



IMPACT MEASUREMENT AND MANAGEMENT SUMMIT: TIME TO ACT IN TÜRKİYE

11-12 SEPTEMBER 2023 | TED UNIVERSITY, ANKARA

#IMMSUMMITTR

The transition towards the impact economy is quickly becoming a major focus in achieving the Sustainable Development Goals (SDGs). Impact investing, with its over 2.3 trillion dollars of financial assets, serves as a prime disruptor in mobilizing private capital for generating positive, measurable social and environmental impact while also realizing financial returns. The success of impact investing is rooted in its profound commitment to serve both people and the planet and demonstrated through contributions in kind and capital, utilizing tangible performance indicators. However, the distinctive force of this movement lies in its emphasis on measuring, managing, transparently reporting, and independently assuring social and environmental impact.

Impact Measurement and Management (IMM) has long had a strong theoretical basis, and now it is time to focus on its practical implementation and scalability. Türkiye is also emerging as a major player in impact investing with aspirations to become a regional market entry point.

The "Impact Measurement and Management Summit: Time to Act in Türkiye," organised in collaboration between the Impact Investing Advisory Board (EYDK) and TED University, successfully concluded with its emphasis on the importance of IMM in transitioning to the impact economy and achieving SDGs in Türkiye. During the summit, experts discussed various standards and frameworks in IMM, Social Return on Investment (SROI), social value, the use of SDG Impact Standards in impact management, and insights from data for impact.

Throughout the summit, various stakeholders, including civil society organisations, funding institutions, international organisations, policymakers, public and private sector representatives, social enterprises, experts in social IMM, students, and other relevant parties, came together to form crucial collaborations and develop connections to promote the mainstreaming of IMM in Türkiye.

11-12 September 2023, at TED University, Ankara

SUMMIT CONTRIBUTORS

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dndlab.



etki
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ODTÜ-TEKNOKENT



SOCIAL VALUE
INTERNATIONAL



Impact Measurement and Management Summit:
Time to Act in Türkiye

11-12 September 2023, at TED University, Ankara



AGENDA DAY - I



- Opening Speeches
- How can Impact Management Unlock Sustainable Development? Keynote by Cathy Clark
- Fireside Chat: IMM as an Imperative: Does One Size Fit All?
- The Launch of the “Impact Measurement and Management for the SDGs” Course in Turkish (Duke University, UNDP and Etkiyap)
- Essentials of Measuring Sustainable Finance Impact: Workshop with Cathy Clark
- What is Social Value?
- Introduction to Other Standards/Frameworks for IMM / Virtual Panel

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**Impact Measurement and Management Summit:
Time to Act in Türkiye**

OPENING SPEECHES



Prof. Dr. Erdem Başçı
TED University, Faculty
of Economics and
Administrative Sciences,
Acting Dean



"Since the Sustainable Development Goals were unanimously adopted by the UN General Assembly in 2015, efforts towards projects with positive social and environmental impact have accelerated. The financial sector is now more aware of the crucial need for facilitating impact investments. Measurement and management of impact is the key challenge here. Regarding environmental sustainability, the need for measuring and managing the CO2 and methane gas emissions is already well understood. Measuring and managing "Social Impact" is more challenging, and the efforts to that end will be the main theme of this Summit."



Şafak Müderrisgil
Impact Investing
Advisory Board, EYDK,
President



"In the era of impact economy, we will have accomplished sustainable ventures to the extent that we can qualitatively and quantitatively measure the impact of the change linked to our activities and manage our investments with a focus on impact. By measuring impact, we can transform this seemingly abstract positive change into a currency and make 'impact' a determining factor for the feasibility of investments."



**Prof. Dr. İhsan
Sabuncuoğlu**
TED University,
Rector



"Our university is one of the youngest and most innovative universities in Türkiye, adopting social benefit as one of its three main missions. In this context, it has made sustainable development goals one of the main components of its educational and research activities. In addition, our university has been included in the Times Higher Education Impact ranking this year as in previous years. In summary, TED University is actively working in the field of social impact and will continue to contribute to the field by continuing its activities. We hope that this summit will also be a success."



Selçuk Pehlivanoglu
TED - Turkish Education
Association,
President



"What is the impact of a project? What is the social good that it creates? What is the output of the resources spent? Projects are not meant to be implemented and put on shelves; they must be sustainable. The main point is to measure the impact you create and to follow the evolution of change."

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How can Impact Management Unlock Sustainable Development?



In her speech, Cathy Clark provided an opportunity to explore the key role of impact management in unlocking the full potential of sustainable development. Clark delved into the transformative power of conscious impact assessment and strategic planning, offering effective strategies and tangible examples to shape a future where economic, social, and environmental progress converges harmoniously for the benefit of all.



