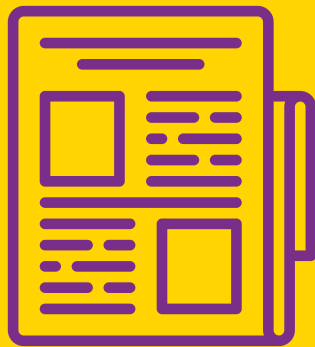




# Annual Report **2017**



Good4Trust.org



We have prepared the Good4Trust.org 2017 Annual Report for our supporters, prosumers, and producers whom we owe our existence to.

The report serves as a vehicle to celebrate our collective accomplishments, and explains the steps taken towards new developments, the activities we have organized, and attended, and recent platform improvements. In this report, we summarized a year of Good4Trust's activities under the titles of communication and publicity; producer relations and prosumer economy; organizational developments and numerical data.



### **OUR VISION**

Working towards an ecologically and socially just prosumer economy on a planet where people live in peace and harmony with nature.



### **OUR MISSION**

To grow a global community of ecologically and socially just producers as well as prosumers who meet all their needs by purchasing from each other.

## 1. Communication and Publicity

In 2017, Good4Trust.org participated in numerous events to raise awareness and promote the idea of a prosumer economy, which was developed by Good4Trust in working towards a socially and ecologically just future. As a result, our end of 2017 registered prosumer member list has reached **9162** members, up from 5872 at the end of 2016.

In this report, although we are not able to elaborate on all of our 2017 activities, we are delighted to mention some of the events that took place over the course of a few months that provide a good sample of the scope and detail of all of the events.

### A. A SAMPLE OF OUR ACTIVITIES

- 02.03 ○ On March the 2<sup>nd</sup> we were panelists at Hubberspective - *Improving Production: Local and Scalable Agricultural Solutions* at the Impact Hub Istanbul. Previously, we attended a *Young TEMA Meeting* with Tunç Soyer, the mayor of Seferihisar, in Antalya on March 4<sup>th</sup>. The Good4Trust model was mentioned to set a good example at the *Innovation Meeting* organized by the International Civil Society Center in Berlin (March 6-7). After this, we attended the *Policy Directors' Meeting* (March 8-9) and engaged in discussions on populist politics and repressive regimes that are widespread in the world. On March 14<sup>th</sup>, we attended the Istanbul University *Social Responsibility Days* and discussed Good4Trust.org with participators.
- 04.03 ○
- 06-07.03 ○
- 08-09.03 ○
- 14.03 ○



24.03 ○

On March 24<sup>th</sup>, our founder and instigator Dr. Uygar Özesmi presented a lecture on prosumer economy explained through the lens of catastrophe, chaos and complexity theories, at Kadir Has University. On March 27<sup>th</sup>, at the “*Yeşil Sektör*” (*Green Sector*) meeting, Yıldız Technical University, we participated in a panel with Barış Doğru, one of our Council of 7s member.

27.03 ○

22.04 ○

On April 22<sup>nd</sup>, the Earth Day a very pleasant thing happened! Dr. Özesmi made a presentation to the students of Maltepe TED College who had the opportunity to find out about Good4Trust.org. In May, Dr. Özesmi continued his presentations introducing and discussing Good4Trust. Among these, the *National Youth Parliament*, co-organized by the Industrial Engineering students at Sabancı University, International Environment and Energy Conference, Convention of Social Responsibility Projects in Ankara, and the Habitat Association, stands out. He has also participated in the Environment Festival organized by Kadıköy Municipality, as a speaker. At the *Inclusive Economies* in Middle East and North Africa Conference held in Casablanca, Morocco in September, we presented Good4Trust as a prosumer economy initiative that would help transform the current economic system. During the second week of September, invited by the Argüden Governance Academy, we visited Adana and Istanbul where we discussed activism, advocacy and social responsibility.

