BAU BAHÇEŞEHİR UNIVERSITY

SDG 17: PARTNERSHIP FOR THE GOALS



2024-2025

BAU AT A GLANCE

Since its foundation in 1998, the vision of BAU has been to be a global university known for its contribution to scientific, technological, and cultural knowledge through innovative education models and research approaches that reflect international standards as well as service to society. Currently, BAU Global Network comprises of 5 universities (Istanbul, Washington D.C., Berlin, Cyprus, Batumi), 5 liaison offices (BAU Global Azerbaijan Jordan, Uzbekistan, Mongolia, Pakistan) and 5 language schools.

Bahçeşehir University (BAU) is committed to advancing the wellbeing of local and global communities by integrating the United Nations Sustainable Development Goals (SDGs) into its institutional governance, operations, organisational culture, educational programmes, academic research and stakeholder partnerships. Through this integrated approach, BAU seeks to align its academic mission and institutional practices with sustainable development priorities and contribute to positive societal change.

Bringing together staff, students and alumni, BAU promotes a university community guided by ethical conduct, social responsibility and global citizenship. The University encourages its members to recognise their responsibilities towards one another, wider society and the environment, and to apply their knowledge and skills to building a more inclusive, equitable and sustainable future.

BAU IN THE TIMES HIGHER EDUCATION

BAU participates in the Times Higher Education (THE) Impact Rankings since 2019. According to the current rankings, BAU belongs to the 1000-12000 band in the World University Rankings, 59th in the Impact Rankings and the 251-300 in the Asia University Rankings 2026. Also, BAU is ranked as the top university in Türkiye.

The university continuously increases its standing in categories related to the UN Sustainable Development Goals. As of 2026, BAU holds the following standings in the THE Impact Rankings;

- 2nd in Gender Equality
- 6 th in Quality Education
- 77 th in Peace, Justice and Strong Institutions
- 89 th in Partnership for the Goals
- Ranks between 101-200 in Reducing Inequalities
- Ranks between 201-300 in Industry, Innovation and Infrastructure

The University takes the above-mentioned rankings as evaluation criteria for progress regarding its adherence and contribution to the UN Sustainable Development Goals and will continue to report its advancement in the rankings on a yearly basis.

Relationships with Government and NGOs for SDG Policy Development

Bahçeşehir University (BAU) actively collaborates with government institutions, intergovernmental bodies, and non-governmental organizations (NGOs) to support the formulation, implementation, and monitoring of Sustainable Development Goal (SDG) policies at local, national, and international levels.
Through these partnerships, BAU contributes research-based expertise, policy analysis, and capacity-building initiatives that help shape evidence-driven strategies addressing social, economic, and environmental challenges.

The University's engagement includes joint projects, advisory roles, and data-sharing collaborations designed to align policy development with the SDGs.

By maintaining continuous dialogue with governmental and non-governmental stakeholders, BAU ensures that its academic and research outputs directly inform policy frameworks, strategic planning, and institutional decision-making.

Examples of BAU's partnerships and policy-oriented initiatives with governments and NGOs and projects are presented in the following section.



MEMORANDUM OF UNDERSTANDING
BETWEEN
THE FOOD AND AGRICULTURE ORGANIZATION
OF THE UNITED NATIONS (FAO)
AND
BAHÇEŞEHİR UNIVERSITY (BAU)

WHEREAS the Food and Agriculture Organization of the United Nations (hereinafter "FAO") is a Specialized Agency of the United Nations system established in 1945 to raise levels of nutrition and standards of living for all people in FAO Member Nations, to secure improvements in the efficiency of production and distribution of food and agricultural products, and to contribute toward expanding world economy and ensuring humanity's freedom from hunger;

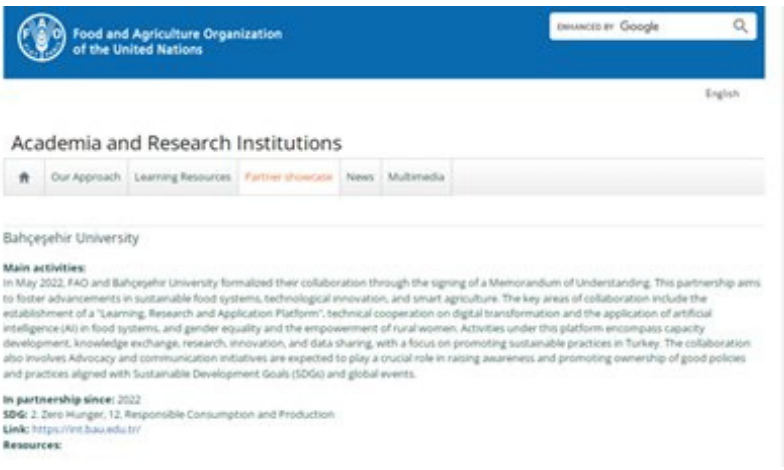
WHEREAS FAO's actions are geared towards supporting Members in implementing the 2030 Agenda for Sustainable Development, especially with regards to ending hunger and malnutrition in all its forms;

WHEREAS FAO's Strategic Framework is guided by FAO's vision and the three Global Goals of Members and is firmly anchored in the Sustainable Development Goals (SDGs). The organising principle of the *four betters - better production, better nutrition, a better environment and a better life, leaving no one behind* - demonstrate how FAO intends to support the achievement of the SDGs and reflect the interconnected economic, social and environmental dimensions of agrifood systems while encouraging a strategic and systems-oriented approach;

WHEREAS FAO encourages more active and catalytic engagement with the private sector to transform agrifood systems and accelerate the achievement of the SDGs, including through collaboration to promote responsible investment and sustainable business strategies for agrifood systems, foster food and agriculture innovation and strengthen involvement of the private sector in FAO's flagship initiatives such as the Hand-in-Hand Initiative;

WHEREAS FAO has the mandate to improve nutrition, increase agricultural productivity, raise the standard of living in rural populations and contribute to global economic growth;

WHEREAS Bahçeşehir University (BAU), as the founding institution of the nationwide and global network of Bahçeşehir Institution, is a higher education institution that aims to educate



Food and Agriculture Organization of the United Nations

English

Academia and Research Institutions

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Bahçeşehir University

Main activities:
In May 2022, FAO and Bahçeşehir University formalized their collaboration through the signing of a Memorandum of Understanding. This partnership aims to foster advancements in sustainable food systems, technological innovation, and smart agriculture. The key areas of collaboration include the establishment of a "Learning, Research and Application Platform", technical cooperation on digital transformation and the application of artificial intelligence (AI) in food systems, and gender equality and the empowerment of rural women. Activities under this platform encompass capacity development, knowledge exchange, research, innovation, and data sharing, with a focus on promoting sustainable practices in Turkey. The collaboration also involves Advocacy and communication initiatives are expected to play a crucial role in raising awareness and promoting ownership of good policies and practices aligned with Sustainable Development Goals (SDGs) and global events.

In partnership since: 2022
SDG: 2. Zero Hunger, 12. Responsible Consumption and Production
Link: https://int.bau.edu.tr/
Resources:

Bahcesehir University and FAO: Collaborating for Policy, Innovation, and Capacity Building

Since May 2022, Bahçeşehir University (BAU) and the Food and Agriculture Organization of the United Nations (FAO) have maintained a strategic institutional partnership to advance sustainable food systems, smart agriculture, rural development, and policy development in alignment with the United Nations Sustainable Development Goals (SDGs).

Formalized through a Memorandum of Understanding (MoU), the partnership establishes a long-term framework for cooperation through a Learning, Research, and Application Platform, promoting innovation, knowledge exchange, institutional capacity development, and policy-oriented collaboration in sustainable agriculture and food systems.

The cooperation encompasses several strategic areas, including:

- Technical collaboration on digital transformation and the application of artificial intelligence (AI) in food systems;
- Joint initiatives on gender equality, rural women's empowerment, and inclusive agricultural development;
- Knowledge exchange and capacity building on sustainable agriculture, food security, and responsible resource management;
- Advocacy, communication, and policy-oriented engagement to raise awareness and strengthen the development, dissemination, and adoption of good policies and practices aligned with the SDGs and global food security priorities.

The BAU–FAO partnership remained active throughout 2025, with both institutions continuing their cooperation through initiatives addressing the digital transformation of agriculture, the empowerment of rural communities, sustainable food systems, and inclusive policy dialogue.

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A key area of continued collaboration was the Digital Villages initiative, which focuses on strengthening digital literacy, technological capabilities, and access to educational opportunities in rural communities, particularly among rural women and women's cooperatives. By connecting BAU's academic expertise with FAO's international experience in agricultural development, the initiative supports the digital inclusion of rural populations and promotes more equitable participation in agricultural innovation and local economic development.

The initiative also contributes to broader policy-related priorities concerning gender-responsive rural development, digital inclusion, agricultural modernization, and the economic empowerment of women. Through educational outreach and engagement with rural communities, the cooperation connects practical experiences and local development needs with wider discussions on sustainable agricultural strategies and inclusive food systems.

Another significant component of the partnership in 2025 was the organization of FAO Talks as part of World Food Day activities. The initiative brought together FAO representatives, non-governmental organizations (NGOs), private-sector companies, academic stakeholders, and young people to discuss sustainable food systems, food security, responsible agricultural practices, and the future of food production and consumption.

FAO Talks was designed not only as an educational and awareness-raising activity but also as a multi-stakeholder platform for policy dialogue and cross-sectoral knowledge exchange. By connecting international expertise with civil society perspectives, private-sector experience, academic knowledge, and youth participation, the programme encouraged discussions on the challenges facing contemporary food systems and the identification of shared priorities for more sustainable and inclusive food policies.

The discussions addressed the importance of sustainable food production and consumption, food system resilience, responsible resource management, and collaborative approaches to food security. Particular emphasis was placed on the need to engage different sectors in developing effective responses to environmental, economic, and social challenges affecting food systems.

The participation of NGOs and private-sector representatives strengthened the policy dialogue by bringing together different institutional perspectives on sustainable food systems, while the involvement of young people helped incorporate the expectations and priorities of future generations into discussions on food security, agricultural sustainability, and long-term environmental responsibility.

Through FAO Talks, BAU and FAO facilitated policy-oriented dialogue among international organizations, civil society, industry, academia, and youth, creating opportunities to exchange knowledge, consider policy priorities, and explore collaborative approaches to sustainable food system transformation. This engagement reinforced the role of universities as platforms connecting research-based expertise, stakeholder participation, and policy-relevant discussions.

Together, the Digital Villages initiative and FAO Talks demonstrated the continued implementation of the BAU–FAO cooperation framework in 2025. While Digital Villages addressed the practical dimensions of digital inclusion, rural women's empowerment, and sustainable agricultural development, FAO Talks provided a complementary platform for cross-sectoral dialogue on food security, sustainability priorities, and policy-related challenges.

Beyond individual activities, the partnership provides an ongoing institutional mechanism for SDG-related policy engagement, knowledge exchange, and the development of evidence-informed approaches to sustainable agriculture, food security, digital transformation, and rural development. Through its collaboration with FAO, BAU contributes academic expertise and facilitates stakeholder engagement relevant to the identification of policy priorities, the exchange of good practices, and the consideration of inclusive, technology-driven, and gender-sensitive agricultural strategies.

The continued cooperation also demonstrates how universities and international organizations can work together to connect global sustainable development agendas with national and local priorities, bringing academic knowledge, international expertise, civil society perspectives, private-sector participation, and community-level experience into discussions relevant to sustainable development policies.

By maintaining and implementing its institutional partnership with FAO throughout 2025, Bahçeşehir University contributed to SDG-related policy dialogue and cross-sectoral cooperation, supporting participatory, evidence-informed, and inclusive approaches to sustainable food systems and agricultural development.

The partnership contributes primarily to SDG 2 (Zero Hunger) through food security and sustainable agricultural development; SDG 5 (Gender Equality) through rural women's empowerment and inclusive participation; SDG 9 (Industry, Innovation and Infrastructure) through agricultural digitalization and technological innovation; SDG 12 (Responsible Consumption and Production) through sustainable food production and consumption; SDG 13 (Climate Action) through resilient and sustainable agricultural practices; and SDG 17 (Partnerships for the Goals) through sustained institutional cooperation between BAU and FAO and cross-sectoral dialogue involving NGOs, the private sector, academia, and youth. It also supports SDG 4 (Quality Education) through educational outreach, knowledge sharing, and capacity development.

Bahçeşehir University's Contribution to the National Policy Forum on AI and Technology in Hazelnut Farming: Policy Capacity Building and Cross-Sectoral Dialogue for Sustainable Agriculture Ministry of Agriculture and Forestry, Giresun Governorship, Giresun University, and the Eastern Black Sea Development Agency (DOKA)



During the 2024–2025 academic year, Bahçeşehir University (BAU) participated in the National Policy Forum on Artificial Intelligence and Technology in Hazelnut Farming, held in Giresun under the coordination of the Ministry of Agriculture and Forestry of the Republic of Türkiye and the Giresun Governorship.

The forum brought together a broad network of stakeholders, including Bahçeşehir University, Giresun University, the Eastern Black Sea Development Agency (DOKA), government institutions, researchers, and private-sector representatives, establishing a platform for policy-oriented education, institutional capacity development, and cross-sectoral dialogue on the digital transformation of agriculture.

The initiative aimed to support the development of a national roadmap for integrating artificial intelligence (AI) and digital technologies into Türkiye's agricultural production systems, with particular emphasis on the hazelnut sector. Discussions addressed opportunities to improve agricultural productivity, strengthen climate resilience, encourage technological innovation, and support the long-term sustainability of rural economies.

Bahçeşehir University contributed its academic expertise in AI applications, sustainable food systems, and policy innovation, supporting knowledge exchange among public authorities, universities, development institutions, and industry stakeholders. Through its participation, BAU contributed to discussions on data-driven agricultural strategies, evidence-based policymaking, and the practical application of emerging technologies to agricultural development.

The forum provided opportunities for government officials, public-sector decision-makers, researchers, and industry representatives to exchange expertise on the opportunities and challenges associated with agricultural digitalization. This engagement supported policy-relevant learning and institutional capacity building, connecting scientific and technological knowledge with public policy priorities and implementation needs.

At the same time, the initiative facilitated cross-sectoral dialogue among national and local government institutions, higher education institutions, development agencies, and the private sector. By bringing together stakeholders with different responsibilities and areas of expertise, the forum encouraged coordinated approaches to agricultural innovation, sustainable production, rural development, and climate adaptation.

The participation of the Ministry of Agriculture and Forestry, Giresun Governorship, DOKA, Giresun University, BAU, and industry stakeholders demonstrated the importance of multi-stakeholder engagement in addressing complex sustainable development challenges. The forum connected national agricultural policy priorities with regional economic needs, academic research, and private-sector innovation.

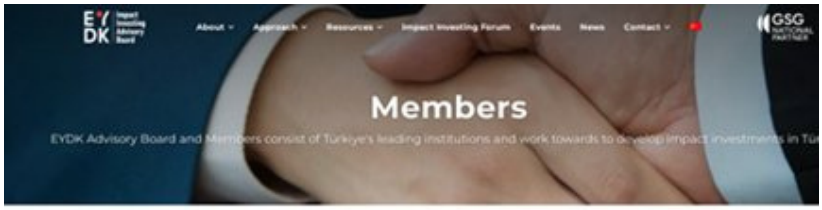
Through its involvement, BAU contributed to both policy-oriented capacity development and SDG-focused cross-sectoral knowledge exchange, supporting collaborative approaches to integrating emerging technologies into sustainable agricultural systems.

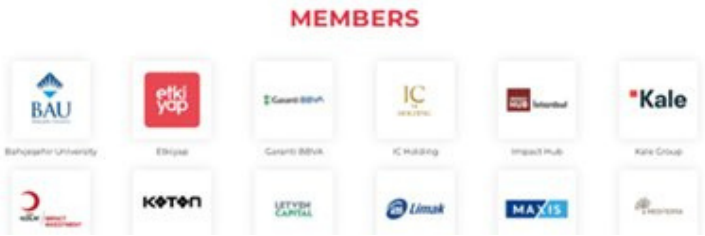
The initiative contributed to SDG 2 (Zero Hunger) through sustainable and resilient agricultural production; SDG 1 (No Poverty) through its focus on rural livelihoods and agricultural development; SDG 9 (Industry, Innovation and Infrastructure) through AI applications and digital transformation; SDG 13 (Climate Action) through climate-smart agricultural approaches; and SDG 17 (Partnerships for the Goals) through cooperation among government institutions, universities, development agencies, and the private sector. It also supported SDG 16 (Peace, Justice and Strong Institutions) through evidence-based policy development, institutional knowledge exchange, and capacity building for sustainable agricultural governance.





Bahçeşehir University and Impact Investing Advisory Board (EYDK): Strengthening Policy and Strategy Development in Sustainable Finance





The Impact Investing Advisory Board (EYDK) was founded in April 2019 to function as a national high-level platform and NGO for identifying priorities, shaping strategies, and formulating policy recommendations that advance the development of impact investment in Türkiye. Following its formal establishment, EYDK rapidly began operations, engaging public institutions, academia, the private sector, and civil society in a coordinated effort to strengthen the national impact investment ecosystem.

Through these multi-stakeholder collaborations, EYDK has produced inclusive, data-driven policy reports, and achieved substantial progress in areas such as policy development, market expansion, ecosystem communication, and strategic research, all aligned with Türkiye's sustainable development priorities.

The Impact Investing Advisory Board (EYDK) was established in April 2019 as a national multi-stakeholder platform and non-governmental organization (NGO) dedicated to advancing impact investment in Türkiye. EYDK brings together public institutions, private-sector organizations, investors, academic institutions, and civil society representatives to identify national priorities, develop strategic approaches, and formulate policy recommendations supporting sustainable economic, social, and environmental development.

Since its establishment, EYDK has contributed to the development of Türkiye's impact investment ecosystem through policy-oriented research, strategic recommendations, market development, stakeholder engagement, and advocacy activities. Its work focuses on strengthening the institutional and policy environment for investments that generate measurable social and environmental benefits alongside financial returns.

In March 2022, EYDK joined the Global Steering Group for Impact Investment (GSG), connecting Türkiye's impact investment ecosystem with an international network focused on sustainable finance, policy innovation, and impact-oriented investment strategies. This affiliation supports the exchange of international experience and the consideration of global good practices in national policy and strategy discussions.

Bahçeşehir University (BAU) is an active institutional member of EYDK, contributing its academic expertise and institutional perspectives to the organization's ongoing work on sustainable finance, impact investment, and SDG-related policy development.

Throughout 2025, BAU maintained its active engagement through participation in EYDK's regular member meetings, which provide an institutional platform for discussing developments in Türkiye's impact investment ecosystem, identifying emerging priorities, exchanging knowledge, and considering strategic and policy-related challenges. The meetings facilitate ongoing dialogue between universities, public-sector stakeholders, investors, businesses, and civil society organizations, connecting research-based knowledge with practical experience and policy-related needs.

A significant development in 2025 was Bahçeşehir University's representation on EYDK's Supervisory Board (Denetim Kurulu), further strengthening the university's institutional involvement in the organization.