Prof. Dr. Cathy Clark

Duke University - The Fuqua School of Business, Director, CASE and CASE i3: Initiative on Impact Investing



"Cathy Clark serves as the Faculty Director at the Center for the Advancement of Social Entrepreneurship (CASE) at Duke University's Fuqua School of Business and is the Founding Director of the CASE i3 Initiative on Impact Investing. Globally recognized as a collaborative visionary and pioneering influencer in the fields of social entrepreneurship and impact investing, Cathy has earned accolades such as B the Change Champion, Social Innovation Thought Leader of the Year in 2020 by the World Economic Forum, and recognition as one of the 2021 Agents of Impact by Impact Alpha. She has authored hundreds of blogs, case studies, and papers, co-authored a book titled 'The Impact Investor,' and developed two online courses that have reached over 50,000 global learners. Cathy's prior roles include being an investor at Flatiron Partners, a philanthropist at the Markle Foundation, and a policy convener at the Aspen Institute. She holds an MBA from Columbia Business School and a BA from the University of Virginia.

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Fireside Chat: IMM as an Imperative: Does One Size Fit All?



There is a delicate balance between producing IMM documentation that is decipherable and meaningful across contexts, stakeholders, sectors, and borders and successfully grasping the unique impact proposition of each case. IMM practice should not and does not have to be limited to a heavily standardised, one-size-fits-all framework. Each case comes with numerous unique challenges and opportunities.

IMM must capture the essence through tailor-made solutions. This is not a weakness, as diversity and variety create better governance, strategies, and interventions.

With Sustainable Development Goals (SDGs) embraced as guiding principles, tailor-made approaches can work efficiently and diligently, also mitigating the risks of usion and comparability. This valuable fireside chat acts as an introduction to this discussion.



Şafak
Müderrisgil

Impact Investing Advisory
Board, EYDK,
President



Prof Dr. Cathy
Clark

Duke University - The Fuqua
School of Business, Director,
CASE and CASE i3: Initiative
on Impact Investing



Sahba
Sobhani

UNDP Istanbul International
Center for Private Sector in
Development,
Director



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The Launch of “Impact Measurement and Management for the SDGs” Course in Turkish



UNDP SDG Impact, Duke University, and Etkiyap Collaboration: The Turkish version of the "Impact Measurement and Management for the SDGs" course was unveiled, offering more institutions the chance to improve their skills in Impact Measurement and Management to support investments aligned with SDGs.

Professor Cathy Clark from Duke University said:

"As of today, we're pleased to announce that Etkiyap is the second global translation partner to add its translations to the course. Its translation to Turkish adds a comprehensive library of IMM documents to the learning experience for Turkish speakers, wherever they are around the world."



**Prof. Dr. Cathy
Clark**

Duke University - The Fuqua
School of Business, Director,
CASE and CASE i3: Initiative
on Impact Investing



**Sahba
Sobhani**

UNDP Istanbul International
Center for Private Sector in
Development,
Director



**Şafak
Müderrisgil**

Impact Investing Platform
Türkiye, Etkiyap
Chair



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Essentials of Measuring Sustainable Finance Impact: Workshop with Cathy Clark



Prof Dr.Cathy Clark

Duke University - The Fuqua School of Business, Director, CASE and CASE i3: Initiative on Impact Investing



In this 2 hours workshop, participants have been introduced to the four essential steps of impact management that align with global standards for enterprises and investors.

Participants have a chance to practice in small groups with templates they can take away and reuse.



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What is Social Value?



The launch of the Social Value Association, which will operate as the Turkish branch of the Social Value International organisation, took place, accompanied by an informative session detailing the objectives and activities of the association.



Gonca Ongan, PhD

**KUSIF,
Managing Director**



Gonca Ongan graduated from Saint-Benoit French High School and received her BA in Economics from Istanbul University. After completing the Global MBA program at Fordham University in New York, she got her PhD in European Economics from the Marmara University European Union Institute. Gonca Ongan, who specializes in sustainability, social entrepreneurship, and social impact management, has been working at Koç University since 2010, after having experience in social economy for more than ten years. Since November 2012, she has been working as executive director at KUSIF. At the same time, she co-teaches social entrepreneurship and social impact management courses. Ongan, who gives consultancy in sustainability and social impact for different institutions, is the founding member of the Turkish Social Entrepreneurship Network and Açık Açık, a transparency and accountability platform for NGOs and SEs. She has been supporting different organisations by being present on their advisory committees, such as International Sustainable Campus, Teachers Academy Foundation and TÜBİTAK. Gonca Ongan is an SDG Impact Accredited Trainer and Social Value International Level I Accredited Practitioner.



