



**“CHILDREN BELONG TO THE
PLAYGROUNDS NOT THE HAZELNUTGROUNDS”**



Artwork Contest
Held Among All Primary and Middle Schools in the Province and Districts of Ordu.
April 30, 2015

PREFACE

Establishments are entities, existing and giving service in their regions of operation, as well as benefitting from their regions. Whereas, there are various reasons of existence, their most important responsibilities are their duties to their region and its people and their home-country. In this respect, following the first phase of the efforts of fulfilling their social responsibility and complying to the European Confectionary Industry's ethical trading and social responsibility requirements, which was the hand out of free jute bags to Hazelnut farmers in 2013, DURAK HAZELNUTS by again including the ÜNYE COMMODITY EXCHANGE, has implemented the second phase of the project this year.

The second phase of this project has been determined as an artwork competition among the primary and middle school students in our province Ordu. The contest's slogan was "CHILDREN BELONG TO THE PLAYGROUNDS, NOT THE HAZELNUTGROUNDS". Its main objective was to contribute to our pupil's social and personal developments, as well as create awareness in our region's grown-ups of the future regarding the main objective of this project, which is "Child Labor" awareness. Hence, in April 2014 all of the artwork, which were received by the contestant pupils, were evaluated and the best three of the whole province, as well as the best three of the 19 districts of our province, were awarded with prizes.

The primary theme of the project was "Preventing Child Labor". Of course child labor is forbidden by our laws and according to internationally signed agreements, but might be an issue on exceptional cases, which is harming the international reputation of our country. Therefore, due to the importance of this issue, we initiated this project. The aim is to constantly try to keep the issue alive, by handing out brochures and posters and involving the power of the press and, consequently, drawing the attention of the public eye and increasing the general awareness regarding this issue. Upon the general evaluation and based on the received feedback, we are very pleased to see, that our project has successfully achieved its goal. Furthermore, we think, that with the two projects regarding "Preventing Child Labor", realized by both organizations in the last three years, we largely fulfilled our social responsibility duties against our people and country.

We would like to express our deepest gratitude to all organizations and project participants, the school administrations, the teachers, the Ünye Commodity Exchange and Durak Hazelnut employees, who all helped us a lot in the realization of this project, and, last but not least, especially to all of the participating pupils.

The Project Team



DESCRIPTION OF THE PROJECT

An artwork contest entitled “Children belong to the Playgrounds, not the Hazelnutgrounds” has been held among 60,000 pupils in 400 primary and middle schools in the Province and Districts of Ordu in April 2015, by the sponsorship of DURAK HAZELNUTS and the collaboration of the Ünye Commodity Exchange.

PURPOSE OF THE PROJECT

The main purposes of carrying out this project were as follows.

- 1- Setting out at the necessity of preventing child labour, keeping the matter alive by creating a general awareness, drawing the attention of the public and the hazelnut farmers and, hence, averting child labour use by our regions’s hazelnut farmers.
- 2- Contributing to the personal development and handicraft of the pupils, who are the future adults of our region, and helping them to express their imagination and thoughts.

TIMELINE OF THE PROJECT

After the preparations of the project were completed, it has been decided to initiate this project by the Board approval of Durak Hazelnuts and the Board decision Nr. 89/1 dd. Feb 13, 2015 of the Ünye Commodity Exchange. Along with the approval of the Governorship of Ordu Nr. 48696 dd. Feb 24, 2015, the project has been realized between April 01 and 30, 2015. After the artworks of the pupils have arrived at the Ünye Commodity Exchange, the winners have been chosen by a jury consisting of Professors of the University of Ordu. The project has been completed by an award ceremony and start of an exhibition of the artwork on May 15, 2015.

PROJECT AWARDS

Following 60 prizes have been awarded:

First Prize (Province) : 1 x Desktop PC
Second Prize (Province) : 1 x Laptop PC
Third Prize (Province) : 1 x Tablet PC

First Prize (each district) : 1 x Gold Coin (19 pcs)
Second Prize (each district) : 1 x 1/2 Gold Coin (19 pcs)
Third Prize (each district) : 1 x 1/4 Gold Coin (19 pcs)

PROJECT PARTICIPANTS

Project Owner : Durak Fındık A.Ş.
Project Coordinator : Ünye Ticaret Borsası
Project Implementation and Financing : Durak Fındık A.Ş. - Ünye Ticaret Borsası



PROJECT ADMINISTRATORS



Ahmet DURAK

Durak Hazelnuts
Assembly President, Ünye Commodity Exchange



Ebru AYATA

Ünye Commodity Exchange Personnel



Mustafa USLU

Ünye Commodity Exchange
Chairman of the Board



Murat DURAK

Durak Hazelnuts



Mehmet GÜR / Proje Koordinatörü

General Secretary, Ünye Commodity Exchange

PROJECT STAGES

1-Project planning and networking with other institutions (February, 2015)

Mustafa Uslu (Chairman of the Board of the Ünye Commodity Exchange), Ahmet Durak (Member of the Board of Durak Hazelnuts and Assembly Chairman of the Ünye Commodity Exchange) and Mehmet Gür (General Secretary of the Ünye Commodity Exchange) visiting the Governor of Ünye, Mustafa Demir, to submit the official application and presenting the details of the joint project by Durak Hazelnuts and the Ünye Commodity Exchange.