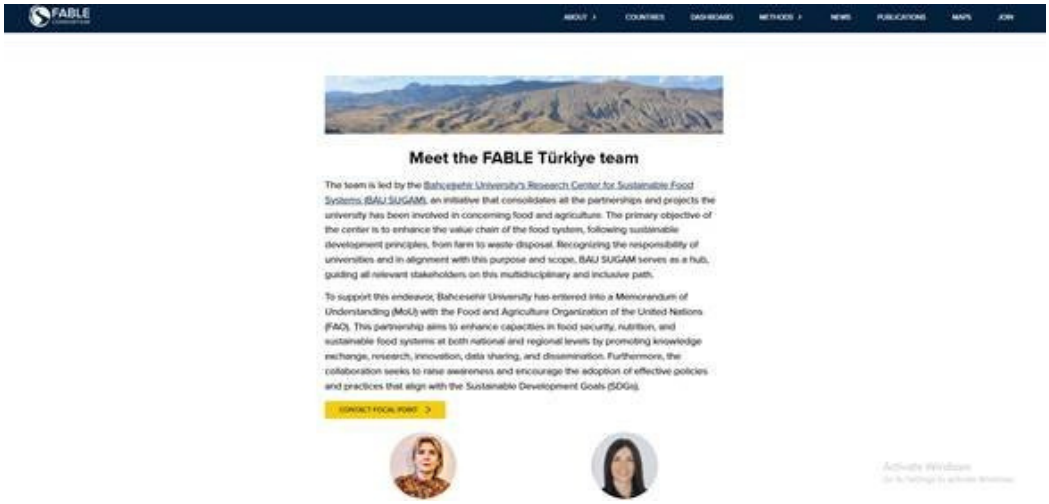
A central dimension of EYDK's work is the integration of the Sustainable Development Goals into investment-related strategies and policy discussions. Within this framework, BAU's institutional participation supports knowledge exchange and evidence-informed discussions on impact investment policy, including the identification of market needs, consideration of institutional and regulatory challenges, development of shared strategic priorities, and promotion of approaches that connect financial decision-making with measurable social and environmental outcomes.

The collaboration is particularly relevant to SDG-related policy development in sustainable finance, inclusive economic growth, responsible investment, social innovation, and impact measurement.

By combining regular participation in policy-related member discussions with involvement in institutional governance, Bahçeşehir University reinforces its role as an academic stakeholder supporting the development of an inclusive, transparent, and evidence-informed impact investment environment in Türkiye.

The initiative contributes primarily to SDG 17 (Partnerships for the Goals) through sustained university–NGO engagement, multi-stakeholder policy dialogue, and institutional cooperation. It also supports SDG 8 (Decent Work and Economic Growth) through sustainable and inclusive economic development; SDG 9 (Industry, Innovation and Infrastructure) through impact-oriented innovation and investment; SDG 10 (Reduced Inequalities) through investment approaches addressing social and economic challenges; and SDG 16 (Peace, Justice and Strong Institutions) through institutional governance, transparency, accountability, and evidence-informed policy engagement.

Bahçeşehir University and NGOs within the FABLE Consortium: Advancing Policy Pathways for Sustainable Food and Land Systems



Bahçeşehir University (BAU) serves as the Turkish partner of the global FABLE Consortium (Food, Agriculture, Biodiversity, Land-Use, and Energy), an international network of research institutions and partner organizations working to develop nationally coherent and globally aligned pathways for achieving the United Nations Sustainable Development Goals (SDGs) and the objectives of the Paris Climate Agreement.

The FABLE Consortium provides a collaborative framework through which national research teams develop science-based, data-driven policy pathways for sustainable food systems, agriculture, biodiversity conservation, land use, and climate action. Its approach connects national development priorities with international sustainability commitments, supporting governments and other stakeholders in identifying integrated strategies for long-term environmental, economic, and social sustainability.

The FABLE Secretariat is jointly led by the Sustainable Development Solutions Network (SDSN), the International Institute for Applied Systems Analysis (IIASA), and the Alliance of Bioversity International and CIAT, bringing together international expertise in sustainable development, systems analysis, agricultural research, and environmental policy.

A central feature of the consortium is its bottom-up approach to policy development, through which country teams examine national conditions, identify sustainability challenges, and develop integrated pathways reflecting their countries' specific agricultural, environmental, and socioeconomic priorities. These national pathways are designed to remain consistent with global sustainability objectives while addressing local policy needs and implementation challenges.

In Türkiye, the FABLE initiative is led by the BAU Research Center for Sustainable Food Systems (BAU SUGAM), which brings together the University's research activities and institutional partnerships related to food systems, agriculture, biodiversity, land use, and sustainability policy.

Through this leadership role, BAU contributes academic expertise, research, data analysis, and modelling capabilities to the development of science-based policy pathways for Türkiye's food and land-use systems. This work supports the examination of long-term sustainability challenges and the identification of potential policy approaches addressing food security, agricultural productivity, biodiversity protection, responsible land use, and climate resilience.

The consortium's methodology emphasizes the importance of integrated policy analysis, recognizing that decisions concerning agriculture, food production, land management, biodiversity, and energy are interconnected. By considering these relationships, FABLE country teams contribute to the development of policy pathways that seek to balance environmental sustainability, food security, economic development, and climate commitments.

BAU's participation through BAU SUGAM connects university-based research directly with an international framework dedicated to informing national sustainability policies. The University's contribution supports the translation of scientific knowledge and analytical findings into policy-relevant insights that can inform the consideration of national strategies and long-term development priorities.

The FABLE Consortium also emphasizes engagement with national governments and relevant stakeholders, encouraging dialogue between researchers, public institutions, and other organizations involved in sustainable development. Through this approach, country teams seek to ensure that scientific findings and proposed sustainability pathways are relevant to national policy discussions and institutional decision-making.

Within this framework, BAU contributes to a collaborative policy development process that links national research and modelling with international sustainability objectives. Its involvement supports evidence-informed discussions on how Türkiye can pursue more sustainable agricultural production, strengthen food system resilience, protect biodiversity, and align land-use strategies with climate and development commitments.

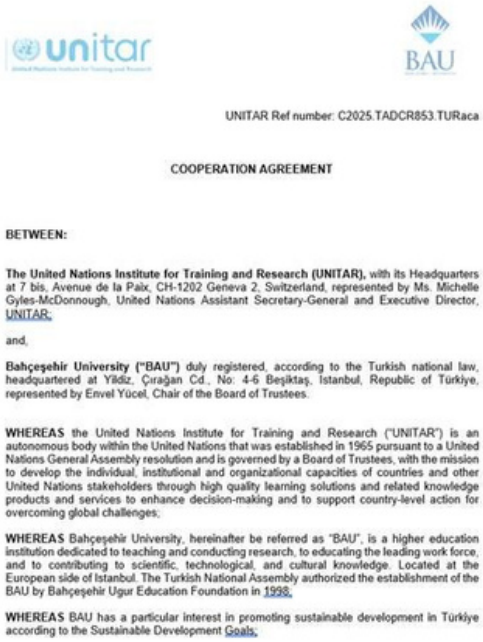
The international structure of the consortium further enables knowledge exchange, methodological cooperation, and comparison of national sustainability pathways. By participating in this network, BAU contributes to the exchange of research-based perspectives and policy approaches between Türkiye and other participating countries.

The University's role in the FABLE Consortium demonstrates its engagement in SDG-related policy development beyond conventional academic research. Through BAU SUGAM, the institution participates in an international process designed to produce policy-relevant analysis, identify national sustainability priorities, and support the development of integrated strategies for sustainable food and land-use systems.

This engagement strengthens the connection between academic research, international scientific cooperation, and national policy development, reinforcing BAU's contribution to evidence-based approaches to sustainable development in Türkiye.

The initiative contributes primarily to SDG 2 (Zero Hunger) through sustainable food systems and food security; SDG 13 (Climate Action) through climate-aligned agricultural and land-use pathways; SDG 15 (Life on Land) through biodiversity conservation and sustainable land management; and SDG 17 (Partnerships for the Goals) through international scientific cooperation and policy-oriented knowledge exchange. It also supports SDG 12 (Responsible Consumption and Production) through integrated approaches to sustainable food production and resource use.

Bahçeşehir University and United Nations Institute for Training and Research (UNITAR): Collaboration through CIFAL Istanbul for SDG Policy Development and International Cooperation



UNITAR Ref number: C2025.TADCR853.TURaca

COOPERATION AGREEMENT

BETWEEN:

The United Nations Institute for Training and Research (UNITAR), with its Headquarters at 7 bis, Avenue de la Paix, CH-1202 Geneva 2, Switzerland, represented by Ms. Michelle Gyles-McDonnough, United Nations Assistant Secretary-General and Executive Director, UNITAR;

and,

Bahçeşehir University ("BAU") duly registered, according to the Turkish national law, headquartered at Yildiz, Çırağan Cd., No: 4-6 Beşiktaş, Istanbul, Republic of Türkiye, represented by Envel Yücel, Chair of the Board of Trustees.

WHEREAS the United Nations Institute for Training and Research ("UNITAR") is an autonomous body within the United Nations that was established in 1965 pursuant to a United Nations General Assembly resolution and is governed by a Board of Trustees, with the mission to develop the individual, institutional and organizational capacities of countries and other United Nations stakeholders through high quality learning solutions and related knowledge products and services to enhance decision-making and to support country-level action for overcoming global challenges;

WHEREAS Bahçeşehir University, hereinafter be referred as "BAU", is a higher education institution dedicated to teaching and conducting research, to educating the leading work force, and to contributing to scientific, technological, and cultural knowledge. Located at the European side of Istanbul. The Turkish National Assembly authorized the establishment of the BAU by Bahçeşehir Ugur Education Foundation in 1998;

WHEREAS BAU has a particular interest in promoting sustainable development in Türkiye according to the Sustainable Development Goals;

Bahçeşehir University (BAU) actively contributes to SDG-related policy development, sustainable governance, and international policy dialogue through CIFAL Istanbul, an international training centre operating within the University in partnership with the United Nations Institute for Training and Research (UNITAR). As a member of the UNITAR Global CIFAL Network, CIFAL Istanbul serves as BAU's institutional platform for connecting academic expertise, international cooperation, and multi-stakeholder engagement to support SDG policy formulation, strategic planning, and implementation at national, regional, and global levels.

Under the BAU–UNITAR Cooperation Agreement (2023–2025), the University integrates its academic expertise, research capabilities, institutional resources, and international partnerships into CIFAL Istanbul's programmes and initiatives. This cooperation supports policy-oriented research and knowledge exchange, expert consultations, multi-stakeholder dialogues, and capacity-building activities that contribute to identifying sustainable development priorities, addressing governance challenges, and developing evidence-informed approaches to SDG policy formulation and implementation. Through this institutional framework, BAU connects university-based knowledge with policymakers, public institutions, international organizations, civil society, and the private sector, supporting the integration of scientific evidence and international good practices into sustainable development policy processes.

In 2025, CIFAL Istanbul, operating within BAU, conducted 141 activities, including forums, expert workshops, conferences, seminars, training programmes, and multi-stakeholder dialogues. These initiatives addressed key sustainable development priorities, including climate action, sustainable governance, gender equality, social inclusion, economic development, digital transformation, artificial intelligence, and institutional leadership.

A central dimension of BAU's work through CIFAL Istanbul is supporting SDG policy development by bringing academic knowledge into dialogue with institutional needs and practical governance challenges. The University's activities facilitate discussions on emerging policy priorities, institutional and regulatory challenges, sustainable development strategies, and barriers to effective SDG implementation.

By engaging government officials, policymakers, international organizations, NGOs, academic experts, and private-sector representatives, BAU creates opportunities for cross-sectoral consultation and the exchange of perspectives relevant to policy formulation, strategic planning, and institutional decision-making. These interactions help stakeholders identify shared priorities, evaluate different approaches, and explore collaborative responses to sustainable development challenges.

BAU's academic resources, combined with UNITAR's international expertise and the Global CIFAL Network, strengthen the connection between scientific knowledge and public policy development. This institutional cooperation supports the translation of international SDG frameworks into context-specific strategies and encourages their integration into governance and institutional planning.

At the national level, BAU supports policy-oriented discussions addressing Türkiye's sustainable development priorities. At the regional and global levels, the University's engagement through CIFAL Istanbul facilitates international knowledge exchange, comparative learning, and cooperation on approaches to shared sustainability challenges.

The 141 activities conducted in 2025 demonstrate the scale and continuity of this institutional engagement, providing opportunities for policy dialogue, stakeholder consultation, institutional capacity development, and the exchange of evidence-informed strategies.

Through CIFAL Istanbul and its sustained partnership with UNITAR, Bahçeşehir University contributes not only to SDG education and capacity building but also to the identification of policy priorities, the development of sustainable governance strategies, and the integration of SDG objectives into national, regional, and international policy discussions.

This work contributes primarily to SDG 17 (Partnerships for the Goals) through international cooperation and multi-stakeholder engagement in policy development, and SDG 16 (Peace, Justice and Strong Institutions) through evidence-informed governance and institutional capacity building. It also supports SDGs 4, 5, 8, 9, 11, and 13 through education, gender equality, economic development, innovation, sustainable communities, and climate action.

Bahçeşehir University and Rotary Peace Center: A Neutral Platform for Peacebuilding and Policy Development in the MENA Region



Bahçeşehir University (BAU) plays an active role in advancing peacebuilding, inclusive governance, international policy dialogue, and institutional capacity development through the BAU Otto and Fran Walter Rotary Peace Center, established at the University in partnership with Rotary International. The Centre's work is further supported by BAU's institutional partnership with the United Nations Institute for Training and Research (UNITAR) through CIFAL Istanbul. Serving the Middle East and North Africa (MENA) region, the Centre positions BAU as an international academic platform where policymakers, government representatives, civil society leaders, academics, international organizations, and peacebuilding professionals can engage in constructive dialogue on complex regional and global challenges.

The Centre reflects BAU's commitment to providing a safe, inclusive, and politically neutral environment for dialogue among individuals representing different countries, institutional backgrounds, political perspectives, and professional experiences. By encouraging open discussion, mutual understanding, and the exchange of diverse viewpoints, BAU facilitates engagement across political, cultural, and institutional boundaries, supporting collaborative approaches to conflict resolution, sustainable governance, and policy development.

Through its academic programmes, BAU combines capacity building, policy-oriented education, expert consultations, and practical field engagement. The Centre brings together Rotary Peace Fellows and professionals from across the MENA region, equipping participants with knowledge and practical skills in peacebuilding, conflict transformation, humanitarian diplomacy, migration, climate resilience, community development, and sustainable governance. Its academic coursework, workshops, seminars, and field-based projects strengthen participants' abilities to address complex challenges and contribute to informed institutional and policy responses.

A major milestone in 2025 was the Rotary Presidential Peace Conference, “Healing in a Divided World,” held in Istanbul on 20–22 February 2025. Organized under the leadership of Rotary International President Stephanie Urchick, with Bahcesehir University playing a prominent institutional and academic hosting role through the BAU Otto and Fran Walter Rotary Peace Center, the conference brought together more than 1,000 participants from over 80 countries, including international leaders, policymakers, peacebuilding practitioners, academic experts, NGO representatives, and stakeholders from diverse political and institutional backgrounds.

The conference provided an international platform for dialogue across differing perspectives, enabling participants to exchange experiences, examine shared challenges, and explore collaborative responses to issues affecting peace, governance, and sustainable development. Discussions addressed conflict prevention, social polarization, reconciliation, climate diplomacy, environmental challenges, and the role of institutions and communities in building sustainable peace.

BAU contributed directly to the conference's international academic and policy dialogue. BAU Rector Prof. Dr. Esra Hatipoğlu delivered a keynote address, while Prof. Dr. Esra Albayrakoğlu, Academic Director of the BAU Otto and Fran Walter Rotary Peace Center, contributed a session on Climate Diplomacy, connecting environmental challenges with international cooperation and peacebuilding strategies.

Beyond facilitating dialogue, the conference and the Centre's continuing activities support policy development and institutional capacity building by connecting academic research, policymaking perspectives, and practical experience. These exchanges create opportunities to identify emerging policy priorities, examine institutional and governance challenges, share evidence-informed approaches, and strengthen the capacity of participants to contribute to policy formulation and implementation within their respective organizations and communities.

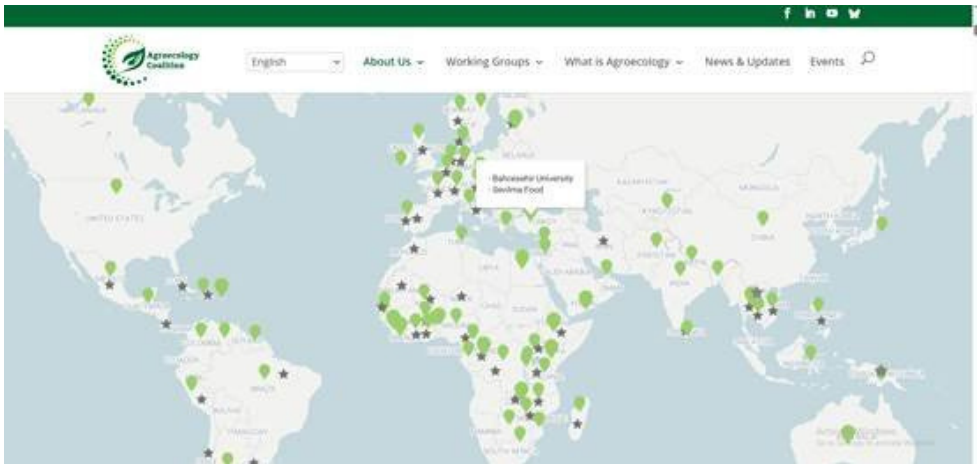
The Centre also serves as a mechanism for international knowledge exchange and cross-sectoral cooperation, bringing together stakeholders who may hold different political positions or represent institutions with distinct priorities. Through this inclusive approach, BAU promotes constructive engagement, mutual learning, and collaborative problem-solving, reinforcing the importance of dialogue and institutional cooperation in addressing interconnected global challenges.

At the regional and global levels, BAU's participation in Rotary International's peacebuilding network, alongside its wider cooperation with UNITAR, strengthens its international engagement in sustainable development, peace education, and institutional capacity building. These partnerships support knowledge exchange among academic institutions, international organizations, governments, and NGOs and reinforce BAU's contribution to policy-oriented discussions on peace and sustainable governance.

Through the BAU Otto and Fran Walter Rotary Peace Center and its active participation in the 2025 Rotary Presidential Peace Conference, Bahçeşehir University contributes simultaneously to international policy dialogue, peacebuilding capacity development, inclusive stakeholder engagement, and evidence-informed approaches to sustainable governance. The initiative demonstrates BAU's role as a trusted academic convenor that connects individuals and institutions across different backgrounds, strengthens their capacity to address complex challenges, and supports cooperation on shared sustainable development priorities.

This engagement contributes directly to SDG 16 (Peace, Justice and Strong Institutions) through peacebuilding, inclusive dialogue, and institutional governance; SDG 17 (Partnerships for the Goals) through international cooperation and multi-stakeholder engagement; and SDG 4 (Quality Education) through professional education and capacity development. It also supports SDG 10 (Reduced Inequalities) through inclusive participation and dialogue across diverse backgrounds, and SDG 13 (Climate Action) through climate diplomacy and discussions connecting environmental challenges with peacebuilding and international cooperation.

Bahçeşehir University and Agroecology Coalition: Transforming Global Food Systems



The interconnected crises in food, climate, and biodiversity have created an urgent need for transformative, cross-sectoral action. Recognizing this global imperative, Bahçeşehir University (BAU) joined the Agroecology Coalition, a United Nations–supported global initiative established in the wake of the 2021 United Nations Food Systems Summit (UNFSS) to advance the transformation of food systems through agroecology.

The Coalition was created to provide a collaborative mechanism for countries, academic institutions, and organizations to address multiple challenges simultaneously ensuring sustainable food production, ecosystem restoration, and climate resilience. Its work is guided by the 13 Principles of Agroecology defined by the High-Level Panel of Experts for Food Security and Nutrition (HLPE-FSN) under the Committee on World Food Security (CFS), aligned with the 10 Elements of Agroecology adopted by the FAO Council in 2019.

