury Excellence Awards, which are granted to innovative, original, strategic, and creative communication studies, has beenawarded to our Foundation this year. The "Balanced Nutrition Education Project" was awarded the Silver Mercury in the category of "Community Awareness Campaign" under the Video - DVD / Online category of the 27th contest has received a prize abroad for the first time.

Health Volunteers Turkey Foundation (HV-T) / Best Social Responsibility Project Award

The Health Volunteers Foundation grants the Social Responsibility Awards in Health to the most successful social responsibility project in the field of health every year. The aim of this award is to encourage social responsibility projects in the health sector in our country and to provide an example of successful work. In this year's award ceremony, which is in its 11th year, the Balanced Nutrition Education Project won the Best Social Responsibility Project Award of the year.

Mercomm Inova Awards

The Sabri Ülker Foundation won the silver award in the "non-profit organizations" category at the Mercomm Inova Awards 2017, which is granted to the most comprehensive and interactive corporate websites and digital projects.

Felis Awards

The Felis Awards, which are among the most important awards in Turkey that recognizes creativity and quality in marketing communication, have been organized since 2006. The aim of the competition is to emphasize the success of advertisements in media planning and procurement, public relations activities, direct marketing activities, design and mainstream, and to motivate people and institutions in this field by certifying their success. Our "Balanced Nutrition" Project was awarded the Best Corporate Social Responsibility Project of the Year Award in the PR category.







www.sabriulkerfoundation.org