Ben Carpenter

**Social Value International,
CEO**



Ben Carpenter is CEO of Social Value International (SVI), the network organisation for anyone interested in the emerging field of social value. Across the globe, SVI members represent business, the public sector and civil society. SVI brings members together to share best practices, learn, develop methodology and set standards for assurance and accreditation. As SVI's representative, Ben works with organisations such as the UNDP, OECD, Impact Management Project, World Business Council for Sustainable Development, Capitals Coalition, B Corporations, ISO, Sustainability Accounting Standards' Board, IFC, GIIN, GRI, UN Global Compact and World Benchmarking Alliance as they reference SVI's seven Social Value Principles. Within Britain, Ben is also a member of the National Social Value Taskforce and the British Standards Industry Committee for Social Value.

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Introduction to Other Standards and Frameworks for IMM (Virtual Panel) (1/2)



Numerous other globally recognised IMM standards and frameworks enable the use of tailored yet relatable approaches for different needs, contexts, and stakeholders.

Such flexibility and variety are important advantages of impact investing going forward. It must be noted that one-size-fits-all approaches may create technical and situational entry barriers that shall prevent the ecosystem from pursuing its central, common aim: achieving Sustainable Development Goals (SDGs) for people and the planet.

For the first time in Türkiye, this virtual panel brought together the leaders of the other most prominent IMM standards and frameworks.



Sanem Yalcintas, PhD
TED University, Director
of Research, Technology
and Innovation



Sanem Yalcintas is a multidisciplinary engineer with more than 20 years of experience across academia and the private sector. As a Certified Licensing Professional, she has hands-on experience advancing early-stage technologies to commercial success. She has mentored over 300 startups and was recognized as "Mentor of the Year" at the 2015 Global Cleantech Innovation Program. A pioneer in Turkish technology transfer, she founded one of the country's first transfer offices and managed 2000+ research contracts since then. She is a member of the Executive Board for the Technology Transfer Mechanisms Support Group at TUBITAK and an Expert Evaluator for the European Commission.



Karim Harji
Saïd Business School,
University of Oxford,
Oxford Impact
Measurement Programme
Director



Karim Harji is the Programme Director of the Oxford Impact Measurement Programme at the Saïd Business School, University of Oxford. He is also the Managing Director at Evalysis, which works with boards and management teams to clarify their impact aspirations and strategies, align their measurement and management approaches, and navigate the complexity of data and decisions. Karim has made influential contributions to advance knowledge and practice in social impact measurement and impact investing. He has published on industry trends and innovative practices, supported field-building initiatives to promote the value and integrity of impact measurement, and designed education and training programs across established and emerging markets.



Tom Adams
60 Decibels,
Co-Founder & Chief
Strategy Officer



Tom is an entrepreneur and economist. He co-founded the impact performance company 60 Decibels and has previously held leadership positions across impact investing as well as various UK Government departments.

Introduction to Other Standards and Frameworks for IMM (Virtual Panel) (2/2)



Courtney Roberts

Moonshot Global Consulting,
CEO and Founder,



As Moonshot Global Founder & CEO, Courtney Roberts drives transformative change and inclusive development through innovative finance, innovation-led development, and impact measurement and management for private, public, and civil society sector clients. She is the architect of 3 flagship products—constituent feedback, portfolio impact strategy, and third party verification of impact—which help clients set, measure, and manage their impact. Courtney's insights have shaped organisational and investment strategies. Her capacity development approach has fostered thriving communities of practice and peer learning. Before Moonshot, Courtney led a project supporting USAID's Global Partnerships and Development Alliances, spent a decade at IFC and MIGA leading governments on investment generation, and worked for Citibank in Turkey & Morocco. She has experience in 40+ countries and holds an MBA from Columbia University.



Andrea Serra

**The International Foundation
For Valuing Impacts,**
Chief Market Development
Officer



Andrea Serra is the Chief Market Development Officer at the International Foundation for Valuing Impacts (IFVI), where she focuses on driving global adoption and uptake of impact accounting by companies, investors, and regulators. She has over 12 years experience in sustainability, international development, and multi-stakeholder partnerships. In her previous role at BSR, a global sustainability network and consultancy, she supported companies in understanding their sustainability performance, identifying priorities, and designing sustainability strategies that deliver value for both business and society. Andrea has also led the incubation and development of several multi-stakeholder collaborative initiatives in the areas of living wage, sustainable transport, and travel and tourism. Her prior experience includes working with multilateral banks, nonprofits, and development agencies across emerging markets with a focus on sustainable economic development projects as well as social and environmental impact management.