Today, the Agroecology Coalition serves as a key global voice for science-based policy dialogue and the implementation of sustainable food systems, bringing together more than 300 members from governments, academia, NGOs, and international organizations.
Its mission is structured around five workstreams:

. Facilitating co-creation and exchange of knowledge on agroecology,

. Fostering increased investments in agroecological transformation,

. Advocating for and amplifying supportive policies,

. Supporting market pathways for agroecological products, and

. Strengthening member engagement through capacity building and technical collaboration.

Bahçeşehir University is an official member of the Coalition and contributes actively to several working groups, including those on Policies, Research, Innovation and Education, and Implementation. Within these platforms, BAU provides expert insight, contributes to the formulation of international policy frameworks, and engages in research-driven collaboration aimed at scaling up agroecological practices and integrating sustainability principles into national and regional strategies.

Through this participation, BAU supports the development and dissemination of international best practices for sustainable food systems, bridging academic research with policy action. Its role within the Agroecology Coalition strengthens the University's contribution to SDG 2 (Zero Hunger) — advancing food security through sustainable agriculture, SDG 13 (Climate Action) — promoting ecosystem-based approaches to climate resilience; and SDG 17 (Partnerships for the Goals) — fostering international cooperation for systemic transformation.

By working alongside global partners, Bahçeşehir University continues to shape the global discourse on agroecological policy development, supporting the creation of evidence-based, inclusive, and resilient food systems for future generations.

Cooperation Protocol Between Bahçeşehir University, Istanbul Metropolitan Municipality, and Istanbul Fire Department



İSTANBUL BÜYÜKŞEHİR BELEDİYESİ

İTFAİYE DAİRE BAŞKANLIĞI

İLE

BAU

Bahçeşehir University

T.C.

BAHÇEŞEHİR ÜNİVERSİTESİ

arasında imzalanan

İYİ NİYET SÖZLEŞMESİ

Bahçeşehir University signed a cooperation protocol with the Istanbul Metropolitan Municipality and Istanbul Fire Department. According to the protocol, the stakeholders declared their commitment to working together to raise awareness, particularly among children and the general public, about ways to protect against various disasters and emergencies. The parties will collaborate on projects, identify challenges and issues, and conduct educational activities aimed at addressing these challenges as part of their partnership. As part of the collaboration, Bahçeşehir University will also provide capacity-building training for officials working on relevant issues at the Istanbul Metropolitan Municipality. The website for one of the projects implemented under the cooperation, the "Heroic Firefighters" project, can be accessed via the following link.

https://www.kahramanitfaiyeciler.org/

BAU Rector’s Membership in the Turkish Football Federation’s Fair Play and Social Responsibility Committee



During the 2024–2025 academic year, Bahçeşehir University (BAU) continued to contribute to Türkiye's national sports governance framework through the ongoing membership of its Rector, Prof. Dr. Esra Hatipoğlu, in the Turkish Football Federation's (TFF) Fair Play and Social Responsibility Committee. Her continued service in 2025 reflects the University's sustained engagement with national sports institutions and public-interest initiatives.

By maintaining this representation throughout 2025, BAU demonstrates its continuing contribution to national discussions on ethical sports governance and social responsibility, within a broader public policy environment shaped by Türkiye's Ministry of Youth and Sports.

Bahçeşehir University Rector, Prof. Dr. Esra Hatipoğlu, serves as a member of the Turkish Football Federation's (TFF) Fair Play and Social Responsibility Committee. The TFF is an autonomous national sports governing body operating within Türkiye's legislative framework for sports, a policy area overseen at the national level by the Republic of Türkiye Ministry of Youth and Sports.

In this capacity, Prof. Hatipoğlu contributes expert opinions and ethical guidance to support the Federation's efforts in advancing fair play principles, social inclusion, and institutional accountability in sports governance.

Through this role, Bahçeşehir University contributes academic expertise to an institution operating within Türkiye's national sports governance and public policy framework, supporting discussions on ethical conduct, social responsibility, and community engagement in sports.

Her continued participation in 2025 strengthens the connection between higher education and national sports governance, enabling academic perspectives to contribute to discussions on fairness, integrity, responsible institutional practices, and the societal role of sports.

The committee's work aligns with BAU's broader mission to promote integrity, equality, and participatory governance across different sectors of public life.

BAU Activities and Initiatives Supporting SDG 17: Partnership For The Goals

“Hear Me” Mosaic Concert in Collaboration with Mozaik Women’s Music Ensemble, CIFAL Istanbul, UNITAR, and Bahçeşehir University

In the 2024-2025 academic year, eld on 25 December 2024, the “Hear Me” Mosaic Concert was jointly organized by Mozaik Women’s Music Ensemble, CIFAL Istanbul, UNITAR, and Bahçeşehir University to amplify solidarity and collective action in support of earthquake-affected women and children. The event provided a meaningful platform to raise awareness of the physical, psychological, and economic challenges faced by women, particularly in post-crisis and disaster-affected regions.

Through the power of music and artistic collaboration, the initiative exemplified how partnerships across cultural, academic, and international institutions can advance shared goals of gender equality, social inclusion, and humanitarian support. All proceeds from the concert were donated to the Hatay Hayat Cooperative, a local organization assisting women and children who lost their homes and livelihoods after the February 6 earthquakes. The funds contributed directly to food aid, essential supplies, and recovery efforts in Hatay—one of the most severely affected regions.





By fostering cooperation between academia, local communities, and civil society, Bahçeşehir University and its partners demonstrated a strong commitment to collective recovery and sustainable development, reflecting the spirit of global partnership embedded in the 2030 Agenda. The concert not only mobilized empathy through art but also showed how collaborative efforts can transform compassion into tangible support for vulnerable groups, reinforcing resilience, inclusivity, and unity in times of crisis.

BAU Bi'Soluk Student Club and Gastronomy Club's Monthly Solidarity Activities in Collaboration with "Çorbada Tuzun Olsun" Association

Throughout the 2024–2025 academic year, Bahçeşehir University's Bi'Soluk Student Club, together with the BAU Gastronomy Club and the "Çorbada Tuzun Olsun" Association, has continued to organize regular monthly volunteer-based activities aimed at supporting individuals facing poverty and homelessness. These joint efforts exemplify how sustained partnerships between universities, student organizations, and civil society can create meaningful social impact through shared responsibility and community engagement.

By promoting empathy, compassion, and active citizenship, the initiative empowers students to take collective action against social exclusion and economic hardship. This ongoing collaboration reflects Bahçeşehir University's dedication to building bridges across sectors and fostering solidarity-driven partnerships that address social inequalities. Through cooperation and mutual support, the project strengthens community ties and embodies the university's vision of advancing the 2030 Agenda through inclusive, participatory, and partnership-based action.

Equal Opportunity in Technology Certification Program in Partnership with CIFAL Istanbul (UNITAR) and Yapı Kredi Bank

Bahçeşehir University (BAU), in collaboration with CIFAL Istanbul, affiliated with the United Nations Institute for Training and Research (UNITAR), and in partnership with Yapı Kredi Bank, continues to strengthen its commitment to inclusive innovation through the "Equal Opportunity in Technology Certification Program." This long-term partnership exemplifies how academia, international organizations, and the private sector can work collectively to advance women's participation in technology, supporting a more equitable and diverse digital transformation.

The program provides free, high-quality training delivered by Bahçeşehir University's expert faculty, offering comprehensive modules in Big Data, Artificial Intelligence, Cloud Technologies, Cybersecurity, the Internet of Things (IoT), and Industry 5.0. By aligning academic excellence with real-world applicability, this collaborative effort promotes capacity building and lifelong learning in line with global standards.

In 2024, the initiative expanded its inclusivity by opening participation to all women aged 15 and above—without an upper age limit—and extending access to individuals of any gender residing in the Hope Cities established by Koç Holding following the Kahramanmaraş-centered earthquakes. Participants who meet the program's academic requirements receive E-Government approved certificates jointly accredited by UNITAR and Bahçeşehir University, reflecting the strong institutional collaboration at the heart of this initiative.

Launched in 2023, the program has already achieved remarkable impact: by the end of 2025, a total of 34,563 women have successfully completed the training and received certificates. The certification program will continue until the end of 2027, aiming to reach and empower even more women across Türkiye and beyond through education, innovation, and equal opportunity.

https://baugo.online/certificate-programs/teknolojide-firsat-esitligi

https://tto.bau.edu.tr/en/equal-opportunity-project-in-technology-has-started/





7th BAU Hands-on Microsurgery Course in Collaboration with the Turkish Brain Foundation and Bahçeşehir University Faculty of Medicine

In the 2024-2025 academic year, the 7th BAU Hands-on Microsurgery Course was held at the Prof. Dr. Rhoton Laboratory of Bahçeşehir University Faculty of Medicine, in collaboration with the Turkish Brain Foundation. This intensive training program offered participants practical experience through sessions on silicone materials, in-vitro models, and in-vivo applications, allowing them to refine their microsurgical techniques under expert guidance.

By bringing together medical professionals, researchers, and educators, the course exemplified the power of academic and foundation-based partnerships in advancing specialized surgical education. This collaborative initiative not only strengthened professional competencies in neurosurgery, ENT, plastic surgery, and urology but also contributed to collective efforts toward improving healthcare quality and patient safety. Through such cooperative training programs, Bahçeşehir University continues to support shared learning, professional excellence, and international collaboration in medical science.





Collaboration between Bahçeşehir University Faculty of Medicine and the University of Antwerp Faculty of Medicine and Health Sciences

In the 2024-2025 academic year, the partnership between the Bahçeşehir University Faculty of Medicine and the University of Antwerp Faculty of Medicine and Health Sciences has reached a significant milestone in 2024, marking a new stage of institutional cooperation. Following a series of joint initiatives in education, research, scientific events, and academic exchange, a formal meeting was held at Bahçeşehir University to establish a comprehensive framework for long-term collaboration.

This alliance embodies the principles of global academic partnership and collective action, fostering shared research, cross-cultural learning, and innovative medical education. By creating opportunities for student exchange, interdisciplinary research, and joint scientific engagement, the collaboration contributes to strengthening health systems and promoting sustainable medical progress. Through this international partnership, Bahçeşehir University reaffirms its commitment to building bridges across borders and advancing excellence, equity, and innovation in global healthcare education and research.



Inclusive Oral Care Education for Individuals with Special Needs in Collaboration with the İZEV Foundation and Bahçeşehir University Faculty of Dentistry

In the 2024-2025 academic year, the Bahçeşehir University Faculty of Dentistry, in collaboration with the İZEV Foundation, organized an outreach session dedicated to promoting inclusive oral and dental care education for individuals with special needs. The program provided practical and accessible guidance on daily hygiene and preventive practices, presented in an interactive and engaging format that encouraged participation and built confidence among attendees.

By combining scientific expertise with social empathy, this partnership highlighted the importance of collective action in advancing equitable access to healthcare and education. The initiative demonstrated how collaboration between academia and civil society can empower individuals, foster inclusivity, and support the broader goal of ensuring well-being for all. Through such joint efforts, Bahçeşehir University continues to uphold its values of compassion, inclusivity, and partnership in strengthening community health.



Oral Health Screening and Care Planning at Sarıyer İzzet Baysal Nursing Home in Collaboration with Bahçeşehir University Faculty of Dentistry (2024)

In 2024, the Bahçeşehir University Faculty of Dentistry conducted a comprehensive oral health screening and care planning session for residents of the Sarıyer İzzet Baysal Nursing Home. The initiative included individualized treatment planning and educational consultations focused on preventive care, comfort, and daily oral hygiene awareness among elderly individuals.

By fostering collaboration between academia and community care institutions, this initiative illustrated the importance of partnership-based health outreach in improving well-being and promoting healthy aging. Through shared expertise and compassionate engagement, Bahçeşehir University demonstrated its commitment to inclusive, preventive, and patient-centered healthcare, reinforcing collective efforts to ensure that every individual enjoys the dignity and right to a healthy smile at every stage of life.



Dental Screening and Preventive Care for Individuals with Down Syndrome in Collaboration with the Turkish Down Syndrome Association and Bahçeşehir University Faculty of Dentistry

In 2024-2025 academic year, the Bahçeşehir University Faculty of Dentistry, in collaboration with the Turkish Down Syndrome Association, carried out comprehensive oral and dental screenings for individuals with special needs. The initiative included personalized treatment plans and detailed guidance on oral hygiene, emphasizing early diagnosis, gentle preventive care, and consistent follow-up to ensure long-term comfort and health.

By uniting academic expertise with civil society engagement, this collaboration exemplified the power of partnerships that promote inclusivity, accessibility, and health equity. Through such community-oriented efforts, Bahçeşehir University continues to uphold its mission of integrating science and empathy to enhance well-being and support equal opportunities in healthcare for all individuals.



Exploring Tolerance of Uncontrollability and Psychopathology at the 54th European Association of Cognitive Behavioral Therapy (EABCT) Congress with the Participation of Bahçeşehir University

In the 2024-2025 academic year,, Gamze Şener, a research assistant from the Bahçeşehir University Department of Psychology, represented the university at the 54th EABCT Congress held in Belgrade, Serbia. Her study, titled "Tolerance of Uncontrollability and Psychopathology," explored how individuals' capacity to cope with uncertainty influences psychological resilience and susceptibility to mental disorders.

By sharing insights into the cognitive and emotional mechanisms underlying tolerance and adaptability, the presentation contributed to international collaboration in advancing evidence-based mental health research and therapeutic innovation. Through such global academic engagement, Bahçeşehir University continues to strengthen its partnerships within the international psychology community and reaffirm its commitment to collective knowledge generation and the promotion of mental well-being through scientific cooperation.



Software Talent Development Certificate Program in Cooperation with the Ministry of Industry and Technology of the Republic of Türkiye, Bahçeşehir University, Wissen Academy, and the Istanbul Development Agency (ISTKA) (2023–2026)

Established under the Software Talent Training and Employment Center, the Software Talent Development Certificate Program represents a powerful multi-sectoral collaboration between the Ministry of Industry and Technology of the Republic of Türkiye, Bahçeşehir University, Wissen Academy, and the Istanbul Development Agency (ISTKA). Launched in 2023 and continuing through 2026, the program offers a fully free, 480-hour professional development curriculum designed to equip young individuals with advanced digital and software skills, contributing to sustainable employment and innovation in Türkiye's technology sector.

By combining governmental vision, academic excellence, and industry expertise, the initiative takes a comprehensive approach to capacity building and inclusive economic growth. Candidates aged 18–35—particularly those unemployed for at least one year or recent graduates—receive intensive training in Full Stack Programming, Network and Cyber Security, Data Science, Artificial Intelligence, and Game Development, all delivered by experienced instructors and industry professionals.

Participants who successfully complete the program earn a Professional Competency Certificate, validating their skills and readiness for the software industry. Through this joint initiative, Bahçeşehir University and its partners highlight the importance of collective action, cross-sector cooperation, and shared responsibility in empowering youth, promoting innovation, and supporting the digital transformation goals of the 2030 Agenda for Sustainable Development.

https://tto.bau.edu.tr/bau-yazilim-ve-yetenek-merkezi/

https://www.bauyazilimyetenekmerkezi.com/



Team's Visit and Training Programme to the Earthquake Zone in Collaboration with Malatya Metropolitan Municipality, Battalgazi Municipality, Battalgazi District Directorate of National Education, Parlak Gelecekler Association, BilimSenOl, CIFAL Istanbul, UNITAR, and Bahçeşehir University

During the 2024–2025 academic year, on 13 December 2024, Bahçeşehir University (BAU), through CIFAL Istanbul, affiliated with the United Nations Institute for Training and Research (UNITAR), organized "Heroes of Nature: Raising Awareness on Sustainability" in Battalgazi, Malatya, engaging children and families affected by the 6 February 2023 earthquakes.

The educational event introduced participants to the United Nations Sustainable Development Goals (SDGs) through interactive sessions on water conservation, renewable energy, sustainable cities, climate action, waste reduction, and environmental protection. Children also participated in a tote bag painting workshop and received books, combining sustainability education with creative learning and community engagement.

Bahcesehir University CIFAL Istanbul team also met with representatives of Malatya Metropolitan Municipality and Battalgazi Municipality to discuss sustainable post-earthquake recovery, educational opportunities, community needs, and potential institutional partnerships.

Through these initiatives, BAU extended free sustainability education and community outreach beyond its campus, supporting SDG 4 (Quality Education), SDG 11 (Sustainable Cities and Communities), SDG 13 (Climate Action), SDG 16 (Peace, Justice and Strong Institutions), and SDG 17 (Partnerships for the Goals) by combining public education with local institutional cooperation.





Kocaeli High School Sustainability Summit in Collaboration with the Global Schools Program, CIFAL Istanbul (UNITAR), and Bahçeşehir University

During the 2024–2025 academic year, on 20 November 2024, Bahçeşehir University (BAU), through CIFAL Istanbul center, participated in the "Sustainability Summit", organized by Kocaeli High School as part of the Global Schools Program. The event brought together students, educators, and sustainability experts to raise awareness of the United Nations Sustainable Development Goals (SDGs).

Dr. Yasemin Ülker, a faculty member at Bahçeşehir University's Faculty of Economics, Administrative and Social Sciences and Deputy Director of CIFAL Istanbul, delivered a presentation on sustainability, highlighting BAU's youth-focused initiatives, CIFAL Istanbul's collaborations within the UNITAR Global CIFAL Network, and the role of the CIFAL Istanbul Youth Platform in encouraging young people to contribute to sustainable development.

By connecting directly with high school students and educators, Bahçeşehir University, through its CIFAL Istanbul Centre, continues to promote sustainability awareness and foster a culture of learning and responsibility beyond the university environment.

Through this initiative, BAU extended sustainability education beyond its campus, strengthening SDG 4 (Quality Education) and SDG 17 (Partnerships for the Goals) by promoting sustainability literacy, youth engagement, and collaboration with schools.





Bahcesehir University Students Promote Sustainable Consumption During Local Products Week





The images above show event photos from the Bahcesehir University Local Products event.

During the 2024–2025 academic year, Bahçeşehir University (BAU) extended its sustainability education and outreach activities to younger generations through an educational conference held at Bakırköy Uğur Anatolian High School. The session was delivered by Assoc. Prof. Dr. Burçak Vatansever Durmaz, a faculty member at BAU's Faculty of Economics, Administrative and Social Sciences, and brought together approximately 60 high school students.

Focusing on environmental responsibility, conscious consumption, and sustainable lifestyles, the conference combined interactive discussions with real-life examples to help students understand how their everyday choices contribute to broader sustainability challenges and solutions. The session encouraged young participants to develop greater environmental awareness and recognize their individual and collective roles in shaping a more sustainable future.

By extending sustainability education beyond the university campus and engaging high school students, BAU reinforced its commitment to community outreach, public sustainability education, and knowledge sharing. The initiative contributed to SDG 4 (Quality Education) by providing sustainability learning opportunities, SDG 12 (Responsible Consumption and Production) by promoting conscious consumption, and SDG 13 (Climate Action) by encouraging environmentally responsible behaviour. The initiative also supports SDG 17 (Partnerships for the Goals) by strengthening cooperation between Bahçeşehir University and Bakırköy Uğur Anatolian High School to expand sustainability education and knowledge sharing beyond higher education.

Climate Change Summit: “The Climate Crisis from a Sustainability Perspective” Co-Organized by Bahçeşehir University, CIFAL Istanbul (UNITAR), Azerbaijan Technical University, the Young Researchers Innovation Club, and BilimSenOl

During the 2024–2025 academic year, on 1 November 2024, Bahçeşehir University (BAU), through CIFAL Istanbul and in collaboration with the United Nations Institute for Training and Research (UNITAR), Azerbaijan Technical University (AzTU), the Young Researchers Innovation Club (HİK), and BilimSenOl, organized the “Climate Change Summit: The Climate Crisis as a Sustainability Issue” in Baku, Azerbaijan.