.05 ○

.09 ○



27.09 ○

On September 27<sup>th</sup>, at *SmartCon 2017 Conference* he discussed Good4Trust in a speech titled *Social Initiatives: A Fairer Future with Technology*. On October

14.10 ○

14<sup>th</sup> we attended a food festival organized by the Kadıköy Municipality, union of professional chambers and some non-governmental organizations.



This was an opportunity to have a stand and interact with the festival goers on the benefits of prosumer economy while strengthening our relations with producers and non-governmental organizations in parallel. On November 14<sup>th</sup>, Dr. Uygur Özesmi focused on the value of prosumer economy for protecting our planet in his speech “*Saving Our Future: Prosumer Economy in Place of Consumption Economy through Good4Trust*”.



## B. EVENTS WE ORGANIZED OR SUPPORTED

In addition to the ones listed above, two more events are worth mentioning. One was solely organized by us, while Good4Trust was one of the significant contributors at the other event.

14.06

Good4Trust organized a Goodness Festival (*İyilik Festivali*) on June 14<sup>th</sup> at Mačka Sanatçılar Park with the support of Şişli Municipality. It was such a pleasant day; almost **30** of our producers were there with their unique products, along with our prosumers who crowded the stands all day long, staffed with our wonderful and dedicated volunteers.



27.10

We participated at the 2<sup>nd</sup> Harvest Festival organized by URU Group as part of EcoFest activities at Küçük Çiftlik Park with **17** of our producers. It was a great pleasure to meet with them and reach out to more prosumers while enjoying great music. The festival was a great opportunity for the producers to showcase their environmentally responsible and healthy products to the festival goers at stands open all day. We, on the other hand, with the help of our volunteers, enjoyed discussing Good4Trust and prosumer economy directly with the participants.





## C. GOOD4TRUST.ORG IN THE PRESS

.02

14.06

.03 / .07 / .10

In 2017, we had many opportunities to take part in the press. During the year the most intense attention of the press happened in February where Good4Trust was selected as one of the **Changemakers** by Sabancı Foundation. Announcements made by the Sabancı Foundation helped Good4Trust to stand out in various press organizations like *Cumhuriyet* and *T24*. In addition, the **Goodness Festival** (*İyilik Festivali*) on June 14<sup>th</sup> attracted the interest of media organizations broadcasting in the field of ecology like *Yeşilist* and *Gaia Magazine*, which is also one of our producers. Apart from all these developments, we had the opportunity to be mentioned in newspapers, such as Özlem Yüzak's article entitled "*Goodness and Trust*" in *Cumhuriyet* newspaper.

In addition, our interviews took place in various media institutions during the year; in March in Bursa *Yenidönem* newspaper, in July in *Eğitimci*, in October in *Yeşilist* regarding the 'we want a fair phone' campaign that we have launched against Vestel.







## OUR VALUES

### ***Golden Rule:***

- We treat all living beings and the nature as we ourselves want to be treated.
- We do not treat any living beings or nature in a way we do not want to be treated.
- We want for all the living beings and nature exactly what we want for ourselves.

### ***Trust***

- We display trust in all our activities and we build trust.

### ***Transparency***

- Knowledge is shared under the guidance of the golden rule.

### ***Justice***

- Due to the golden rule, we do not hurt, and we respect all rights.

### ***Peace***

- Due to the golden rule, we act with goodness, kindness, and without violence.

## 2. Producer Relations and Prosumer Economy

The year 2017 has provided various opportunities for developments enabling us to inch closer to the vision of establishing a prosumer economy – an environmentally and socially fairer economy. During the year, our online market has expanded both quantitatively and qualitatively. While we worked with only 23 producers as of year-end 2016, we have reached **40** producers by the end of 2017. Moreover, with every new producer joining Good4Trust the prosumer economy has strengthened a little more enhancing our chances of not purchasing products harmful to both nature and people.