Mike McCreless

Impact Frontiers,
Executive Director



Mike is the Founder and Executive Director of Impact Frontiers, a peer learning and market-building collaboration supporting investors in pioneering new ways to integrate impact alongside financial risk and return in investment practices. In 2020, he led the investors participating in the first Impact Frontiers cohort to co-author the article "How Investors Can Integrate Social Impact With Financial Performance to Improve Both" in the Stanford Social Innovation Review, as well as an accompanying Investor Handbook. Most recently, he co-authored the chapters on impact management and investor contribution for the forthcoming Certificate on Impact Investing from the CFA Society of the UK. Mike served concurrently as Head of Investor Collaboration at the Impact Management Project from 2019 to 2021. Prior to that, Mike was Head of Impact at Root Capital, where his article "Toward the Efficient Impact Frontier" was featured in the Winter 2017 issue of SSIR.



Nicolás Gemio

B-Lab,
Senior Markets
Development Coordinator



Nicolás works in Markets Development at B Lab Europe, supporting the movement's country partners and expanding the community of Certified B Corps across borders. More specifically, he serves as a guide for organisations in countries where the B Corp movement is in its early stages, including Türkiye, the Balkans and the Baltics. Nico holds a degree in Politics, Philosophy and Economics and founded Urban Green Club, a social enterprise that accelerates the transition towards sustainability through urban gardening. In the past, Nico has also worked in the fields of corporate training and youth training for international organisations.

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AGENDA DAY - II



- **Opening Speech: Reflection on Day I & Mapping Out Day 2**
- **Social Value Workshop: What is Social Value? Who is it for? Showcase of Good Practices**
- **Social Return on Investment (SROI) Workshop: What is SROI? Who is it not for? What is beyond SROI? Showcase of Assured SROI Reports**
- **Launch of the SDG Impact Standards, Turkish Voluntary Platform Keynote by Sahba Sobhani**
- **Q&A Panel: SDG Impact Standards for Enterprises, Private Equity Funds and Bonds: How to Use Results for Impact Management?**
- **Driving Insight from Data for Impact**
- **Summit Closing Remarks**

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Opening Speech: Reflection on Day 1 & Mapping Out Day 2



Prof. Dr. Nazire Nergiz Dinçer

TED University, Department of Economics, Head of Department



Nazire Nergiz Dincer is a Professor of Economics at TED University, Chair of the Economics Department and associate director of the TEDU Trade Research Center. Prof. Dincer received her Ph.D. Degree in Economics at Bilkent University and continued her postdoctoral studies at the University of California, Berkeley, for two years as a visiting scholar. She worked as a planning expert for the State Planning ation of Turkey for 10 years. Prof. Dincer's research interests are central banking, international economics, impact measurement and the Turkish economy. Her research appeared in Journals such as Economic Inquiry, International Journal of Central Banking, Economic Modelling, European Journal of Operational Research and Empirica. She has contributed to several books published by Oxford University Press and Edward Elgar Publishing.



**Impact Measurement and Management Summit:
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Social Value Workshop: What is Social Value? Who is it for? Showcase of Good Practices (I/2)



There are misconceptions regarding objectively identifying, realising, measuring, and reporting social value, leading to the risk of limiting the social case to a vague narrative rather than basing it on solid, measurable performance indicators. This also creates the risk of labelling social value as a secondary topic when it is essential for achieving Sustainable Development Goals (SDGs).

Interventions that do not address the communities' voices, needs, progress, and well-being will be unable to realise their goals. Accordingly, this workshop intends to explain the social value, complete with its stakeholders, inner workings, and principles, through showcasing good practices.



Asst. Prof. Burze Yaşar

**TED University,
Department of Business
Administration, Faculty
Member**



Burze Yasar holds a BS degree in Business Administration in English from Marmara University. 1998-2001, she worked at Citibank as a Credit and Risk Management Assistant. She received her MBA from the Smith School of Business at the University of Maryland. Her PhD degree is from Bilkent University. Before joining TED University, she was a visiting scholar at the Ross School of Business at the University of Michigan. She has various publications and research projects on sustainability and social finance.



Agata Fortuna

**KUSIF,
Project and Training
Senior Specialist**



Agata Fortuna has been working in the field of civil society in Turkey Since 2009. She worked on national and international projects targeting the capacity building of young people, cultural learning, social technology, and social entrepreneurship. She was a board member of YouthBank International between 2014 and 2020. Since 2015, she has worked as a Project and Training Senior Specialist at the Koç University Social Impact Forum. Within the field of social impact management, she develops guidance training and delivers consultancy to non-governmental organisations, social enterprises, and private sector organisations. She co-teaches social entrepreneurship and social impact management courses at Koç University. She is a Social Value International Level 3 Accredited Practitioner and Trainer, as well as an Accredited Trainer for SDG Impact Standards.