Held at Azerbaijan Technical University, the summit extended BAU's sustainability education activities beyond its campus and national borders, engaging local university students, student communities, young researchers, academics, and members of the wider public in discussions on climate change and sustainable development. The event provided an opportunity for participants from the local community to access sustainability knowledge and engage in international academic dialogue.

The summit featured presentations by Prof. Dr. Çisil Sohodol, Director of CIFAL Istanbul and a BAU faculty member; Dr. Yasemin Ülker from BAU's Faculty of Economics, Administrative and Social Sciences; and Dr. Nilüfer Geysi from BAU's Faculty of Communication. Discussions explored the climate crisis as a multidimensional sustainability challenge, addressing environmental responsibility, energy transformation, social sustainability, and communication strategies for public awareness.

By sharing academic expertise with local students, youth communities, and the wider public in Azerbaijan, BAU promoted international educational outreach, sustainability literacy, and knowledge exchange beyond formal university education. The initiative contributed to SDG 4 (Quality Education), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals) through accessible sustainability education, youth engagement, and cross-border institutional collaboration.





Open Lecture: “What Is Social Benefit?” in Collaboration with the Community Volunteers Foundation (TOG) and Bahçeşehir University

In the 2024-2025 academic year, Bahçeşehir University, in collaboration with the Community Volunteers Foundation (TOG), hosted the open lecture “What Is Social Benefit?” as part of its ongoing dedication to public education, civic participation, and social awareness. The event aimed to strengthen the culture of volunteerism and collective responsibility among students and the wider community, reflecting the university’s mission to bridge academic learning with societal engagement.

The session explored the meanings of social benefit, impact, and community involvement, encouraging participants to reflect on how collaborative action and civic partnerships can help address inequalities and foster a more inclusive society. Through interactive discussions and real-life examples, the lecture underscored the transformative power of partnerships for social good and the role of education in driving sustainable community impact. By opening its doors to the public, Bahçeşehir University reaffirmed its commitment to shared learning, empathy, and joint action toward building a more just and participatory society.

The initiative contributes to SDG 17 (Partnerships for the Goals) by strengthening collaboration between Bahçeşehir University and the Community Volunteers Foundation (TOG), demonstrating how university–civil society partnerships can promote volunteerism, civic engagement, and collective action for sustainable social development.



BAU Radio Fest: Open Seminar on Animal Welfare in the Context of the Sustainable Development Goals in Collaboration with CIFAL Istanbul (UNITAR) and HAÇİKO – Association for the Protection of Animals from Desperation and Indifference

In the 2024-2025 academic year and during the BAU Radio Fest, BAU Radio Fest, Bahçeşehir-Bahcesehir - University, in collaboration with CIFAL Istanbul (UNITAR) and HAÇİKO – Association for the Protection of Animals from Desperation and Indifference, a prominent non-governmental organization dedicated to animal welfare, hosted an open and public seminar titled "Animal Welfare in the Context of the Sustainable Development Goals." The event engaged both BAU students and members of the wider public, reflecting the university's ongoing commitment to sustainability, ethics, and community engagement.

The session examined the interconnections between animal welfare and sustainable development, emphasizing how compassion, ethical awareness, and collective responsibility contribute to healthier and more livable urban environments. Discussions addressed the protection of stray animals' rights, the promotion of sustainable urban practices, and the crucial role of civic participation and public awareness in advancing the United Nations Sustainable Development Goals, particularly SDG 11 (Sustainable Cities and Communities) and SDG 15 (Life on Land). Through this partnership-based initiative, Bahçeşehir University and its collaborators reaffirmed their commitment to collective action, environmental stewardship, and the humane treatment of all living beings.

The initiative also contributes to SDG 17 (Partnerships for the Goals) by bringing together Bahçeşehir University, CIFAL Istanbul (UNITAR), and HAÇİKO in a university–civil society partnership that promotes public awareness, knowledge sharing, and collective action for animal welfare and sustainable communities.



Netflix x BAU: Collaborative Pathways for Innovation in Communication and Media in Partnership with Bahçeşehir University

In the 2024-2025 academic year, Bahçeşehir University, in collaboration with Netflix, hosted the open lecture "Netflix x BAU: Collaborative Pathways for Innovation in Communication and Media," focusing on the growing significance of university–industry partnerships in shaping the future of communication and media. The event emphasized how collaboration between academia and the creative sector can drive innovation, integrate research with practice, and leverage media productions—such as television series and digital content—as impactful tools for education and social engagement.

Designed as an inclusive and public session, the event brought together students, academics, and industry professionals eager to explore new approaches to storytelling, communication technologies, and digital creativity. By facilitating direct dialogue between participants and experts from Netflix, the lecture fostered knowledge exchange and cross-sector collaboration, highlighting the potential of partnership-driven innovation to strengthen technological progress and cultivate the next generation of communication professionals prepared to thrive in an evolving media landscape.



Scientific and Technological Research Council of Türkiye (TÜBİTAK) in Antalya

In the 2024-2025 academic year, The 7th International Conference on Analysis and Applied Mathematics (ICAAM 2024) was successfully held in Antalya, jointly organized by Bahçeşehir University (BAU) and The Scientific and Technological Research Council of Türkiye (TÜBİTAK). Bringing together 214 participants from 21 countries, the conference served as a significant platform for international collaboration and scientific exchange in the fields of analysis, modeling, and applied mathematics.

The event opened with remarks from Prof. Dr. Arif Engin, Dean of the BAU Faculty of Engineering and Natural Sciences; Prof. Dr. Allaberen Ashyralyev, Chair of the Organizing Committee; Prof. Dr. Michael Ruzhansky, Director of the Department of Mathematics at Ghent University; and Prof. Dr. Makhmud Sadybekov, Director of the Institute of Mathematics and Mathematical Modeling in Kazakhstan. Renowned scholars, including Prof. Dr. Alexey Karapetyants, Prof. Dr. Alexander Skubachevskii, Prof. Dr. Sergey Kabanikhin, Prof. Dr. Alexander Goncharov, Prof. Dr. Vitaly Volpert, Prof. Dr. Andrey Muravnik, Prof. Dr. Zalina Kusraeva, and TÜBA member Prof. Dr. Ekrem Savaş, shared their latest research findings and perspectives on emerging mathematical methods and applications.

Supported by the strong academic foundation of BAU's weekly "Analysis and Applied Mathematics" seminars, ICAAM 2024 once again underscored Bahçeşehir University's leadership in promoting global scientific cooperation and research excellence. Through its partnership with TÜBİTAK and the international academic community, the conference demonstrated the university's dedication to advancing mathematics as a shared global discipline and fostering collective innovation in science and education

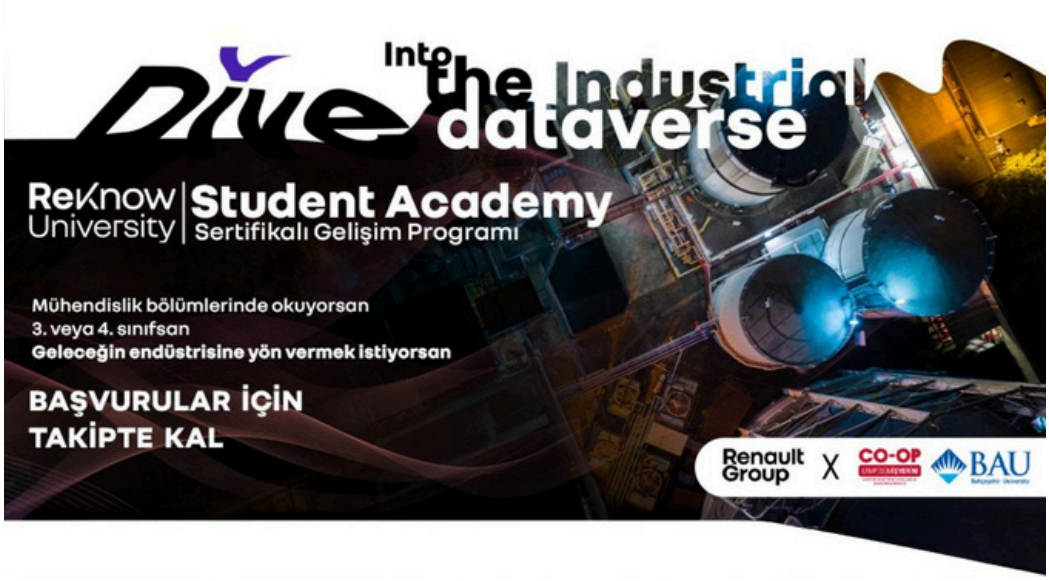


Student Academy Certificate Program Launched in Collaboration between Bahçeşehir University and Oyak Renault

In the 2024-2025 academic year, Bahçeşehir University (BAU) and Oyak Renault jointly launched the Student Academy Certificate Program, an inclusive educational initiative designed for engineering students from universities across Türkiye. The program aims to bridge academic learning and industrial practice, offering participants hands-on experience in real production environments within the automotive and manufacturing sectors.

Through project-based learning, mentorship, and interdisciplinary teamwork, students gain practical skills in digital transformation, problem-solving, leadership, and collaboration. Several modules are delivered by Bahçeşehir University faculty members, ensuring a strong academic foundation alongside professional expertise. The program concludes with a Factory Day at Oyak Renault, where students present their final projects to industry experts.

Upon completion, participants receive a joint certificate issued by Bahçeşehir University and Oyak Renault, recognizing their professional growth and applied learning achievements. This initiative exemplifies effective academia–industry collaboration, enhancing youth employability, fostering innovation, and supporting Sustainable Development Goal 4 (Quality Education) and SDG 9 (Industry, Innovation, and Infrastructure) through collective action and partnership-based learning. The initiative also contributes to SDG 17 (Partnerships for the Goals) by demonstrating how strategic university–industry collaboration between Bahçeşehir University and Oyak Renault can mobilize academic and industrial expertise to expand educational opportunities, facilitate knowledge transfer, and strengthen workforce development across Türkiye.



Young Ideas on the Brand Journey Program Organized in Collaboration between Bahçeşehir University and Abdi İbrahim Pharmaceuticals

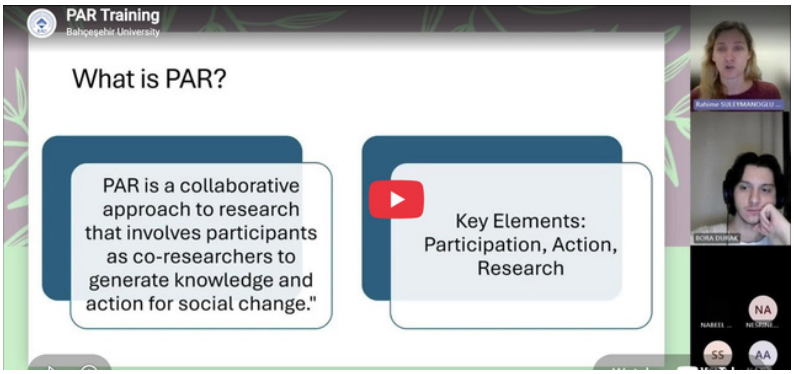
In the 2024-2025 academic year,, Bahçeşehir University, in collaboration with Abdi İbrahim Pharmaceuticals, implemented the Young Ideas on the Brand Journey Program, an educational initiative focusing on marketing and brand management within the healthcare sector. The program brought together students and industry professionals to explore key themes such as pharmaceutical marketing strategies, regulatory compliance, omnichannel communication, sustainability, and business ethics.

Participants engaged in interactive sessions and mentorship opportunities led by experts from both academia and industry, culminating in a brand competition that encouraged them to apply their learning to real-world scenarios. By fostering creativity, innovation, and professional skill development, the program exemplified effective academia–industry collaboration that prepares students for evolving market dynamics.

This partnership underscores Bahçeşehir University's dedication to sustainable, ethical, and innovation-oriented education, reinforcing the power of cross-sector cooperation in advancing professional excellence and aligning with the values of the 2030 Sustainable Development Agenda.



Participatory Action Research and Training Initiative in Collaboration with the SDG5 Network and Bahçeşehir University (2023–2025)

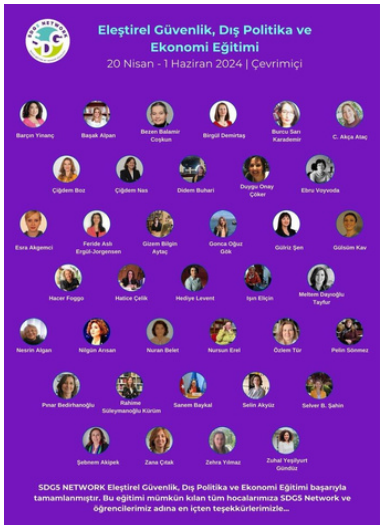


From 2023 to 2025, Bahçeşehir University, in partnership with the SDG5 Network, has been conducting the Participatory Action Research and Training Initiative, focusing on gender equality and women's empowerment through inclusive research and education. The project integrates academic expertise with community engagement, emphasizing co-created knowledge and participatory learning to address gender-based inequalities in social, educational, and professional contexts.

Through a series of workshops, training sessions, and collaborative research studies, the initiative supports capacity-building for young researchers and practitioners while exploring strategies to promote inclusive governance, leadership, and gender justice advocacy. By combining theory and practice, Bahçeşehir University and the SDG5 Network foster a model of partnership-based innovation that strengthens gender-sensitive policymaking and social transformation.

This long-term collaboration advances the principles of Sustainable Development Goal 5 (Gender Equality) and contributes to SDG 4 (Quality Education), SDG 10 (Reduced Inequalities), and SDG 16 (Peace, Justice and Strong Institutions)—demonstrating how collective action and shared expertise can drive equitable participation and sustainable progress for all genders. The initiative also contributes to SDG 17 (Partnerships for the Goals) by strengthening long-term collaboration between Bahçeşehir University and the SDG5 Network, bringing together academic expertise, participatory research, and community engagement to advance gender equality through shared knowledge, capacity-building, and collective action.





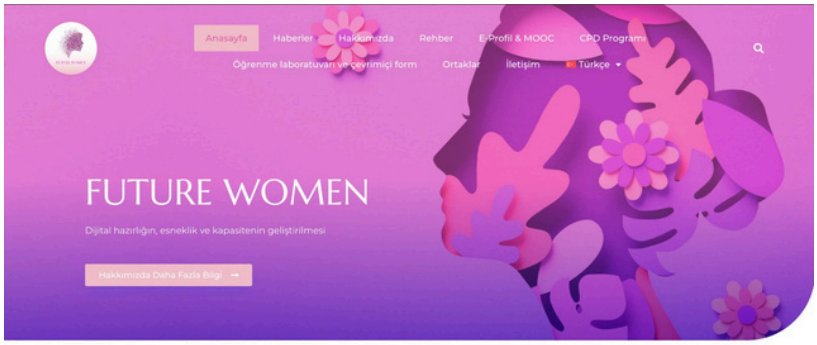
Webinar on "Women's Human Rights and Participatory Democracy" Co-Organized by FEJUST, the Gender Equality Monitoring Association (CEİD), Bahçeşehir University Political Science and International Relations Club, CIFAL Istanbul (UNITAR), and Bahçeşehir University

In the 2024-2025 academic year, in recognition of Women's Rights Day, the webinar "Women's Human Rights and Participatory Democracy" was co-organized by FEJUST, the Gender Equality Monitoring Association (CEİD), the Bahçeşehir University Political Science and International Relations Club, CIFAL Istanbul, UNITAR, and Bahçeşehir University. The event explored the interconnection between women's rights and democratic participation, emphasizing the role of inclusion, representation, and civic engagement in advancing social justice and gender equality.

Through expert-led discussions and interactive dialogue, participants examined how empowering women's voices in governance contributes to more equitable, participatory, and transparent decision-making processes. This collaborative initiative exemplified the strength of multi-stakeholder partnerships in fostering inclusive democracy and collective advocacy for equality. By bringing together academia, civil society, and international organizations, the event advanced the principles of Sustainable Development Goal 5 (Gender Equality) and aligned with SDG 10 (Reduced Inequalities), SDG 16 (Peace, Justice and Strong Institutions), and SDG 17 (Partnerships for the Goals)—highlighting the transformative impact of cooperation and shared commitment toward gender-just societies.



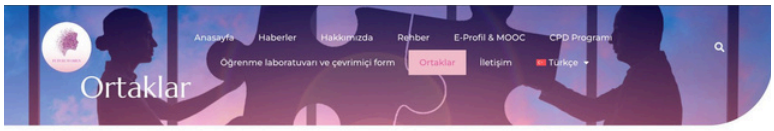
Future Women Project – Erasmus+ Partnership with Bahçeşehir University and European Partner Institutions (2023–2025)



From 2023 to 2025, Bahçeşehir University serves as one of the partner institutions of the Future Women Project, an Erasmus+ initiative funded by the European Union and implemented with eight institutions from six European countries. The project seeks to enhance women's participation in the digital economy by equipping female students and career counselors with advanced digital, entrepreneurial, and STEM-related competencies that align with the demands of the future workforce.

Through the development of an innovative e-profile and MOOC platform, the initiative promotes digital literacy and showcases female role models in technology-driven fields. The inclusion of a Continuing Professional Development (CPD) Programme enables career counselors to adopt new methods and tools to guide women toward digital and entrepreneurial opportunities, while the Learning Laboratory and Online Forum facilitate multilingual collaboration, open-access learning, and the sharing of good practices among students, educators, and professionals.

By combining innovation, inclusion, and international cooperation, the Future Women Project exemplifies the transformative power of cross-border partnerships in education and gender empowerment. The initiative directly advances Sustainable Development Goal 5 (Gender Equality) and contributes to SDG 4 (Quality Education), SDG 9 (Industry, Innovation and Infrastructure), and SDG 17 (Partnerships for the Goals)—demonstrating how collective action and knowledge exchange can drive equitable participation and empower women in the evolving digital landscape.



Public Engagement Activities with Various Stakeholders (September - December 2024)

In 2024-2025 academic year, between September and December of 2024, Prof. Dr. Pınar Melis Yelsalı Parmaksız engaged in a series of invited talks, public discussions, and collaborative events with academic institutions and civil society organizations. These activities aimed to raise awareness and foster critical dialogue on gender, family policies, and the evolving roles of women in Turkish modernization. By making academic expertise accessible to broader audiences—including students, NGOs, and the general public—Bahçeşehir University strengthened its role in promoting inclusive and lifelong learning opportunities.

By sharing academic insights with broader audiences—including students, NGOs, and the general public—this initiative exemplified university–community collaboration and the commitment to inclusive, lifelong learning. Through these outreach efforts, Bahçeşehir University reinforced its role as a bridge between research, education, and public engagement, contributing to SDG 5 (Gender Equality) by promoting women's empowerment and inclusive participation, and aligning with SDG 4 (Quality Education) and SDG 10 (Reduced Inequalities) through the advancement of equitable and accessible learning opportunities for all. The initiative also contributes to SDG 17 (Partnerships for the Goals) by fostering collaboration between Bahçeşehir University, academic institutions, and civil society organizations, facilitating the exchange of expertise and strengthening partnerships that promote gender equality, inclusive education, and public engagement.

1- Invited Talk: "Family Policies in the Republican Era", Feminist Buluşmalar, Women's Human Rights Association, Istanbul



2- Invited Talk: “Women in Turkish Modernization”, Turkish Women’s Union, Kayseri Branch, Kayseri (November



Zero Tolerance for Violence on My Campus: Gender and Dating Violence Training in Collaboration with CIFAL Istanbul (UNITAR), Yanındayız Association, and the Consulate General of the Federal Republic of Germany in Istanbul

In 2024-2025 academic year, Bahçeşehir University hosted two sessions of the “Gender and Dating Violence Training” as part of the “Zero Tolerance for Violence on My Campus” project, organized in collaboration with CIFAL Istanbul (UNITAR), the Yanındayız Association, and supported by the Consulate General of the Federal Republic of Germany in Istanbul. The initiative aimed to raise awareness among university students about dating violence and to promote gender-sensitive, inclusive, and respectful approaches within academic environments.