2-Press Promotion (March 24, 2015)

Mustafa Uslu (Chairman of the Board of the Ünye Commodity Exchange), Hasan Basri Durak (Chairman of the Board of Durak Hazelnuts), Kadir Durak (Member of the Board of Durak Hazelnuts), and Ahmet Durak (Member of the Board of Durak Hazelnuts and Assembly Chairman of the Ünye Commodity Exchange), briefing the local and national press regarding the project.



3-Delivering project posters, brochures and the rules of the contest to the related Institutions and providing informative project material to the related parties on site (March, 2015)

The project team delivered posters, brochures and the rules of the contest to the regional Directorates of Education and promoted and described the project.



PROJECT POSTERS HUNG ON NOTICE BOARDS IN OUR SCHOOLS



Private Ünye Doğa High School



Private Fatsa Vefa Primary School



4-Students producing artwork at schools in the various districts (April, 2015)

Students produced artwork at schools in the various districts from April 1 to 30, 2015.

5-Assigning the awards in the districts by the District Commissions and observing the work of the commissions on-site (April, 2015)

Visits were made to some schools in the districts and it was observed on-site, that the pupils were informed about the project by posters and brochures of the project.

The work and evaluations of the artwork by the District Commissions were observed.

Assigning the awards at the Ünye Regional Directorate of Education and observing the work:



6-Arrival of the winning Artwork of the districts to the Ünye Commodity Exchange and assigning the first three province winners (May, 2015)

Associate Professor (Dr.) Serkan İlden
Assistant Associate Professor (Dr.) Aytaç Özmutlu
Assistant Associate Professor (Dr.) Adem Yücel
from the Faculty of Fine Arts of the University of Ordu evaluated all the winning artwork of the Districts and chose the 1st, 2nd and 3rd place winners of the Ordu province.

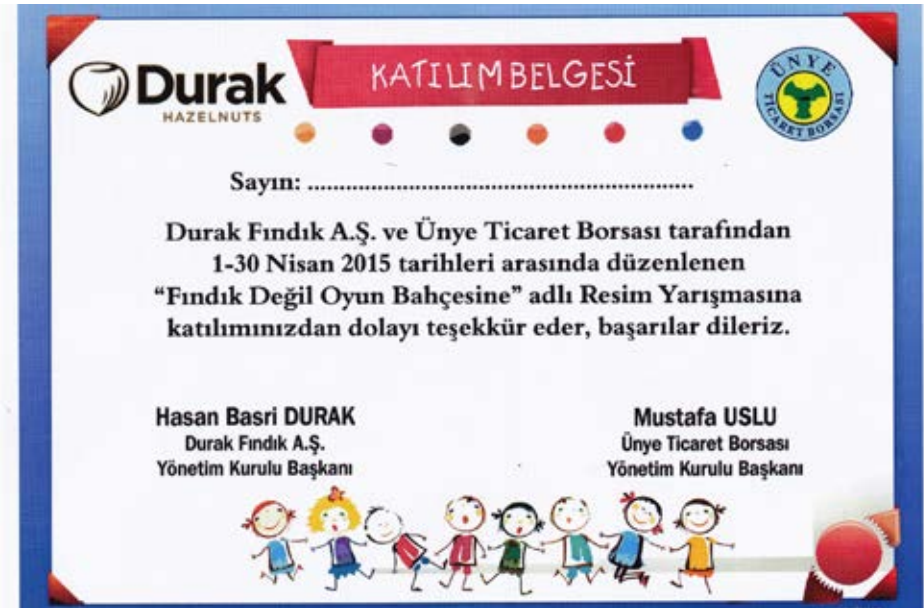


7-Award ceremony and opening of the exhibition (May, 2015)

Our invitation of the exhibition and award ceremony:



The certificate of participation, which was handed out to all participating pupils:



AWARD CEREMONY

Kadir Durak, Member of the Board of Durak Hazelnuts



All Prize Winning Pupils



Hasan Basri Durak, Chairman of the Board of Durak Hazelnuts



Exhibition Opening



EXHIBITION

The competing Artwork was exhibited for 15 days at the Ünye Commodity Exchange exhibition hall, which helped to raise the awareness about this issue, as well as was the realization of an artistic activity.



WINNING ARTWORK

1.

First Prize in the Ordu Province, First Prize in the Altınordu District
Melike Azaklı (Private Altaş High School)



2.

Second Prize in the Ordu Province,
First Prize in the Akkuş District
Elif Yılmaz (Akkuş Regional Boarding School)



3.

Third Prize in the Ordu Province,
Second Prize in the Fatsa District
Rahime Yalçın (Fatsa Orator Middle School)



Honorable Mention

Honorable Mention Award for the Ordu Province,
Third Prize in the Gököy District
Hilal Yarensu Aldeniz (Gököy Hürriyet Middle School)



PREPARING THE CONCLUSION REPORT OF THE PROJECT

The project was completed on May 15, 2015 and this report has been prepared.

This was a project with an educational aim and included 60,000 pupils in 400 schools throughout the Ordu province.

More than 100 publications in the local and national press were realized.

The project raised the children's consciousness in this issue, as well as contributed to their socio-cultural development and education.

The wide participation showed us that the project fulfilled its educational goal.

Due to the fact that the participating pupils will be the farmers, agricultural engineers, hazelnut whole sellers (Manavs), hazelnut traders, hazelnut cracking plant owners, hazelnut processors, hazelnut exporters, etc. of the future, we can say that this project will definitely contribute to the prevention of child labor in this region.

EXAMPLES OF NEWS IN THE PRESS ABOUT THE PROJECT



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Durak
HAZELNUTS