Social Value Workshop: What is Social Value? Who is it for? Showcase of Good Practices (2/2)



Berivan Eliş
Impact Hub Ankara,
Co-Founder



Berivan Elis is the co-founder of Impact Hub Ankara (2021), where she leads the programs, projects and partnerships. Before Impact Hub, she founded and managed IstasyonTEDU, TED University Center for Social Innovation, leading the work on social enterprise development, partnership building and policy dialogue for five years between 2016 and 2021. She formerly worked at the EU Delegation to Turkey, Bilkent University, UNDP, and the Community Volunteers Foundation (TOG). She has a cross-sector background in social development across a portfolio of youth, accessibility, gender, and human security issues. She has extensive experience in research, training and program/project design and implementation. She leads the policy development work of the Türkiye Social Entrepreneurship Network. She provides mentorship, jury, board and advisory functions in various social entrepreneurship and social innovation-related programs and networks. She holds an MA degree in International Relations from Bilkent University (2004) and a BA degree (2002) in the same field from Ankara University.



Elif Koşok
TUBİTAK,
Venture Capital Funding
Group Executive Board
Coordinator



Mrs. Kosok is the Venture Capital Funding Group Executive Board Coordinator at TÜBİTAK-The Scientific and Technological Research Council of Turkey, where she is responsible for TÜBİTAK's venture capital funding strategy for early-stage technology-based start-ups and relationship management with partners in the eco-system. She has 31 years of professional experience, which spans from venture capital investments to project and export finance. Mrs. Kosok is trained in Business Management and has BA degree from Middle East Technical University in 1992. Later, she graduated with a BS in Law Faculty from Marmara University in 2002 and a BS in History Faculty in 2022. She has an MS degree in Technology Policies and Innovation Management.



Seçil Sayın Kutluca
Deputy Head,
Capital Markets Board



Having graduated from the Ankara University Faculty of Law in 1996, she acts as the Deputy Head of the CMB Strategy Development Department. She works on building green/sustainable finance, sustainability reporting and impact investing regulatory framework and collaborates with national and international stakeholders such as IOSCO, G20, World Bank, EBRD and EU Commission. She provides training on corporate governance, sustainability reporting and green bonds issuances for the TSPB (Turkey Capital Market Association), TUYİD (Turkey Investor Relations Association), and TKYD (Turkey Corporate Governance Association) and contributes to capacity building by publishing academic papers on the field and joins academic conferences, professional and business panels. She was awarded by the Chevening Scholarship to study at Birmingham University, UK, in the EU Post Graduate Certificate Program on Contemporary European Studies and EU Law in 2005. She has received an LLM degree from the City University of London, with her dissertation on MiFid and Investor Protection in International Commercial Law in 2008.

Social Return on Investment (SROI): What is SROI? Who is it not for? What is beyond SROI? Showcase of Assured SROI Reports (I/2)



Social Return on Investment (SROI) goes beyond the narrative and “D” of social impact by focusing on outcomes and impact rather than solely on inputs, processes, and outputs and by providing evidence-based financial values. This workshop focuses on successful case analyses of assured SROI reports that help stakeholders from different sectors and contexts. The case studies with Tekfen highlight the private sector and philanthropy perspective; with Spor Istanbul, the focus is on local authorities and public well-being; and with KODA, the emphasis lies on the non-profit organisation aspect. SROI is for everyone who strives for actual, measurable social impact. As a tool, SROI actively combats the phenomenon of impact-washing, consistently aiming to reveal hidden risks and negative developments, thereby motivating ongoing enhancements in the social impact proposition of projects or enterprises.



Ceyda Özgün

**Etkiyap,
Social Impact
Coordinator, and Member
of the Executive
Committee (Moderator)**



As Türkiye's first Level-3 (Advanced Level) SROI Accredited Practitioner and SROI Trainer, S. Ceyda Özgün gives consultancy service to private sector, public sector and NGOs to assess their activities' impacts and manage their impacts. Following her MBA degree from Bilkent University, she completed her master's degree in Responsible Management from Steinbeis University. Since 2014, she has been providing consultancy services on impact analysis and reporting, sustainability reporting and integrated reporting.