The training addressed both the psychological and physical impacts of relationship violence, encouraging participants to engage in preventive education and open discussion about safety and mutual respect. Through interactive workshops and problem-solving sessions, students explored practical strategies to prevent gender-based violence and promote emotional well-being on campus.

By bringing together academia, international partners, and civil society, this collaborative initiative strengthened collective action toward safer and more equitable learning environments. It directly contributed to SDG 5 (Gender Equality) by advancing women's protection and empowerment, and to SDG 10 (Reduced Inequalities) and SDG 16 (Peace, Justice and Strong Institutions) through its focus on inclusion, justice, and the creation of violence-free educational spaces. The initiative also contributes to SDG 17 (Partnerships for the Goals) by strengthening collaboration among Bahçeşehir University, CIFAL Istanbul (UNITAR), the Yanındayız Association, and the German Consulate General in Istanbul, demonstrating how university–civil society–international partnerships can mobilize shared expertise and resources to prevent gender-based violence and foster safer, more inclusive educational environments.









Webinar: "Women's Leadership and Governance in Sports" in Collaboration with the Sport Integrity Global Alliance (SIGA) and Bahçeşehir University

In the 2024-2025 academic year, Bahçeşehir University, in collaboration with the Sport Integrity Global Alliance (SIGA), hosted the online webinar "Women's Leadership and Governance in Sports" as part of the 2024 Sport Integrity Week. The session focused on advancing women's participation and leadership in sports governance, addressing existing barriers to gender equality and identifying strategies to strengthen women's roles as decision-makers, executives, and change leaders within sports institutions.

Through this international partnership, Bahçeşehir University and SIGA demonstrated the transformative power of cross-sector collaboration in promoting integrity, inclusivity, and gender equality across all areas of leadership. The event created a valuable platform for dialogue among academics, practitioners, and advocates, reinforcing the idea that collective action and global cooperation are essential to ensuring equal opportunities in sports and beyond.

This initiative directly contributed to SDG 5 (Gender Equality) by supporting women's empowerment and representation in governance, while aligning with SDG 10 (Reduced Inequalities) and SDG 17 (Partnerships for the Goals) through its focus on collaborative advocacy, knowledge exchange, and shared responsibility for sustainable progress.



STM and Bahçeşehir University Collaboration: Co-Light Underwater Lighting System

In the 2024-2025 academic year, Bahçeşehir University, in collaboration with Defense Technologies Engineering and Trading Inc. (STM), developed the Co-Light Underwater Lighting System—an innovative technology designed to improve underwater visibility and support sustainable marine research and maintenance practices. Emerging from a long-term university–industry partnership, this initiative exemplifies how collaborative innovation can bridge engineering excellence with environmental responsibility to advance marine science and sustainability.

The Co-Light system enables high-clarity imaging and detailed underwater observation without the need for extensive dry-docking or invasive interventions, allowing divers and researchers to conduct real-time analyses efficiently. By optimizing light distribution and minimizing resource consumption, the system enhances the sustainable management of marine operations and has practical applications in underwater photography, ecological monitoring, and coastal infrastructure assessment.

Through this partnership, Bahçeşehir University and STM demonstrate the transformative potential of cross-sector cooperation in developing eco-conscious technologies that promote environmental stewardship, innovation, and sustainable resource use. The project stands as a model of how academic–industry collaboration contributes to SDG 9 (Industry, Innovation and Infrastructure), SDG 14 (Life Below Water), and SDG 17 (Partnerships for the Goals) by turning shared knowledge into collective action for resilient and sustainable marine ecosystems.



COP29 Session: "The Role of Higher Education in Addressing Climate Change – Leadership, Innovation, and Impact" in Collaboration with UNITAR, CIFAL Istanbul, Bahçeşehir University, and CIFAL City of London

In 2024-2025 academic year, on 11 November 2024, during the United Nations Climate Change Conference (COP29) held in Baku, Azerbaijan, a high-level session titled "The Role of Higher Education in Addressing Climate Change: Leadership, Innovation, and Impact" was co-organized by the United Nations Institute for Training and Research (UNITAR), CIFAL Istanbul, Bahçeşehir University, and CIFAL City of London. The event convened academic leaders, policymakers, and sustainability experts to explore how higher education institutions can strengthen their contributions to global climate action through research, innovation, education, and partnership.

Discussions addressed strategies for integrating sustainability and energy transition into university curricula, fostering interdisciplinary collaboration, and developing practical, scalable solutions to enhance resilience and resource efficiency. Prof. Esra Hatipoğlu, Rector of Bahçeşehir University, and Prof. Çisil Sohodol, Director of CIFAL Istanbul, shared insights from the university's experience in sustainability-driven education and multi-stakeholder engagement. The session was moderated by Dr. Ebru Canan-Sokullu, Associate Director at the CIFAL Global Network (UNITAR), who emphasized the essential role of cooperation between academia and international organizations in achieving climate resilience and advancing the 2030 Agenda.

Through this collaborative initiative, Bahçeşehir University and CIFAL Istanbul reaffirmed their commitment to global partnership, knowledge sharing, and innovation for sustainable climate solutions. The session exemplified the impact of SDG 17 (Partnerships for the Goals) in action—showcasing how collective leadership in higher education can drive systemic change, environmental responsibility, and a more sustainable future.





TÜBİTAK 4007 Giresun Science Festival: "Green Technology – Scientific Solutions for a Sustainable Future" in Partnership with the Giresun Provincial Directorate of National Education, Giresun Municipality, Giresun University, and Bahçeşehir University

In the 2024-2025 academic year, from 28 to 30 November 2024, the TÜBİTAK 4007 Giresun Science Festival was held under the coordination of the Giresun Provincial Directorate of National Education and in partnership with Giresun Municipality, Giresun University, and Bahçeşehir University. Themed "Green Technology: Scientific Solutions for a Sustainable Future," the festival brought together students, educators, and community members for an engaging three-day program featuring 23 workshops, two conferences, one panel, and one scientific public lecture centered on clean energy, sustainable innovation, and environmental awareness.

With the active participation of Bahçeşehir University academics, the festival promoted scientific literacy, renewable energy education, and environmental responsibility through interactive sessions and hands-on learning. By fostering collaboration among local authorities, universities, and civil society, the initiative exemplified the power of partnerships in advancing sustainability-focused education and public engagement.

Through this multi-stakeholder collaboration, the event not only strengthened community understanding of sustainable technologies but also encouraged collective responsibility for environmental protection. It reflected the spirit of SDG 4 (Quality Education), SDG 7 (Affordable and Clean Energy), SDG 11 (Sustainable Cities and Communities), and SDG 17 (Partnerships for the Goals)—showcasing how cooperative scientific initiatives can drive innovation and inspire a greener, more sustainable future.

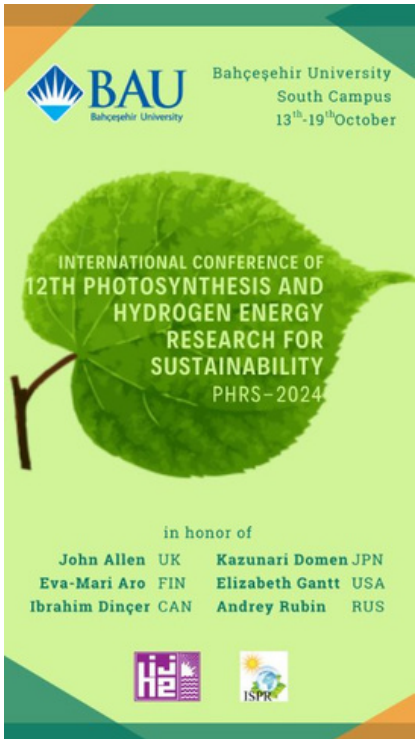




12th International Conference on Photosynthesis and Hydrogen Energy Research for Sustainability (PHRS-2024) in Collaboration with the International Association for Hydrogen Energy (IAHE), the International Society of Photosynthesis Research (ISPR), and Bahçeşehir University

In 2024-2025 academic year, the 12th International Conference on Photosynthesis and Hydrogen Energy Research for Sustainability (PHRS-2024) was held at the Bahçeşehir University South Campus, bringing together leading scientists, researchers, and industry experts to discuss the latest advancements in hydrogen energy, renewable systems, and sustainable innovation. Co-organized by the International Association for Hydrogen Energy (IAHE), the International Society of Photosynthesis Research (ISPR), and Bahçeşehir University, this prestigious scientific event served as a key global platform for collaboration and knowledge exchange in the pursuit of cleaner, more efficient, and low-carbon energy solutions.

By fostering interdisciplinary dialogue among academia, industry, and scientific organizations, PHRS-2024 exemplified the power of global partnerships and collective action in advancing the 2030 Agenda for Sustainable Development. The conference directly contributed to SDG 7 (Affordable and Clean Energy), SDG 9 (Industry, Innovation and Infrastructure), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals)—showcasing Bahçeşehir University's leadership in international scientific collaboration and its enduring commitment to developing innovative energy solutions for a sustainable global future.



ENERJİSA Energy Collaboration and CO-OP, CIFAL Istanbul, UNITAR Contributions to the "A Better and Sustainable Future" branded course 2024-2025 Academic Year

Launched in the 2024-2025 academic year, "A Better and Sustainable Future" is a certified course conducted under the Bahçeşehir University CO-OP collaboration with Enerjisa Energy, with contributions from CIFAL Istanbul and UNITAR (United Nations Institute for Training and Research). Centered on the principles of clean and efficient energy, the programme encourages students to explore how energy transition, sustainability, and innovation can intersect to build a greener and more resilient future.

Through lectures delivered by experts from Enerjisa Energy, TÜBİTAK MAM, Topkapı University, and Bilgi University, participants examine key themes such as energy efficiency, renewable systems, sustainable production, artificial intelligence for climate solutions, and corporate responsibility. The sessions connect scientific knowledge with real-world applications, highlighting how innovative energy strategies can simultaneously support economic growth and environmental protection.

By fostering dialogue between academia and industry, the course enables students to gain hands-on insight into energy management, responsible consumption, and low-carbon transition practices. In alignment with SDG 7 (Affordable and Clean Energy), SDG 8 (Decent Work and Economic Growth), SDG 13 (Climate Action), and SDG 17 (Partnerships for the Goals), the programme demonstrates Bahçeşehir University's long-term commitment to promoting clean energy literacy and building strategic partnerships that empower future professionals to drive sustainable transformation.

Week	Lecture Content	Guest Lecturer	Position
Week 1	Energy Sector: Enerjisa and "A Better Future	Ebru Türegün (Enerjisa Enerji)	Head of Sustainability and Corporate
Week 2	Sustainability and Corporate Sustainability	Irmak Pınar (Enerjisa Enerji)	Sustainability Group Manager
Week 3	Environmental Sustainability	Dr. Tuba Budak (TÜBİTAK MAM)	Leader of Resource Efficiency and Clean
Week 4	Economic Sustainability	Prof. Dr. Emre Alkin (Topkapı University)	Economist, Rector of Topkapı University
Week 5	Sustainability Communication and	Gökbürt Demirel (Enerjisa Enerji)	Communications Director
Week 6	Using Artificial Intelligence for a Better Future	Ercüment Büyükşenyer (Hayal Akademisi)	Consultant
Week 7	Turkey's Sustainability Vulnerabilities and	Akan Abdula (FutureBright Group)	Researcher / Writer
Week 8	Social Sustainability and Social Impact	Prof. Dr. Itır Erhart (Bilgi University)	Dean of Faculty of Communication
Week 9	Meeting with CEO & Certificate Ceremony	Murat Pınar (Enerjisa Enerji)	CEO

Panel: “Invisible Chains – Multidimensional Strategies to End Modern Slavery” in Collaboration with the Equality Association (Toplumsal Eşitlik Derneği), CIFAL Istanbul (UNITAR), and Bahçeşehir University TOSAM (Center for Social, Health, Behavioral, and Preventive Studies)

In the 2024-2025 academic year, on 2 December 2024, marking the International Day for the Abolition of Slavery, Bahçeşehir University’s Center for Social, Health, Behavioral, and Preventive Studies (TOSAM) organized the panel “Invisible Chains: Multidimensional Strategies to End Modern Slavery” in collaboration with the Equality Association (Toplumsal Eşitlik Derneği) and CIFAL Istanbul (UNITAR). The event brought together experts from law, academia, and social work to examine the persistence of modern slavery and human trafficking through legal, social, and global perspectives.

Moderated by Prof. Dr. Nilüfer Narlı, who delivered a presentation titled “Modern Slavery and Human Trafficking at the Global Level,” the panel also featured Attorney Vildan Yirmibeşoğlu discussing “Human Trafficking as a Crime of Modern Slavery and Its Place in Legislation,” and Çağla Salduz Doruk presenting “Human Trafficking from a Social Work Perspective.” The session explored strategies to strengthen prevention, protection, and rehabilitation mechanisms, emphasizing the importance of multi-sectoral cooperation in combating labor exploitation and trafficking.

By fostering inclusive dialogue and joint action between academia, civil society, and international institutions, the event reflected the transformative impact of cross-sector partnerships in advancing ethical labor standards and protecting human rights. This initiative directly contributed to SDG 8 (Decent Work and Economic Growth) and SDG 5 (Gender Equality), while aligning with SDG 16 (Peace, Justice and Strong Institutions) and SDG 17 (Partnerships for the Goals)—demonstrating Bahçeşehir University’s commitment to collaborative, justice-oriented, and sustainable approaches that promote human dignity and equitable economic participation for all.



The 2024 Media Symposium: “New Career Opportunities in Journalism – The Future Role of Technology”

In the 2024-2025 academic year, on 11 December 2024, Bahçeşehir University’s Faculty of Communication, in collaboration with the International Press Institute (IPI) and supported by the Consulate General of Sweden in Istanbul, hosted the 2024 Media Symposium at its Galata Campus. The event explored how emerging technologies are reshaping journalism and emphasized the importance of cross-sector collaboration between academia, media organizations, and international partners to prepare young professionals for the evolving digital landscape. By fostering collective learning and innovation, the symposium advanced SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 17 (Partnerships for the Goals), promoting an inclusive and future-oriented approach to media education.





Impact Marketing Summit in Collaboration with Skechers, DHL Freight, and KIKO Milano



In the 2024-2025 academic year, on 10 December 2024, Bahçeşehir University organized the Impact Marketing Summit in collaboration with Skechers, DHL Freight, and KIKO Milano at Fazıl Say Hall. Featuring industry experts Caner Uluğ, Mert Berber, and Ayça Erbay, the event served as a platform for university–industry cooperation, allowing students to engage with marketing professionals and explore global trends in branding, innovation, and digital transformation. By fostering cross-sector dialogue and collective learning, the summit advanced SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 17 (Partnerships for the Goals)—highlighting the power of collaboration in preparing students for an inclusive and sustainable global economy.

International Webinar: “Career Transition Between Academia and Industry” in Collaboration with the Marie Curie Alumni Association (MCAA) Career Development Working Group



In the 2024-2025 Fall Semester, Bahçeşehir University hosted the international webinar “Career Transition Between Academia and Industry,” organized in collaboration with the Marie Curie Alumni Association (MCAA) Career Development Working Group and moderated by Prof. Süreyya Akyüz, Chair of the group and faculty member at BAU’s Department of Mathematics. Featuring Dr. Zeynep Karatza, Dr. Paraskevi Yiouta-Mitra, and Dr. Ilaria Sanzari, the event fostered international cooperation and knowledge exchange on employability, transferable skills, and professional mobility across sectors. By bridging education, research, and innovation, this collaboration advanced SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 17 (Partnerships for the Goals)—highlighting how collective expertise and global networks drive sustainable career development.

“Remember Your Strength for Success in Your Career” Workshop in Collaboration with Turuncuyaka Coaching and Education

In the 2024-2025 Fall Semester, the Bahçeşehir University Alumni Office, in collaboration with Turuncuyaka Coaching and Education, organized an online workshop titled “Remember Your Strength for Success in Your Career.” Led by Filiz Bozkurt, professional coach and trainer, the interactive session encouraged participants to identify and reflect on the personal and professional strengths that serve as the foundation for long-term success. Participants explored how self-awareness, motivation, and confidence can be transformed into practical tools for building resilience, leadership, and adaptability in an evolving professional landscape.

Through this collaborative initiative, Bahçeşehir University and Turuncuyaka Coaching and Education demonstrated the power of partnership in advancing lifelong learning, career development, and personal growth. By fostering a supportive and empowering learning environment, the workshop strengthened participants’ ability to navigate career transitions and enhance employability—key drivers of inclusive and sustainable economic advancement. This initiative directly contributed to SDG 4 (Quality Education) and SDG 8 (Decent Work and Economic Growth) while advancing SDG 17 (Partnerships for the Goals) by highlighting how cross-sector collaboration between academia and professional training institutions can create meaningful opportunities for individual empowerment and collective success.





“Early Republican Institutions Workshop – II: Factories” in Collaboration with the Management Academy Association (YAD)

In 2024-2025 academic year, Bahçeşehir University, in collaboration with the Management Academy Association (YAD), hosted the “Early Republican Institutions Workshop – II: Factories“ at its South Campus. The event brought together leading academics and researchers to discuss Türkiye’s early industrial institutions through the lens of organizational theory. Panels featured analyses of factories such as the Beykoz Leather and Shoe Factory, Merinos Wool Factory, and Turkish War Industry Factory, exploring their historical, economic, and sociopolitical significance. By fostering academic collaboration and knowledge exchange on industrial development, innovation, and institutional evolution, the workshop underscored the power of collective research efforts in shaping modern economic systems. Through such partnerships, Bahçeşehir University continues to promote sustainable industrial growth and long-term economic resilience. The initiative contributes to SDG 17 (Partnerships for the Goals) by strengthening collaboration between Bahçeşehir University and the Management Academy Association (YAD), fostering academic knowledge exchange, interdisciplinary research, and institutional partnerships that advance understanding of industrial development and sustainable economic transformation.





Partnership with beIN Academy: “A New Generation of Media Professionals Trained at Bahçeşehir University”

In 2024-2025 academic year, Bahçeşehir University partnered with Digiturk, Türkiye’s leading sports and entertainment platform, to launch the beIN Academy Program, a comprehensive training initiative designed to prepare skilled professionals for the future of media and broadcasting. The program was officially introduced at a signing ceremony at BAU’s Beşiktaş Campus, attended by Erem Demircan, Prof. Dr. Tunç Bozbura, and Prof. Dr. Kemal Süher.

The 12-week program offers six specialized courses—covering sound, camera and lighting, vision mixing, playout operation, broadcast continuity management, video editing, and motion graphics—combining 18 hours of theory and 20 hours of practical training. Conducted jointly by Digiturk experts and BAU faculty, the initiative exemplifies university–industry collaboration that strengthens vocational skills, technical literacy, and creative innovation. Through this partnership, Bahçeşehir University advances SDG 4 (Quality Education), SDG 8 (Decent Work and Economic Growth), and SDG 17 (Partnerships for the Goals)—fostering employment, innovation, and sustainable growth in Türkiye’s media sector.





BAU Expert Contribution to Türkiye's 12th Development Plan





KOMİSYON ÜYELERİ

(Başkan, Raportörler ve Koordinatörler hariç alfabetik olarak sıralanmıştır.)