The income generated through this prosumer economy, which is getting stronger every day, was 31.622,56 TL in 2016. This figure has reached to **83.901** TL in 2017.

We have met with our producers several times in 2017 to collaborate and solve potential problems, leading to a stronger prosumer economy whose sole focus is not only sales and income.





## TWO BASIC COMPONENTS OF GOOD4TRUST

Good4Trust has the vision of a planet where people live in peace and in harmony with nature, facilitated by an environmentally and socially just economy. Therefore, the two essential components of the system are producers and prosumers.

**Prosumers** are individuals who by sharing good deeds, lead the development of trusting relationships in addition to sourcing products and services produced in a manner that respects the rights of an individual, society and nature, and as such supporting the prosumer economy.

**Producers** are businesses guided by the respect for the rights of an individual, society and nature embedded in their production and trade processes. Producers' Good4Trust membership applications are evaluated by the Council of 7s, based on their declared intentions to operate in accordance with individual, societal, and nature's rights. Approved producers are invited to sell their products or services by opening a shop at the Good4Trust Bazaar.

### 3. Organizational Developments

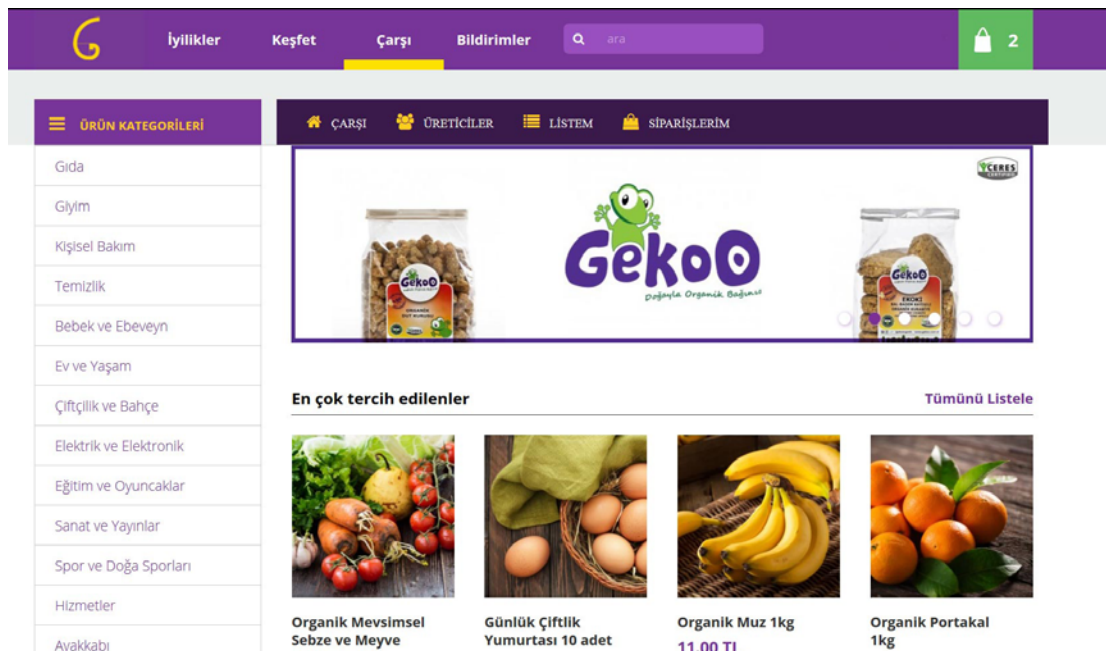
As an ever-transforming and evolving organization since our foundation, we have taken many forward steps in the fields of social enterprise, and environmentally and socially just economy. In time, the echoes of our steps have become more noticeable. We continue to reap the benefits of what we have accomplished in 2017 in several diverse areas.

#### A. SOFTWARE DEVELOPMENT AND MANAGEMENT

Without a doubt, the most important software enhancement accomplished during the year was the new online market feature that has emerged in the light of the many months of hard work. The user friendly interface expected to ease the prosumer experience with its improved design, was made available in September.