**Dorottya Maria Kiss
Kalafat**

**Tekfen Foundation,
Managing Director**



Managing Director & Board Member, Tekfen Foundation Born in 1968 in Budapest, she received her BA in English Language & Literature at Boğaziçi Üniversitesi in 1990. She started her career in advertising at Young & Rubicam/Reklamevi between 1992-1996. She then worked as PR Manager of fashion retail company Mudo between 1996 and 1997 before joining luxury jewellery brand Gilan as Marketing Manager until 1998. She co-founded Tayfa ad agency and worked as managing partner between 1998-2002. She joined Tekfen Holding in 2003 with the mandate to establish corporate communications within the Group. Starting 2019, she also became in charge of Sustainability. Having been Member of the Board since 2008, Dori Kiss Kalafat was appointed Managing Director of Tekfen Foundation in 2022. A part-time lecturer in advertising at Boğaziçi Üniversitesi in 2002-2003, she was among the founding members and served as Vice-President of KİD (The Turkish Association of Corporate Communicators). A former Hungarian national water-polo player, she won silver medal at the '87 European Championships in Strasbourg and the '88 FINA World Cup in Christchurch. She speaks Hungarian, Turkish, French and English.

Social Return on Investment (SROI): What is SROI? Who is it not for? What is beyond SROI? Showcase of Assured SROI Reports (2/2)



I. Renay Onur
Spor İstanbul,
General Manager & Board
Member



İ. Renay Onur is the General Manager of Spor İstanbul, Turkey's largest sports services and mass sport events organising company, established to make Istanbul a more active and healthier city. Managing over 300 sports facilities and containing over 30 sports events with a team of 2800+ employees around the city, he is serving 1 million İstanbulians each year. Having experience in the private sector, NGOs, social entities and finally municipalities, he has accumulated a unique experience in understanding, managing, and serving different stakeholders. Mr. Onur is a social entrepreneur and an Ashoka Fellow since 2014. He co-founded Adım Adım & Açık Açık, changing the culture in Turkey in volunteering, fundraising, transparency and employee engagement. He has a BS in mech. Engineering and an MBA. He is proud of running ultra-marathons and likes to attend open-water swimming races. Mr. Onur is a member of the Board of Greenpeace Mediterranean and a member of the National Olympic Committee of Turkey. In 2022, he has been awarded by the Koç Family & National Olympic Committee with the Mustafa Koç Sports Award.



Arzu Şahin, PhD
Köy Öğretmenleri Değişim
Ağı – KODA,
Former Social Impact
Manager



She completed her bachelor's degree in the Public Administration Department at Marmara University in 2009. She received a certificate of political studies from the Institute of Political Sciences (IEP) at the University of Lyon. She got her master's degree in the Social Structure and Social Change Program at Istanbul University. She got her PhD degree in the media and communication studies doctoral program from Galatasaray University. She served as the Women's Studies Facilitator for the Turkey Local Agenda 21 Program between 2009 and 2011. She worked as an Academic Publishing Expert in the Academic Publications Office of Istanbul University and was the managing editor of the Istanbul Journal of Sociological Studies until 2017. She has been the Social Impact Coordinator at the Rural Schools Transformation Network (KODA).

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Launch of the SDG Impact Standards, Turkish Voluntary Platform



Launch of the SDG Impact Standards, Turkish Voluntary Platform: This voluntary program, developed with contributions from Etkiyap and UNDP ICPSPD, was officially introduced to promote and mainstream SDG Impact standards in Türkiye, acting as a facilitator for this mission.

Sahba Sobhani, UNDP ICPSPD Director, said

“Being globally recognised, Impact Measurement and Management (IMM) constitutes a crucial opportunity for all public and private stakeholders to monitor and assess their impacts on society and the planet. As UNDP ICPSPD, we are working globally with various private sector actors to substantially engage in IMM for their business actions as well as investments. The “IMM Summit: Time to Act in Türkiye” presents a unique opportunity that brings together valuable stakeholders in Türkiye to create a common dialogue on IMM approaches and practice.”



Sahba
Sobhani

UNDP Istanbul International
Center for Private Sector in
Development,
Director



Şafak
Müderrisgil

Impact Investing Platform
Türkiye, Etkiyap
Chair



Impact Measurement and Management Summit: Time to Act in Türkiye

Q&A Panel: SDG Impact Standards for Enterprises, Private Equity Funds and Bonds: How to Use Results for Impact Management? (I/2)



The panel emphasizes the crucial role of SDG (Sustainable Development Goals) Impact Standards in guiding businesses and investors towards sustainable practices. These standards create a framework similar to a standard set by integrating sustainability and SDGs into fundamental business management. The panel aimed to distinguish these standards from other frameworks and reveal their role in addressing market implementation deficiencies that hinder achieving sustainability and SDG goals. Panelists shared the transformative potential of these standards, encouraging businesses and investors towards sustainable outcomes and making meaningful contributions to global SDG progress.