BAŞKAN	
Gülbin Şahinbeyoğlu	Türkiye Ekonomi Politikaları Araştırma Vakfı
RAPORTÖR	
Hakan Ulucan	Anadolu Üniversitesi
KOORDİNATÖRLER	
Ali Sabuncu	Strateji ve Bütçe Başkanlığı
Sezai Ata	Strateji ve Bütçe Başkanlığı
Serhat Keçeci	Strateji ve Bütçe Başkanlığı
Selma Durgan	Strateji ve Bütçe Başkanlığı
Hakan Terzi	Strateji ve Bütçe Başkanlığı
Arzu Kurtoğlu	Strateji ve Bütçe Başkanlığı
ÜYELER	
Ahu Ergen	Bahçeşehir Üniversitesi
Ahmet Arda Gitmez	İhsan Doğramacı Bilkent Üniversitesi
Ali Burak Kurtulan	Sigortacılık ve Özel Emeklilik Düzenleme ve Denetleme
Arif Baştuğ	Ziraat Katılım
Arzu Odabaşı	Auro Portföy Yönetimi
Aslıhan Atabek Demirhan	Türkiye Cumhuriyet Merkez Bankası
Atilla Benli	Türkiye Sigorta ve Türkiye Hayat Emeklilik
Aysun Yıldız	Türkiye Sigorta, Reasürans ve Emeklilik Şirketleri Birliği
Burak Ali Göçer	Garanti Emeklilik ve Hayat
Burcu Özcan	Fırat Üniversitesi
Cem Görgün	Koç Holding
Çağaçan Değer	Ege Üniversitesi
Derya Baş Sonbul	Türkiye İstatistik Kurumu
Elif Üstündağlı Erten	Ege Üniversitesi

During the 2024–2025 academic year, Bahçeşehir University continued to contribute to national public policy development through the expertise and institutional engagement of its academic staff. An important example of this contribution is the involvement of Prof. Dr. Ahu Ergen in the preparation of Türkiye's Twelfth Development Plan (2024–2028), one of the country's principal strategic policy frameworks.

Prof. Dr. Ahu Ergen, faculty member at Bahçeşehir University's Faculty of Economics, Administrative and Social Sciences, served as a Special Expertise Committee Member to the Republic of Türkiye Presidency of Strategy and Budget Directorate for the Twelfth Development Plan (2024–2028) — Specialization Commission Report on Consumption and Saving Trends.

Her participation represents a concrete example of academic expertise contributing to government policy formulation at the national level. Through this commission, academic knowledge and research-based perspectives were brought into discussions concerning consumption patterns, savings, sustainability, and Türkiye's long-term development priorities.

Building on Türkiye's ratification of the Paris Agreement, the commission advanced policy measures to accelerate the green economy transition: expanding green finance and sustainability-linked funds, incentivizing sustainable investment, improving resource efficiency and waste reduction, and scaling circular economy education to promote responsible consumption and production nationwide.

Prof. Ergen's contributions focused on SDG alignment, sustainable consumption instruments for Türkiye, and integrating sustainability into curricula to strengthen human capital for the transition.

This engagement demonstrates Bahçeşehir University's contribution to evidence-informed public policymaking through the direct participation of its academic staff in a government-established expert commission. It also illustrates how university expertise can inform national strategies addressing sustainable economic development, responsible consumption, resource efficiency, and the transition towards a more sustainable economy.

By contributing academic expertise to the preparation of a national development policy document, BAU supports the connection between higher education, scientific knowledge, and public decision-making, reflecting the University's broader commitment to contributing to government policy development at national level.

This engagement demonstrates how Bahçeşehir University provides specific expert advice to national government—through formal committee participation and evidence-based policy guidance—thereby advancing SDG 16, while directly supporting SDG 12 via systemic measures that foster responsible, circular, and resource-efficient economic behavior.

Information indicating that Bahçeşehir University provided expert support to the government's development plan can be found on the related website page of the Republic of Türkiye Presidency of Strategy and Budget Directorate.

“Let’s Talk with IKEA” in Collaboration with IKEA Türkiye

In the 2024-2025 academic year, the Bahçeşehir University Economics and Finance Club, in collaboration with IKEA Türkiye, organized an engaging session titled “Let’s Talk with IKEA.” Featuring Çiğdem Banu Karvan, Country Food Sales Leader at IKEA Türkiye, the event offered students valuable insights into IKEA’s global business model, its sustainability-driven operations, and innovative food sales strategies. Participants explored how responsible production, efficient supply chain management, and sustainable retail practices contribute to business resilience and customer satisfaction.

By creating a platform for direct dialogue between students and corporate leaders, this collaboration fostered knowledge exchange and collective learning on sustainable business management and innovation. The event advanced SDG 8 (Decent Work and Economic Growth), SDG 9 (Industry, Innovation and Infrastructure), and SDG 17 (Partnerships for the Goals)—illustrating how university–industry cooperation can inspire students to pursue careers aligned with ethical, sustainable, and future-oriented business practices.



Bahçeşehir University's BAU CO-OP Initiatives

Bahçeşehir University's BAUCOOP Business Corner initiative serves as a dynamic bridge between academia and industry, empowering university students to build professional skills and prepare for the future of work. Through a series of seminars, workshops, and panel discussions featuring leading industry experts, the program promotes sustainable employability, entrepreneurship, and innovation-driven career development. Participants engage with professionals from diverse sectors, gaining practical insights into leadership, entrepreneurship, digital transformation, financial literacy, and sustainable business models. These sessions not only strengthen students' readiness for the labor market but also encourage creative problem-solving and responsible decision-making in professional contexts.

By equipping young people with the skills and networks necessary for meaningful employment, Business Corner directly supports SDG 8 by fostering inclusive and sustainable economic growth and quality employment opportunities. At the same time, it contributes to SDG 1 by reducing inequalities in access to professional development, empowering students from all backgrounds to achieve upward mobility and long-term economic resilience.

During the 2024–2025 academic year, the CO-OP Unit organized 12 Business Corners and 24 Business Points, engaging hundreds of students with more than fifty national and international

companies. While Business Corners focus on interactive seminars and thematic panels with multiple speakers, Business Points are one-on-one career sessions offering personalized feedback and guidance from HR professionals. Together, they provide complementary learning environments—one collective and exploratory, the other individual and strategic—ensuring students receive both broad sectoral awareness and tailored career development support.

https://coop.bau.edu.tr/

Business Corners

In the 2024–2025 academic year, 12 Business Corner sessions were held with companies including NTT Data, Akenerji, Hilton, and MNG Kargo, Doğuş Teknoloji. These events encouraged interactive dialogue between students and industry experts, providing a platform to discuss changing business ecosystems, sustainable management practices, and career expectations in the modern labor market.

By connecting theory with real-world practice, Business Corners help students develop analytical thinking, adaptability, and entrepreneurial mindsets—competencies essential for sustained productivity and responsible professional engagement.













Business Points

Business Points constitute the individualized dimension of the CO-OP model. Each session features 20-minute one-on-one interviews between students and HR managers from partner firms.
Throughout the 2024–2025 academic year, 24 Business Point meetings were conducted with companies such as Koçtaş Siemens, Watsons, Polisan Holding, Conrad Istanbul Bosphorus, Penti, KPMG and Tofaş These interactions allowed students to receive personalized feedback on their CVs, interview performance, and career goals while directly exploring internship or employment opportunities.

By enabling early professional contact and customized mentoring, Business Points enhance students' employability and confidence, preparing them for inclusive and sustainable participation in the labor market.









CO-OP Academy

The CO-OP Academy is an exclusive, merit-based training program targeting high-achieving juniors and seniors (GPA 3.0 and above). Conducted over ten sessions, it integrates workshops on personal branding, LinkedIn optimization, artificial intelligence in business, and leadership development.

In 2024–2025, 20 students were selected for the program, engaging directly with experts from PEPSICO, Realpeople, IGA, Philips, and Ata Holding.

By cultivating leadership, digital literacy, and innovation-driven thinking, the CO-OP Academy nurtures a new generation of professionals capable of steering organizations toward long-term sustainability and competitiveness



CO-OP Joint and Business Talks





The CO-OP Joint series features multinational collaborations, bringing together BAU students and global companies. These dialogues strengthen cross-sector cooperation and expose students to international best practices, aligning academic training with the competencies demanded by global labor markets.

Overall, the 2024–2025 CO-OP programs exemplify Bahçeşehir University's holistic vision of education for employability, merging academic rigor with professional experience. Through its multi-faceted structure—Business Points, Business Corners, Career Counseling, CO-OP Academy, and global partnerships—the university provides a transformative environment where students learn, innovate, and contribute to the economy responsibly.

By aligning its activities with the Sustainable Development Goals, particularly SDG 8 (Decent Work and Economic Growth) and SDG 1 (No Poverty), Bahçeşehir University continues to lead as a model institution for sustainable, inclusive, and future-ready higher education.

Bahçeşehir University and Huawei Sign MoU to Advance Artificial Intelligence and Next-Generation Technologies

In the 2024-2025 academic year, during Huawei Connect in Shanghai, China, Bahçeşehir University (BAU) and Huawei signed a Memorandum of Understanding (MoU) to establish a strategic partnership in artificial intelligence (AI) and emerging technologies. Representing BAU, Serdar Şenel, Vice President of BAU Global, and Prof. Dr. A. Arif Ergin, Dean of the Faculty of Engineering and Natural Sciences, held high-level meetings to discuss AI integration in education, digital transformation, and R&D collaboration.

The agreement aims to promote AI-driven personalized learning, data analytics, and automation systems, combining Huawei's global expertise in technology with BAU's academic and research excellence. By fostering university–industry collaboration, the partnership seeks to develop innovative educational models, enhance technological infrastructure, and prepare students for the professions of the future.

This milestone reflects Bahçeşehir University's commitment to advancing sustainable innovation through cross-sector cooperation, contributing to SDG 4 (Quality Education), SDG 9 (Industry, Innovation and Infrastructure), and SDG 17 (Partnerships for the Goals). Through this collaboration, BAU continues to strengthen its leadership in technology-oriented education and global R&D partnerships that drive inclusive and resilient digital transformation.





Bahçeşehir University and Elsevier Collaborate to Advance Research and Innovation in Türkiye

During the 2024-2025 academic year, in line with SDG 9 (Industry, Innovation and Infrastructure), Bahçeşehir University (BAU), in collaboration with Elsevier, hosted the "Tomorrow Today in Research Türkiye" event on June 11, 2024, at BAU's South Campus. The event gathered academics and university leaders from across Türkiye to explore strategies for enhancing the country's research performance through data-driven technologies and global collaboration.

The discussions focused on Elsevier's research management and analytics solutions—Pure and SciVal—highlighting their role in supporting academic institutions in research strategy development, performance monitoring, and impact assessment. Participants also examined the integration of AI-powered tools in research processes, showcasing how digital innovation is transforming academic productivity and global visibility.

By facilitating knowledge exchange and promoting technology-supported research ecosystems, the event strengthened cooperation between academia and industry, contributing to the advancement of sustainable innovation infrastructure and reinforcing Türkiye's position in the global research landscape.







Bahçeşehir University Hosts the 6th Aviation, Space, and Psychology Congress on Safety Management in Collaboration with Pegasus Airlines, MNG Airlines, and the Aviation and Space Medicine Platform

During the 2024-2025 academic year, Bahçeşehir University (BAU) hosted the 6th Aviation, Space, and Psychology Congress at its South Campus, under the central theme of "Safety Management." Organized in collaboration with Pegasus Airlines, MNG Airlines, and the Aviation and Space Medicine Platform, the congress brought together researchers, industry professionals, and experts from diverse disciplines including aerospace engineering, psychology, and aviation management.

The event fostered interdisciplinary dialogue and innovation on aviation safety systems, human factors in aerospace operations, and technological developments that enhance infrastructure resilience and flight safety. By uniting academia and industry in addressing shared challenges, the congress underscored the role of collaboration and knowledge exchange in building safer, smarter, and more sustainable aviation systems.

Through this initiative, Bahçeşehir University reaffirmed its commitment to advancing research, technological innovation, and cross-sector partnerships in high-technology fields—contributing directly to SDG 9 (Industry, Innovation and Infrastructure) and SDG 17 (Partnerships for the Goals) through collective efforts that promote resilient, innovation-driven, and sustainable industry development.



Conference Paper Presentation: “The Effect of Neuromarketing Applications on Consumer Behavior on Purchasing Preferences” at the 9th International New York Academic Research Congress

In the 2024-2025 academic year, Burçak Perker of Bahçeşehir University presented a paper titled “The Effect of Neuromarketing Applications on Consumer Behavior on Purchasing Preferences” at the 9th International New York Academic Research Congress on Social, Humanities, Administrative and Educational Sciences. The study examined how neuromarketing techniques influence consumer purchasing decisions by integrating scientific and technological innovations into modern marketing strategies.

By highlighting the role of data-driven insights and neuroscience-based tools in enhancing decision-making, innovation, and efficiency in business practices, the research demonstrated how technology can bridge academic inquiry and market application. This contribution reflects Bahçeşehir University’s commitment to innovation-oriented research and global academic collaboration, advancing SDG 9 (Industry, Innovation and Infrastructure) and SDG 17 (Partnerships for the Goals) through knowledge exchange that supports sustainable, research-driven economic growth.



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Abstract

Determining the effect of neuromarketing practices on consumer purchasing preferences has a great value in today's marketing world. Consumers' purchasing decisions are influenced by a number of complex factors, and marketers continually strive to understand these factors and develop the right strategies. At this point, neuromarketing stands out as an approach that aims to understand the real thoughts and emotional reactions of consumers.

The main purpose of this study is to determine the effect of neuromarketing practices on consumer purchasing preferences. In this regard, the in-depth interview method, which is one of the qualitative research methods, was used. Neuromarketing is a field of research that aims to understand consumers' behavior through the study of brain activity, emotional responses and unconscious processes.

As a result, determining the effect of neuromarketing practices on consumer purchasing preferences is of great importance in terms of creating more effective strategies in the marketing world and better responding to the needs of consumers. As a conclusion of this study, it was seen that consumers are influenced by unconscious factors when making choices.

Keywords: Marketing, Neuromarketing, Neuroscience, Consumer Purchase Behavior

34th Akbank Jazz Festival – JAmZZ Masterclass in Collaboration with Bahçeşehir University Conservatory and Zuhal Music

As part of the prestigious 34th Akbank Jazz Festival, the JAmZZ Masterclass was held at Bahçeşehir University Pera Stage in the 2024-2025 academic year, in collaboration with Bahçeşehir University Conservatory and Zuhal Music.

Designed to support emerging jazz talents across Turkey, the two-day masterclass brought together exceptionally-skilled young musicians and world-class faculty—including Baki Duyarlar, Yeşim Pekiner, Berke Özgümüş, Şevket Akıncı, Şenova Ülker, and Kağan Yıldız—alongside the house band featuring Maya Muz, Oğuz Alp Erdoğmuş, and Ömer Vatansever.

Participants engaged deeply with improvisation and ensemble workshops spanning bebop, swing, ballad, and bossa nova styles—drawing on the Great American Songbook and focusing on listening, communication, and collaborative performance. At the end of the session, Göksu Köse (Guitar) and Kaşif Şahin Düşko (Saxophone) were selected by a unanimous jury to attend the 2025 Berklee at Umbria Jazz Clinics, supported by the Akbank Jazz Festival, while Berkay Sümbül (Drums) earned the opportunity to perform at the 35th Akbank Jazz Festival.

Through this partnership, Bahçeşehir University demonstrated how universities and arts institutions can collaborate to nurture next-generation talent, align creative education with industry opportunities, and build inclusive platforms for artistic growth.



Celebrating the 100th Anniversary of Diplomatic Relations Between Japan and Türkiye: Turkish–Japanese Friendship Rakugo and Comedy – A Collaboration Between Bahçeşehir University, The Japan Foundation, and the Consulate General of Japan in Istanbul



In the 2024-2025 academic year, to commemorate the centennial of diplomatic relations between Japan and Türkiye, the event "Turkish–Japanese Friendship Rakugo and Comedy" was held on the Atlas 1948 Stage, celebrating intercultural understanding through performance and humor. Organized in collaboration with The Japan Foundation, the Consulate General of Japan in Istanbul, and Komedi Kulüp, the program introduced audiences to Rakugo, Japan's 400-year-old art of comic storytelling, showcasing its timeless connection to society and human experience.

Moderated by Sarp Apak, actor and founding member of Komedi Kulüp, and featuring Assoc. Prof. Dr. Bülent Sezgin from BAU Conservatory's Performing Arts Department, the event blended academic insight with live performances by renowned Japanese Rakugo artists. With Japanese subtitles accompanying the show, audiences witnessed a unique exchange of humor and heritage that bridged cultures across continents. Through this collaborative celebration of art and diplomacy, Bahçeşehir University reaffirmed its commitment to fostering international cultural dialogue, artistic collaboration, and global understanding through education and the performing arts.

The Second Stage of the "Urban Reconstruction of the Old Town of Antakya" Research Project – Bahçeşehir University and Mukogawa University Collaboration

In the 2024-2025 academic year, As part of the second stage of the research project "Urban Reconstruction of the Old Town of Antakya"—financially supported by the Agency for Cultural Affairs of Japan—Asst. Prof. Dr. Sinem Kültür and Res. Asst. Ayşe Eda Adıgüzel from Bahçeşehir University joined the research team at Mukogawa University in Japan. Their participation involved engaging in academic discussions with Japanese professors and graduate students, contributing local expertise, and collaborating on research and data analysis to advance post-disaster urban reconstruction studies.

Throughout their visit, the team conducted technical site visits to leading institutions including E-Defense, E-Isolation, and the Disaster Prevention Research Institute at Kyoto University, as well as the Port of Kobe Earthquake Memorial Park and Gran Green Osaka Urban Park, observing Japan's cutting-edge disaster prevention and resilience strategies. They also analyzed reconstructed heritage architecture in Kobe to study the integration of seismic isolation systems into historical structures.

During the two-week research period, Kültür and Adıgüzel participated in studio work, model-making, and design critiques, fostering active international academic exchange on heritage preservation, urban resilience, and post-disaster design. The Japanese stage of the project concluded with master's student presentations, while the Turkish stage is set to culminate in a closing symposium at Bahçeşehir University on November 7, 2024. This collaboration exemplifies how Bahçeşehir University and Mukogawa University jointly advance sustainable reconstruction practices and global cooperation in urban resilience—reflecting the shared spirit of SDG 11 (Sustainable Cities and Communities) and SDG 17 (Partnerships for the Goals).













CIFAL Istanbul Team Participation in Reforestation Efforts in Istanbul – A Collaborative Environmental Initiative

In the 2024-2025 academic year, CIFAL Istanbul team members Eren Yalınkaya and Aslıcan Açık took part in a reforestation initiative organized to restore forested areas in Istanbul that were severely damaged by the 2023 wildfires. The activity formed part of a broader collective effort uniting public institutions, environmental organizations, and volunteers to rehabilitate ecosystems, promote biodiversity, and strengthen community awareness of the long-term consequences of forest loss.

Through this collaborative environmental action, Bahçeşehir University and CIFAL Istanbul demonstrated their commitment to the United Nations Sustainable Development Goals, particularly SDG 13 (Climate Action), SDG 15 (Life on Land), and SDG 17 (Partnerships for the Goals). By engaging in reforestation and environmental rehabilitation efforts alongside local partners, the university continues to foster collective responsibility, ecosystem restoration, and sustainable land management, reinforcing the vital role of partnerships in addressing climate and environmental challenges.





Empowering Climate Literacy: Sustainability School – Climate Change Training Programme – Collaboration Between Bahçeşehir University, CIFAL Istanbul–UNITAR, and FLO Academy

Held during the 2024-2025 academic year, the "Sustainability School: Climate Change Training Programme" was jointly organized by Bahçeşehir University, CIFAL Istanbul – UNITAR, and FLO Academy to strengthen understanding of the scientific, social, and corporate dimensions of climate change. Conducted by Dr. Nilüfer Geysi and Prof. Ahu Ergen, the program explored global warming, environmental justice, communication strategies for climate action, and sustainability-centered business transformation.