In 2017, we have added a behind the scenes accounting feature to Good4Trust software to improve tracking of orders and producer accounts. This new structure allowed the integration of producer invoices with *Paraşüt* accounting application. As a result, the margin of error in any given transaction has been diminished while workflow processes became more efficient.

In addition, new accounting management features were added to the administration menu improving the overall accounting process. On the server side, engagement of the process queue infrastructure has positively contributed to the user experience.





## B. GLOBALIZATION

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We have made various successful international contacts in 2017 to initiate implementation of the Good4Trust model that was designed as an influential goodness and prosumer economy movement. In March, we have met with SEED in Germany. SEED, that was established by the joint partnership of UNEP, UNDP and IUCN aims to support green entrepreneurship for sustainable development. After careful analysis of our business model, they will be attempting to initiate the Good4Trust model in Burkina Faso, Ghana, Kenya, and Mauritius, South Africa and Uganda. In addition, the South Asian Hub of CIVICUS asked for a proposal to start Good4Trust in Thailand. Currently, we are working on starting in France in cooperation with *Terre des Hommes*. We are also in close contact with Pakistan, Germany, Armenia, South Africa and Cyprus.

## C. FINANCIAL SUPPORTER PROGRAM

.02 ♀

Twenty-two people have so far joined the **Supporter Program** that we launched in February, which is based on a monthly e-newsletter subscription, assisting us meet our financial obligations. **1500 TL** collected from these **22** supporters in return for the monthly e-newsletters, is being used to cover the basic costs of maintaining this platform, which provides a successful medium for the sale of products and services produced in environmentally and socially responsible ways.

## D. GRASSHOPER PROGRAM

The Good4Trust Grasshoper Program initiated in early July, aims to help develop awareness for environmental and social responsibility by providing theoretical and practical knowledge and training on social entrepreneurship. This year's program was attended by **17** university students and/or recent graduates.

01-03.07 ♂

During the first training session on July 1-3, Dr. Uygur Özesmi and Dr. Türkan Yosun provided basic training on social entrepreneurship and prosumer economy. In addition, presentations were made by some of the leading institutions in the social entrepreneurship ecosystem.

Following the basic training, participants volunteered in areas like strategic planning, business development, producer relations and communications and gained valuable experiences for 6 months. At the end of our final one-day training and assessment meeting on December 10, everybody was excited to join the belt ceremony.

Aykut Subaşı, Melike Şahin, Gizem Ürüm, and Büşra Yar, who have advanced to green and orange belts continue to volunteer as 'Advanced Grasshoppers' at Good4Trust.

We would like to thank to Technology Development Foundation of Turkey, Ashoka Turkey, Third Sector Foundation of Turkey and Mikado Sustainable Development Consulting, who have supported us in a variety of ways and made the Junior Program a reality. We would like to thank and hug all Good4Trust Grasshoppers for just being there and for the energy they always bring to the team.



## E. AWARDS

.02

In February, we had a very exciting development! Good4Trust, dreaming a world based on goodness and trust was chosen as one of the Changemakers of Turkey by Sabancı Foundation.

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Another significant development has made us all very happy in November. Founder and instigator Dr. Uygur Özsesmi was chosen to be an Ashoka Senior Fellow 2017 for his prosumer economy idea and the Good4Trust.org project!

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At the end of November, there was another exciting development that made us all very proud. At an event, we were awarded by one of our producers İva Natura, for providing a different and fresh approach to organic cosmetics and e-commerce!





## 4. Numerical Data

Use this [link](#) to follow the up to date data.

	DECEMBER 2016	DECEMBER 2017
Number of Prosumers	5872	9162
Number of Active Producers	23	40
Total Fair Sales	31.622 TL	83.901 TL
Number of Supporters	-	22









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