Müge Özlütıraş
UNDP,
Research Analyst



An experienced professional working on impact investing, SDG financing and private sector's engagement in development, Müge is currently working as a Project Analyst at UNDP ICPSD (Istanbul International Center for Private Sector in Development), one of UNDP's global policy centers. Her work focuses on enabling private sector to become transformative partners in development and mobilizing increased financial funds for sustainable development via identification of SDG-enabling business models in emerging markets. She has been working on various country contexts including Tunisia, Morocco, Djibouti, Türkiye, Malaysia, and the Republic of Congo. Over her time at UNDP, she has also become an SDG Impact Standards trainer and has been delivering trainings globally. Müge holds a master's degree from ETH Zürich and is fluent in Turkish, English and French.



Serdar Alemdar
ODTÜ TEKNOKENT,
General Manager



Serdar Alemdar, born in Ankara in 1976, started his professional career as an R&D engineer in Switzerland after completing his degrees in Mechanical Engineering from Middle East Technical University (ODTÜ) and Electronic Engineering from ETH Zurich. Over 15 years, he held management consultancy, sales, and marketing management positions in the communication and information technology sector. Between 2012 and 2018, he led a team that developed a platform capable of collecting and analysing real-time data from sports fields, successfully deploying it in over 20,000 matches across five continents. Following the company's international sales, he has been serving as the General Manager of ODTÜ Technopark since February 2019. In addition to his role on the Board of Directors of Ankara Development Agency, Serdar Alemdar is also a member of the boards of Growth Circuit and ASO Technopark. He is in advisory roles for HTK, FrenchTech, and Paris.co. Serdar Alemdar is married and a father of two, with proficiency in English, French, and German.



Övgü Ulun Güngör
Sabancı ARF Almost
Ready to Fly,
Open Innovation and
Entrepreneurship Project
Manager



She graduated from Koç University as a Chemical and Biological Engineer. She has a master's degree in Drug and Cosmetics Production Technologies. She has nine years of experience in research and development, innovation and entrepreneurship. She is also a former founder of a biotechnology company with the aim of sustainability, which is turning waste into bioethanol. Currently, She is working as an Open Innovation and Entrepreneurship Project Manager at Sabancı Holding's accelerator program, Sabancı ARF Almost Ready to Fly.

Q&A Panel: SDG Impact Standards for Enterprises, Private Equity Funds and Bonds: How to Use Results for Impact Management? (2/2)



Aslı Aygüneş PhD

TED University,
İstasyonTEDU,
Project Specialist



Aslı Aygüneş works as a Project Specialist at İstasyonTEDU. She did her Bachelor's Degree in American Culture and Literature at Bilkent University and her Master's Degree in Women's and Gender Studies at the University of South Florida. She recently earned her doctoral degree in Gender Studies Program from Sabancı University. Her research focuses on women activists' gendered experiences in the feminist movement in Türkiye. She also took part in several third-party-funded international research projects about gender and environment, digital feminist activism, and resistance against anti-gender mobilizations.



Ceyda Özgün

Etkiyap,
Social Impact
Coordinator, and Member
of the Executive
Committee



As Türkiye's first Level-3 (Advanced Level) SROI Accredited Practitioner and SROI Trainer, S. Ceyda Özgün gives consultancy services to private sector, public sector and NGOs to assess their activities' impacts and manage their impacts. Following her MBA degree from Bilkent University, she completed her master's degree in Responsible Management from Steinbeis University. Since 2014, she has been providing consultancy services on impact analysis and reporting, sustainability reporting and integrated reporting.



Agata Fortuna

KUSIF,
Project and Training
Senior Specialist



Agata Fortuna has been working in the field of civil society in Turkey Since 2009. She worked on national and international projects targeting the capacity building of young people, cultural learning, social technology, and social entrepreneurship. She was a board member of YouthBank International between 2014 and 2020. Since 2015, she has worked as a Project and Training Senior Specialist at the Koç University Social Impact Forum. Within the field of social impact management, she develops guidance training and delivers consultancy to non-governmental organisations, social enterprises, and private sector organisations. She co-teaches social entrepreneurship and social impact management courses at Koç University. She is a Social Value International Level 3 Accredited Practitioner and Trainer, as well as an Accredited Trainer for SDG Impact Standards.