Participants examined how environmental consciousness can be integrated into corporate strategy and governance, fostering responsible decision-making and organizational change. By linking academia, international institutions, and the private sector, the initiative stood as a model of multi-stakeholder cooperation, promoting climate literacy and practical sustainability education.

Through this strong collaboration, the program advanced SDG 4 (Quality Education), SDG 12 (Responsible Consumption and Production), and SDG 13 (Climate Action)—while exemplifying SDG 17 (Partnerships for the Goals) by translating joint expertise into tangible, climate-oriented impact.





Empowering Future Generations: Darüşşafaka High School Students Career Development Programme – Collaboration Between Bahçeşehir University, CIFAL Istanbul–UNITAR, CO-OP, and Darüşşafaka Society



1	CO-OP Programme Introduction – The Business World and Youth: Current Trends in Career Management
2	DISCOVER YOURSELF – CAREER WORKSHOP
3	NETWORKING AND EFFECTIVE COMMUNICATION IN DIGITAL ENVIRONMENTS
4	SECTOR PANEL: CREATIVE THINKING AND PROBLEM-SOLVING SKILLS IN THE WORKPLACE
5	ENTREPRENEURSHIP AND INNOVATION CULTURE
6	SOCIAL MEDIA, DIGITAL COMMUNICATION AND BRAND MANAGEMENT
7	CEO SESSION: HOW I BUILT MY OWN BRAND
8	E-COMMERCE AND DIGITAL ECONOMY
9	ARTIFICIAL INTELLIGENCE AND DIGITAL TRANSFORMATION
10	TECHNOLOGY AND CREATIVITY: PRODUCTIVE YOUTH
11	SUSTAINABILITY AND THE FUTURE OF WORK
12	NEXT-GENERATION DIGITAL LEARNING PLATFORMS
13	CYBERSECURITY AND DIGITAL ETHICS

The High School Students Career Development Programme is an educational outreach initiative led by Bahçeşehir University (BAU) under its CO-OP Responsibility framework. The programme reflects BAU's commitment to promoting equal opportunities in education, supporting disadvantaged young people, and extending access to university-level learning experiences beyond its campuses.

The initiative is specifically designed for students attending Darüşşafaka Educational Institutions, which provide full scholarships and eight years of boarding education to academically talented students who have lost one or both parents and face socioeconomic challenges. By engaging with this student community, Bahçeşehir University contributes to reducing educational inequalities and creating additional opportunities for young people who may otherwise have limited access to university-led career development activities.

A defining feature of the programme is its direct delivery of educational activities at Darüşşafaka High School. Rather than requiring participants to travel to a university campus, BAU faculty members visit the school and deliver lectures and interactive learning sessions on-site, bringing academic knowledge and expertise directly into the students' own educational environment.

The programme follows a 13-week structured curriculum designed to introduce high school students to contemporary academic disciplines, emerging technologies, and future-oriented professional competencies. Its interdisciplinary educational content covers areas including sustainability, artificial intelligence, creative thinking, digital communication, and career development.

Through these learning activities, participants are encouraged to strengthen their critical thinking, creativity, technological literacy, communication skills, and social awareness. The programme also supports students in identifying their interests and abilities, exploring potential career pathways, and developing the confidence needed to make informed decisions about their educational and professional futures.

Beyond providing subject-specific knowledge, the initiative creates opportunities for meaningful interaction between high school students and university academics. By introducing participants to university-level perspectives and diverse professional fields at an early stage, the programme helps broaden their educational aspirations and strengthens their preparedness for future academic and career transitions.

The programme is organized by Bahçeşehir University in collaboration with CIFAL Istanbul, a UNITAR-affiliated training centre hosted by BAU. This collaboration connects the University's educational outreach activities with broader international objectives related to capacity building, sustainable development, and inclusive education.

Upon successful completion of the programme, participants receive BAU–UNITAR-approved certificates, formally recognizing their participation and learning achievements. These certificates provide tangible acknowledgment of the students' engagement in a structured university-led educational programme delivered outside the university campus.

The initiative contributes directly to SDG 4 (Quality Education) by expanding access to quality learning opportunities, supporting career development, and delivering university-level educational content to high school students beyond BAU's enrolled student population.

It also strongly supports SDG 10 (Reduced Inequalities) by providing additional educational opportunities to students from socioeconomically disadvantaged backgrounds. Through its emphasis on sustainability, emerging technologies, creativity, and career readiness, the programme further contributes to SDG 8 (Decent Work and Economic Growth) by helping young people develop foundational competencies relevant to their future participation in the workforce.

The collaboration between Bahçeşehir University, CIFAL Istanbul, and Darüşşafaka Educational Institutions also reflects SDG 17 (Partnerships for the Goals), demonstrating how cooperation between higher education institutions and schools can promote educational inclusion and expand access to knowledge.

Through the CO-OP Responsibility: High School Students Career Development Programme, Bahçeşehir University demonstrates its sustained commitment to educational outreach beyond campus, equal educational opportunities, and the empowerment of young people through accessible, future-oriented learning experiences.



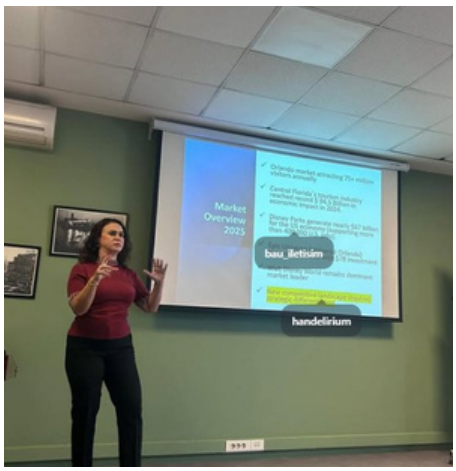


Seminar on Walt Disney World Orlando's 2025 Marketing Strategy in Partnership with the University of Central Florida

In the 2024-2025 academic year, Bahçeşehir University scholar Assoc. Prof. Dr. Hande Bilsel hosted Dr. Ayşegül Gündüz Songur from the University of Central Florida – Rosen College of Hospitality Management in the Advertising and Popular Culture course.

During the guest lecture, Dr. Gündüz Songur shared insights into Walt Disney World Orlando's 2025 marketing strategy approach, providing students with an opportunity to explore contemporary marketing practices through a global industry example. The session contributed to students' understanding of the relationship between advertising, popular culture, tourism, and strategic marketing communication.

The event contributed to SDG 4 – Quality Education by enriching students' learning experience through expert knowledge and practice-oriented insights, and to SDG 17 – Partnerships for the Goals by fostering international academic knowledge exchange between Bahçeşehir University and an academic from the University of Central Florida.



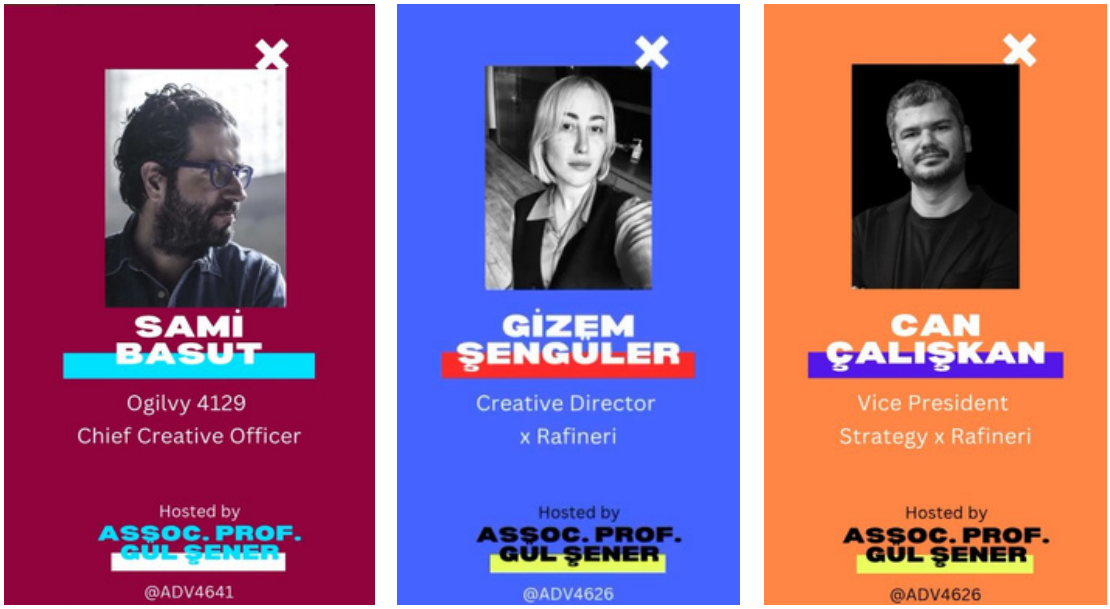


TADA Workshops 2025: Industry - Academia Knowledge Exchange in Advertising in Collaboration with Industry Professionals

Held between February and June, 2025, The TADA Workshops, organized by the BAU Advertising Department, bring advertising industry professionals together with students as part of their courses, creating opportunities to connect academic learning with current professional practices. Through sessions led by experts from different areas of the advertising industry, students gain first-hand insights into creative, strategic, and communication processes.

As part of the series, Sami Basut, Chief Creative Officer at Ogilvy 4129, shared the dynamics of developing persuasive brand stories within the Transmedia Storytelling course. Gizem Şengüler, Creative Director at Rafineri and a BAU Advertising alumna, discussed the elements of creating persuasive stories in the Advanced Copywriting course. Can Çalışkan, Strategy Vice President at Rafineri, introduced students to the strategic process of moving from observation and consumer insight to effective creative ideas.

By integrating professional expertise into the classroom, the TADA Workshops strengthen students' understanding of how advertising knowledge and creative skills are applied in professional contexts. The series contributes to SDG 4 – Quality Education by providing practice-oriented learning experiences that complement the academic curriculum. It also supports SDG 8 – Decent Work and Economic Growth by exposing students to professional roles, skills, and practices relevant to employment in the creative industries, and SDG 17 – Partnerships for the Goals by strengthening knowledge exchange and collaboration between the university, its alumni, and advertising industry professionals.



Seminar on “Advertising that is Offensive to Chinese Consumers” in Collaboration With Hong Kong Baptist University

As part of the AMONG US Guest Speaker Series, organized by Bahçeşehir University Faculty of Communication and the Creative Industries Center, Prof. Dr. Kara Chan from the School of Communication at Hong Kong Baptist University met with students to discuss cultural perspectives on advertising and consumer responses.

In her talk, titled “What Kinds of Advertising Are Offensive to Chinese Consumers?”, Prof. Dr. Chan shared insights into how Chinese consumers perceive potentially offensive advertising, highlighting the importance of cultural values and sensitivities in advertising communication. The session provided students with an international and cross-cultural perspective on consumer behavior and encouraged them to consider how advertising messages may be interpreted differently across cultural contexts.

The event contributed to SDG 4 – Quality Education by enriching students’ learning through international academic expertise and cross-cultural knowledge beyond the regular curriculum. It also supported SDG 17 – Partnerships for the Goals by promoting international academic exchange and knowledge sharing between Bahçeşehir University and a scholar from Hong Kong Baptist University.



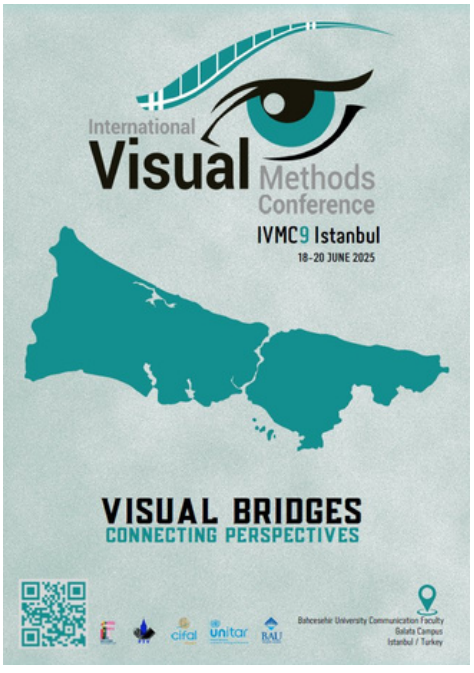
9th International Visual Methods Conference (IVMC9): "Visual Bridges: Connecting Perspectives"

The 9th International Visual Methods Conference (IVMC9) was hosted by Bahçeşehir University, Istanbul, between 18 - 20 June 2025, at the Galata Campus under the theme "Visual Bridges: Connecting Perspectives." The event brought together nearly 100 international academics, researchers, professionals, and artists from disciplines such as communication, sociology, anthropology, art history, architecture, and education. The conference featured parallel sessions, applied workshops, digital exhibitions, film screenings, and interactive panels on topics including urban studies, digital storytelling, feminist visual studies, data visualization, ecology, and climate. Keynote speakers included Prof. Dr. Dawn Mannay, Prof. Dr. Yasemin Giritli İnceoğlu, and Prof. Dr. Nermin Saybaşılı. As an open, public academic event, IVMC9 aimed to promote knowledge sharing, creative collaboration, and inclusive access to education and research. The official IVMC9 conference website and booklet include detailed information about the event program, participating institutions, session topics, and speakers. These documents demonstrate that Bahçeşehir University hosted an international, interdisciplinary conference open to the academic community and the public, contributing to lifelong learning and knowledge dissemination — in direct alignment with SDG 4.3.2 (Public Events for Lifelong Learning).

The event also contributed to SDG 17: Partnership for the Goals by hosting an international conference and by fostering an interdisciplinary space by bringing together academics, researchers, professionals, and artists from various disciplines and countries.

https://ivmc9.visualmethods.info

https://www.visualmethods.info/files/archive/ivmc9/ivmc9-booklet.pdf



Advancing Sustainability Education through International Academic Exchange: Participation in LEAP-FAST Programme

Assoc. Prof. Seda Saraç from Bahçeşehir University participated in the LEAP-FAST Programme held at Majmaah University in Saudi Arabia on 2 May 2025, bringing together educators and academic leaders from different countries to explore sustainability in higher education. The international initiative, involving Majmaah University, UNITAR, UNESCO, and CIFAL Saudi Arabia, provided a platform for exchanging knowledge, discussing innovative approaches to sustainability education, and exploring opportunities for institutional cooperation. Through academic dialogue and cross-cultural engagement, participants examined the role of higher education institutions in promoting sustainable development and integrating sustainability principles into educational practices.

The initiative contributed to SDG 4: Quality Education by encouraging the integration of sustainability into higher education, supporting international knowledge exchange, and promoting educational approaches that prepare students to address environmental and societal challenges. It also aligned with SDG 17: Partnerships for the Goals by strengthening connections among educators, universities, and international organizations, creating opportunities for future academic collaboration and the exchange of effective educational practices. Through Assoc. Prof. Dr. Saraç's participation, Bahçeşehir University reinforced its engagement with international discussions on sustainability-oriented education and institutional cooperation.





Bahçeşehir University and Middle School Commission of the Association of Turkish Private Schools: “Trauma-Sensitive School System” Training

On 20 March 2025, Prof. Dr. Özlem Karaırmak delivered the online training “Trauma-Sensitive School System” via YouTube Live with the support of the Middle School Commission of the Association of Turkish Private Schools (TÖZÖK). The session brought Bahçeşehir University’s academic expertise together with TÖZÖK’s network to share trauma-sensitive approaches with educators and school staff.

This collaboration contributes to SDG 17: Partnerships for the Goals by connecting a university and an educational civil society organisation to support professional learning across schools.



Bahçeşehir University and the Trauma and Disaster Mental Health Studies Association: Art-Based Support Group for Field Workers

On 7 March 2025, Bahçeşehir University faculty member Prof. Dr. Özlem Karaırmak collaborated with the Trauma and Disaster Mental Health Studies Association (TARDE) to facilitate an "Art-Based Support Group for Field Workers" at the Kahramanmaraş Airport Container City. The session brought together personnel from public institutions and civil society organisations working in psychosocial assistance. Using an art-based group format, it created a shared space for field workers involved in the disaster response to reflect on their experiences and receive support.

The activity contributes to SDG 17: Partnerships for the Goals through cooperation between an academic specialist, a professional association and organisations active in the field. It shows how expertise and local response networks can be brought together to support the people providing psychosocial services in a disaster-affected community.



Bahçeşehir University, N.E.T. Akademi and the Embassy of Finland in Ankara: FinFest 2025

Held on 7 and 8 November 2025, FinFest 2025 served as a meeting point for Finland and Türkiye at Bahçeşehir University's South Campus in Beşiktaş. Led by N.E.T. Akademi, supported by the Embassy of Finland in Ankara and hosted by Bahçeşehir University, the festival was designed to bring together educators, students, entrepreneurs and education leaders around shared interests in education, technology and culture.

The announced programme included panels, teacher seminars, creative workshops and cultural activities. These activities were intended to create opportunities for participants from both countries to exchange ideas, explore educational practices and develop professional connections. The festival's emphasis on learning and educational exchange relates to SDG 4: Quality Education.

FinFest 2025 also contributes to SDG 17: Partnerships for the Goals through the roles of its academic host, programme lead and diplomatic supporter. Their cooperation provided a platform for dialogue between organisations and participants in Finland and Türkiye.



Bahçeşehir University and the United Nations Institute for Training and Research: Round Table on Higher Education and Sustainable Development





During the 2024-2025 academic year, Bahçeşehir University collaborated with the United Nations Institute for Training and Research (UNITAR), through CIFAL Istanbul, to hold the round table "Empowering Change: Higher Education's Impact on Driving SDGs Progress" in the university's Senate Room. Moderated by Asst. Prof. Yasemin Ülker, Deputy Director of CIFAL Istanbul, the meeting featured a keynote address by Dr. Ebru Canan-Sokullu, Associate Director at the CIFAL Global Network, UNITAR.

The round table brought together Bahçeşehir University academics and CIFAL Istanbul representatives working across disciplines. Participants discussed how universities can integrate the Sustainable Development Goals into teaching, research and community engagement. Their discussions also considered the role of academic knowledge and interdisciplinary work in addressing climate change and strengthening resilience.

The collaboration contributes to SDG 17: Partnerships for the Goals by connecting Bahçeşehir University's academic community with UNITAR's international network to develop a shared approach to sustainable development. Its focus on climate research and action also relates to SDG 13: Climate Action, while its discussion of sustainability in higher education supports SDG 4: Quality Education.

Bahçeşehir University, the Advertising Foundation and Flormar: AdForce Advertising Training

In the 2024-2025 academic year, Bahçeşehir University hosted the AdForce Training Programme in collaboration with the Advertising Foundation (Reklamcılık Vakfı), with participation from Flormar representatives. Led by advertising professional Haluk Erkmen, the programme gave students an opportunity to learn about advertising practices directly from people working in the industry.

Students applied what they learned to a real Flormar brand brief. They developed creative ideas and presented their proposed solutions, gaining experience in responding to a client brief and communicating their work. This practical approach supports SDG 4: Quality Education by connecting classroom learning with the skills and expectations of professional advertising work.

The programme also contributes to SDG 17: Partnerships for the Goals by bringing the university, the Advertising Foundation and an industry participant together around a shared educational activity. Their involvement gave students access to professional expertise and a practical assignment grounded in an industry brief.



Bahçeşehir University and Indomie Turkey: University–Industry Collaboration through PR Jam

On 16 and 17 May 2025, Bahçeşehir University's Faculty of Communication organised a PR Jam in collaboration with Indomie Turkey as a two-day university–industry learning activity. Working from a real communication brief provided by the brand, students formed teams to develop public relations strategies, campaign concepts and creative responses to an industry challenge.

At the end of the workshop, students presented their proposals and received feedback from industry professionals. This process gave them an opportunity to apply knowledge from their courses, practise teamwork and experience how a communication campaign is developed in response to a professional brief. Participants received certificates following the presentations.