This session aims to shed light on the data-driven approaches in the field of impact, exploring the importance of building data-driven plans and empowering investors, beneficiaries, and implementers towards informed decisions and optimising resource allocation. The intricacies of impact measurement, including examining indicators and performance metrics while critically questioning the feasibility of quantifying impact, were examined. The power of storytelling for amplifying impact, creating emotional connections, and unlocking scalability were discussed. Unravelling the synergies between data, impact, and communication is at the core of this panel.



Sinem Güravşar Gökçe,
PhD

**TED University,
İstasyonTEDU Center for
Social Innovation,
Coordinator (Moderator)**



Sinem Güravşar Gökçe is the general coordinator of İstasyonTEDU – TED University Center for Social Innovation. Sinem has been conducting research in the fields of social entrepreneurship and social innovation, designing and implementing training programs, and taking part in ecosystem development activities. She previously worked as an academician and practitioner at various universities and have approximately 20 years of experience in the public and private sector. She also experienced entrepreneurship by establishing her own training and consultancy company. She is one of the founding members of the Türkiye Social Entrepreneurship Network and coordinator of the Catalyst 2030 Türkiye Chapter. She has a PhD. Degree in Management and Organisation (2014), MS degree in Engineering Management from METU (2007) and BS degree (2004) in Electrical and Electronic Engineering from Bilkent University.



Arda Özkan

**Ipsos Türkiye,
Senior Client
Officer**



Arda has 23 years of Strategy and Insights experience, both on the agency and client-side and has been working as a Senior Client Officer in Ipsos since January 2022. He started his professional life at Research International – Barem with increasing responsibilities, most recently as Quantitative Department Director. As of 2013, he held different positions in Strategy and Insight functions at The Coca-Cola Company for six years in three different geographies. He also worked at Anadolu Efes for three years, starting in 2019, mainly on strategic portfolio management and integration of data and insights obtained from different sources to create impact, as well as an active role in the planning processes.



Asst. Prof. Ersan Ocak

**TED University,
Department of Visual
Communication Design,
Head of Department**



Asst. Prof. Ersan Ocak is an academician and an independent filmmaker. He is the chairperson of the Visual Communication Design Department at TED University, Ankara, Turkey. He has given courses on urbanism, (visual) cultural studies, documentary, essay film, filmmaking, and new media storytelling at undergraduate and graduate levels. He has publications on urbanism, urban poverty, oral history, memory, documentary, i-docs, and essay film. Ersan Ocak also produces experimental video works, makes documentary and essay films, and develops video performances and installations. His recent core research/practice interests are essay film, i-docs, film festivals, and audience development.



İnan Utku Türkmen, PhD

**TED University, Center for
Applied Data Science,
Director**



İnan Utku Türkmen is a data scientist and researcher with over 20 years of extensive experience in the fields of capacity building, statistical analysis and modelling, artificial learning, and data-driven decision-making. He earned his PhD from Bilkent University's Department of Mathematics and subsequently held academic positions at Bilkent, Atılım, Gebze Yüksek Teknoloji, and Ted Universities. He served as the founding director of the Applied Data Science Graduate Program at TED University from 2015 to 2019. Since 2019, he is the founding director of the Center for Applied Data at TED University. In addition to his academic roles, he is a founding partner of the R&D company Rubiks and a co-founder of Dndlab, a data science startup. Throughout his career, Türkmen has designed, implemented and directed various capacity development programs in data science, including graduate programs, specialized boot camps, and training initiatives tailored for data professionals and public programs. As a consultant, he has worked on numerous international projects as a technical lead and data scientist.



Mehmet Can İrhan

**DnD Lab,
Co-Founder**



Mehmet Can İrhan is a social entrepreneur and a consultant with comprehensive international experience in technology and sustainable development fields spanning management, strategy development and building partnerships. He is the founding partner of Dndlab, a data analytics startup that enables mission-driven organisations to operate and make an impact by a "data-driven" approach through data governance and analytics solutions. He supports I-NGOs on "technology for good" and building partnerships as an independent consultant. He is an advisory board member of Impact Hub Ankara. Before becoming an entrepreneur, Mehmet worked at Microsoft as a Public Affairs Manager in Turkey, the Middle East, and Africa for four years. He designed and managed technical and non-technical programs on digital skills for youth, digital transformation of nonprofits and AI for Good Programs in Turkey. Besides, he served UNICEF and the Technology Development Foundation of Turkey. Mehmet holds degrees in Political Science & Public Administration (BA) and Communication & Design (MA) from Bilkent University. He is an ultra-marathon runner.

11-12 September 2023, at TED University, Ankara



Summit Closing Remarks



Prof. Dr. Erdem Başçı

**TED University, Faculty of Economics
and Administrative Sciences, Acting
Dean**



Impact Measurement and Management Summit: Time to Act in Türkiye

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