The event contributes to SDG 17: Partnerships for the Goals through a university–industry collaboration that brought together Bahçeşehir University's teaching and Indomie Turkey's practical industry input. By giving students experience-based learning and a clearer understanding of professional expectations, the collaboration also supports SDG 4: Quality Education and SDG 8: Decent Work and Economic Growth.





International Collaboration through the Erasmus+ STE^{2}AM Project (Project No. 2022-1-TR01-KA220-HED-000088047)

During the 2024-2025 academic year, Bahçeşehir University participated in the European Union-funded Erasmus+ project "Defining Standards in STE^{2}AM (Entrepreneurship) Education: Fueling Future Leaders with STEAM+E," supported by the Turkish National Agency. Representing Bahçeşehir University, Asst. Prof. Dr. Rukiye Özlem Öztürk, Asst. Prof. Dr. Ali Öztüfekçi, Asst. Prof. Dr. Gürsu Aşık and Asst. Prof. Dr. Meltem Özmutlu took part in international consortium meetings and teacher-training workshops hosted by Gaziantep University's Faculty of Education.

The project aims to develop a practical, standardised framework for integrating entrepreneurship into science, technology, engineering, arts and mathematics education. During the training activities, educators explored how to design interdisciplinary lessons, introduce entrepreneurial thinking into classroom work and use student-centred approaches that encourage creativity, analytical reasoning and collaborative problem-solving.

The project contributes to SDG 17: Partnerships for the Goals through cooperation between Bahçeşehir University, Gaziantep University and the wider international Erasmus+ consortium. Consortium meetings and workshops created opportunities for participating institutions to exchange educational expertise and develop approaches that educators can use in practice. The teacher-training component also supports SDG 4: Quality Education, while its emphasis on innovation and entrepreneurial skills relates to SDG 9: Industry, Innovation and Infrastructure.



Advancing Responsible AI Integration in Education: Academic Partnership between Bahçeşehir University and Hisar Schools

In the 2024-2025 academic year, Bahçeşehir University's Faculty of Educational Sciences, through its Department of Computer Education and Instructional Technology (BÖTE), established an official academic cooperation protocol with Hisar Schools to advance the responsible and sustainable integration of artificial intelligence into education. The partnership aims to bridge university-level academic expertise with K–12 educational practice through joint scientific research, collaborative educational projects, and academic knowledge exchange. Particular emphasis is placed on exploring the ethical and pedagogically appropriate use of AI technologies, supporting educators in adopting innovative digital teaching methods, and developing learning environments that respond to the evolving needs of students. By connecting academic research with school-level implementation, the collaboration seeks to strengthen teachers' professional competencies and promote informed, responsible engagement with artificial intelligence among educators and learners.

The initiative directly contributes to SDG 4: Quality Education by promoting research-informed teaching practices, strengthening digital and AI literacy, and supporting the development of inclusive, innovative, and future-oriented learning environments. Its focus on responsible AI integration highlights the importance of equipping teachers and students with essential digital competencies while maintaining educational quality, accessibility, and ethical standards. Furthermore, the partnership strongly aligns with SDG 17: Partnerships for the Goals by establishing a formal framework for sustained cooperation between higher education and K–12 institutions. Through this collaboration, Bahçeşehir University supports the transfer of academic knowledge into educational practice and the collaborative development of sustainable approaches to technology-enhanced learning.



Bahçeşehir University and the International Research Community: 12th International Conference on Photosynthesis and Hydrogen Energy Research for Sustainability

In the 2024-2025 academic year, Bahçeşehir University's Faculty of Engineering and Natural Sciences hosted the 12th International Conference on "Photosynthesis and Hydrogen Energy Research for Sustainability-2024" in Istanbul. The conference brought together scholars, researchers and industry professionals from different countries to exchange knowledge on photosynthesis, biological hydrogen production and sustainable energy technologies.

The scientific programme covered photosynthetic electron transfer, water oxidation, biological hydrogen production, hydrogen purification and storage, and developments in the global hydrogen economy. These discussions examined biological energy conversion and its potential applications in cleaner energy systems. Although the programme is focused on energy research, its consideration of lower-emission technologies has broader relevance to reducing environmental pressures on terrestrial ecosystems.

The conference's connection to SDG 15: Life on Land was indirect, through research relevant to mitigating climate change, which places pressure on terrestrial habitats and biodiversity. Its contribution is therefore best understood as scientific exchange on energy technologies with potential benefits for the environmental conditions that sustain terrestrial ecosystems. The event aligned more directly with SDG 7: Affordable and Clean Energy and SDG 13: Climate Action, while supporting SDG 17: Partnerships for the Goals through international academic and industry dialogue.





Ninth Annual Istanbul Meeting on Human Capital: Economics of Education, Health, and Worker Productivity



NINTH ANNUAL ISTANBUL MEETING ON HUMAN CAPITAL:
ECONOMICS OF EDUCATION, HEALTH, AND WORKER PRODUCTIVITY

Organizers:

Naci Mocan, Ozan Bakış, Ayça Akarçay

Friday, October 24, 2025

Bahçeşehir University, Beşiktaş Campus- Block A Conference Hall

8:30–8:50 Welcome Coffee

8:50–9:00 Opening Remarks

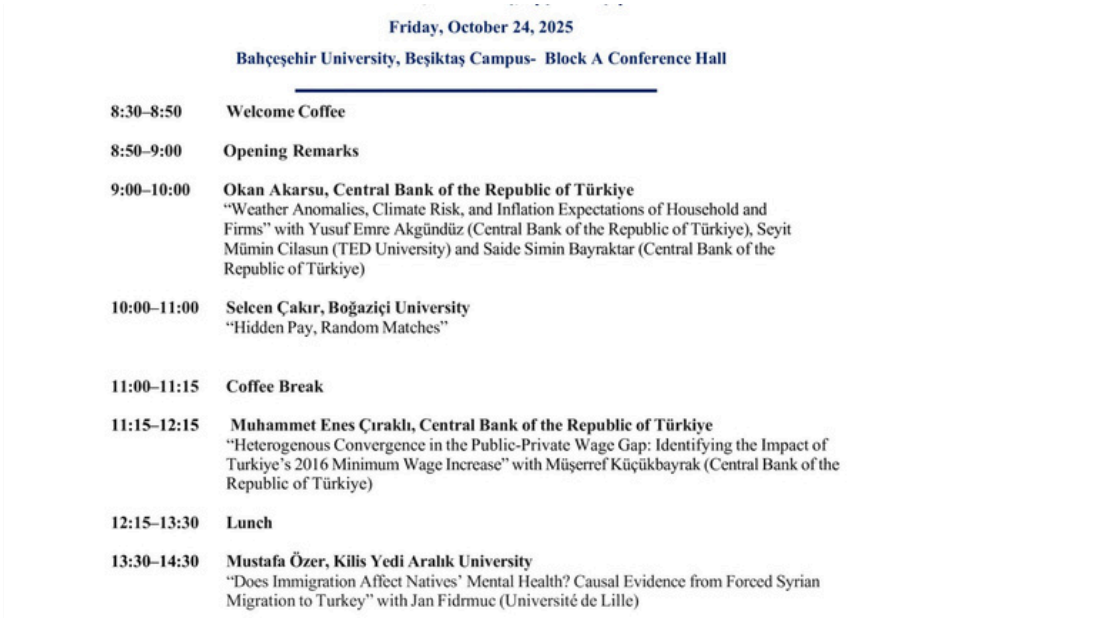
The Ninth Annual Istanbul Meeting on Human Capital, held on 24 October 2025, brought together economists and researchers to examine how education, health, skills and labour-market conditions shape worker productivity and long-term economic development. Hosted at Bahçeşehir University's South Campus and organised by Bahçeşehir University, the Bahçeşehir University Center for Economic and Social Research (BETAM), the World Bank Office of the Chief Economist for the Europe and Central Asia Region and the University of Ottawa, the meeting created an international forum for presenting research, receiving expert feedback and discussing evidence relevant to human-capital policy. Its central focus reflected a fundamental dimension of SDG 8: sustainable economic growth depends not only on investment and production, but also on a healthy, skilled and productive workforce with equitable opportunities to participate in employment.

The programme approached human capital through several interconnected stages of life. Research on the expansion of caesarean-section use in Türkiye examined changes in neonatal mortality, drawing attention to how healthcare access and early-life health outcomes can influence individual well-being and later human-capital development. Good health from the beginning of life provides an essential foundation for educational attainment, labour-force participation and productive employment. This strand therefore connected SDG 8 with SDG 3: Good Health and Well-Being, demonstrating that health policy and economic productivity cannot be considered separately.

A further session focused directly on young workers in Türkiye, examining micro-enterprises, workplace training and employer demand for skills. This subject is especially relevant to SDG 8 because micro-enterprises constitute an important source of employment, yet young people's prospects within them depend on access to training, opportunities to develop applicable skills and alignment between education and labour-market demand. By encouraging evidence-based discussion of these issues, the meeting addressed the conditions needed to improve youth employability, facilitate the transition from education to work and strengthen productivity in smaller businesses. It also highlighted the importance of investing in learning within the workplace so that young employees can adapt to changing occupational and technological requirements.

Research on school entry and maternal employment highlighted how education systems and care responsibilities influence women's participation in paid work. The programme also included research using PISA 2022 data to examine behavioural factors associated with student performance. Together with discussions of youth training, employer skill needs and the health foundations of productivity, these themes supported SDG 8: Decent Work and Economic Growth, while connecting with SDG 4: Quality Education and SDG 5: Gender Equality.

The meeting contributed particularly to SDG 17: Partnerships for the Goals by bringing researchers from different institutions together to exchange evidence on human capital and labour-market challenges. Bahçeşehir University and BETAM provided a platform where complementary expertise in economics, education and health could inform a shared discussion of workforce participation, skills formation and productivity. Each paper's evaluation by an expert discussant strengthened this exchange, creating opportunities to question findings, compare approaches and develop research through constructive feedback. The international and institutional cooperation underpinning the meeting connected individual studies with wider policy debates, demonstrating how academic partnerships can generate knowledge relevant to labour-market, education and social policy. Through this collaborative setting, the University supported the exchange of expertise needed to understand complex development challenges and inform approaches to more inclusive and resilient labour markets.



Friday, October 24, 2025

Bahçeşehir University, Beşiktaş Campus- Block A Conference Hall

8:30–8:50	**Welcome Coffee**
8:50–9:00	**Opening Remarks**
9:00–10:00	**Okan Akarsu, Central Bank of the Republic of Türkiye** "Weather Anomalies, Climate Risk, and Inflation Expectations of Household and Firms" with Yusuf Emre Akgündüz (Central Bank of the Republic of Türkiye), Seyit Mümin Cilasun (TED University) and Saide Simin Bayraktar (Central Bank of the Republic of Türkiye)
10:00–11:00	**Selcen Çakır, Boğaziçi University** "Hidden Pay, Random Matches"
11:00–11:15	**Coffee Break**
11:15–12:15	**Muhammet Enes Çıraklı, Central Bank of the Republic of Türkiye** "Heterogenous Convergence in the Public-Private Wage Gap: Identifying the Impact of Turkiye's 2016 Minimum Wage Increase" with Müşerref Küçükbayrak (Central Bank of the Republic of Türkiye)
12:15–13:30	**Lunch**
13:30–14:30	**Mustafa Özer, Kilis Yedi Aralık University** "Does Immigration Affect Natives' Mental Health? Causal Evidence from Forced Syrian Migration to Turkey" with Jan Fidrmuc (Université de Lille)

Strategic Cooperation Protocol between Bahçeşehir University and the Turkish Competition Authority

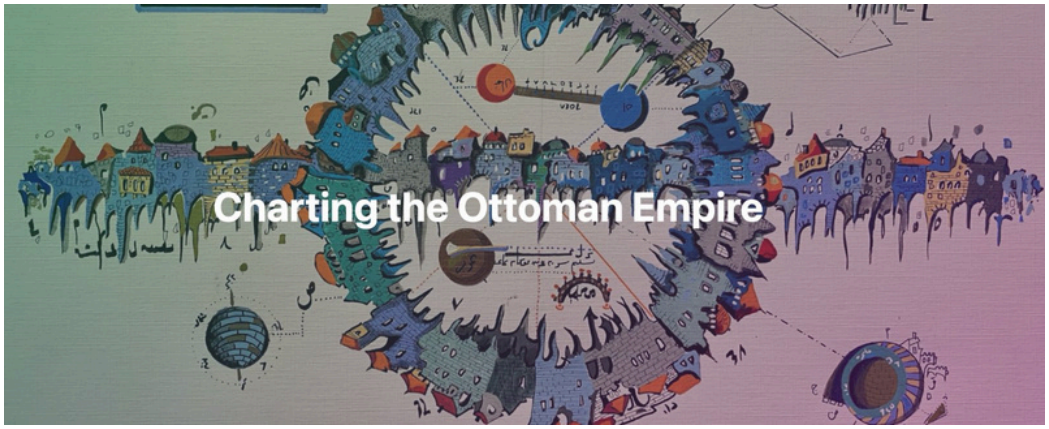


On 28 January 2025, Bahçeşehir University Rector Prof. Dr. Esra Hatipoğlu and BauRHM Director Prof. Dr. Zafer Kahraman hosted Birol Küle, President of the Turkish Competition Authority, for an institutional cooperation visit. During the meeting, Bahçeşehir University and the Competition Authority signed a strategic cooperation protocol aimed at expanding education, research and joint initiatives in the field of competition law. The protocol establishes a framework for sharing institutional knowledge and professional experience while developing joint projects, seminars, training programmes and research activities. By connecting academic expertise with the practical knowledge of a national regulatory authority, the partnership aims to strengthen the capacity of students, researchers and legal professionals to understand and address contemporary competition-law issues. It is also expected to support innovative research and continuing education concerning the effective regulation of markets and the protection of fair competition.

The cooperation contributes primarily to SDG 16: Peace, Justice and Strong Institutions by strengthening collaboration between a university and a public regulatory institution responsible for supporting fair and rules-based markets. Advancing expertise in competition law can enhance regulatory capacity, institutional effectiveness and the consistent application of legal standards. The protocol also supports SDG 4: Quality Education through specialised education and research, SDG 17: Partnerships for the Goals through sustained institutional cooperation, and SDG 8: Decent Work and Economic Growth by contributing to fairer and more competitive economic environments.

https://bau.edu.tr/haber/18986-bahcesehir-universitesi-ve-rekabet-kurumu-arasinda-stratejik-isbirligi-protokolu-imzalandi

Charting the Ottoman Empire: Digital Research on Fiscal Governance, Economic Networks and State Power



Charting the Ottoman Empire (COE) is a digital humanities project investigating the economic, political and financial networks of the Ottoman Empire during the eighteenth and nineteenth centuries. Based at Stanford University's Center for Spatial and Textual Analysis (CESTA) and developed in collaboration with Bahçeşehir University's Center for Ottoman Studies (BAU-OTAM), the project brings together historians, economists, political scientists, digital humanists, archivists and data scientists from institutions in Türkiye, the United States, Italy, the United Kingdom and Greece.

The project draws on Ottoman fiscal codices documenting financial transactions, credit relationships and administrative decisions involving individuals, state bodies and financial agents. A central area of research is fenn-i siyaqat, the specialised accounting system used to record fiscal transactions. By deciphering these records and examining the bureaucratic practices that preceded the Tanzimat reforms, COE provides new evidence on how public finance was administered, how state authority operated through economic relationships and how institutional decision-making shaped the distribution of wealth, debt and power.

COE transforms complex archival materials into a structured relational database through data extraction, SQL database design, network analysis, visualisation and AI-assisted processing of Ottoman fiscal terminology. These methods allow researchers to map connections among individuals, debts and state transactions that would be difficult to identify through conventional archival reading alone. The planned open-access platform, structured datasets and interactive visualisations will make this evidence more accessible for comparative research into Ottoman governance and economic history.

The project contributes primarily to SDG 16: Peace, Justice and Strong Institutions through its direct investigation of historical institutions, fiscal administration, bureaucratic practices and the exercise of state power. By revealing how administrative and financial networks functioned, COE strengthens understanding of institutional development, governance and public accountability across time. Its research into wealth, credit, debt and alternative economic trajectories also supports SDG 8: Decent Work and Economic Growth by expanding knowledge of the historical foundations of economic organisation and development. The sustained cooperation between Stanford University and Bahçeşehir University, supported by an interdisciplinary team across several countries, contributes to SDG 17: Partnerships for the Goals through international research collaboration, shared digital infrastructure and cross-border knowledge exchange.

https://chartingtheempire.stanford.edu/



About the Project

Charting the Ottoman Empire (COE) is a digital humanities project that explores the economic, political, and financial networks of the Ottoman Empire in the 18th and 19th centuries. By digitizing and analyzing fiscal archives, COE sheds new light on the political economy of Eastern Europe, the Middle East, and North Africa under Ottoman rule.

Housed at **Stanford University's Center for Spatial and Textual Analysis (CESTA)** and developed in collaboration with **Bahçeşehir University's Center for Ottoman Studies (BAU-OTAM)**, COE brings together an interdisciplinary team of historians, economists, political scientists, digital humanists, archivists, and data scientists from institutions in the US, Turkey, Italy, the UK, and Greece. The project uses advanced digital tools to analyze untapped fiscal records, offering a fresh perspective on wealth, debt, and state power in the Ottoman world.

MIPCOM 2025: Preserving Cultural Heritage through Global Storytelling and Creative Partnerships



On 16 October 2025 Bahçeşehir University's Center for Civilization Studies (MEDAM) participated in MIPCOM 2025, an international gathering of broadcasters, distributors and creative-sector partners. MEDAM presented both its ongoing projects and new documentary productions under development, creating opportunities to bring stories about history, civilizations and different geographies to wider international audiences.

By using documentary production to record, interpret and circulate cultural narratives, MEDAM contributes to SDG 11: Sustainable Cities and Communities, particularly the protection and promotion of cultural heritage. Its storytelling approach helps preserve collective memory, strengthen awareness of diverse cultural identities and make historical and cultural knowledge accessible across geographical boundaries. The international collaborations initiated at MIPCOM also support SDG 17: Partnerships for the Goals by connecting BAU's cultural research and creative production with global media networks committed to cross-cultural exchange.

Bahçeşehir University and Rotary: Cross-Sector Collaboration through the BAU Otto and Fran Walter Rotary Peace Center 1st Capstone Conference



On February 3, 2025, Bahçeşehir University and Rotary brought academic expertise and civil society experience together at a conference hosted by the BAU Otto and Fran Walter Rotary Peace Center. The event provided a platform for the Center's first cohort of 13 Peace Fellows to present their projects and participate in workshops delivered by Bahçeşehir University academics. This cross-sector setting connected the fellows' practical peacebuilding work with university-based learning, creating opportunities to exchange ideas and strengthen approaches relevant to peace, diplomacy and civil society.

The conference opened with a welcome address by Executive Director Assoc. Prof. Yüksel Alper Ecevit, followed by remarks from Marty Helman, President of the Otto and Fran Walter Foundation; Suat Baysan, HAC Committee Chair; Erden Gökmen, Rotary District 2420 Governor-Elect; and Prof. Dr. Tunç Bozbura, Bahçeşehir University Vice Rector. Bringing university leadership, foundation representatives and Rotary members into the same programme demonstrated the institutional breadth of the partnership. Speakers highlighted the importance of the Center and the need for peacebuilding, particularly in the Middle East and North Africa.

Through their project presentations, the fellows shared work developed during their one-year term, while the subsequent academic workshops connected their experiences with additional knowledge and professional perspectives. The exchange between fellows, university academics, counselors and Rotary participants illustrated how cross-sector cooperation can support both learning and practical peacebuilding. The certificate ceremony marked the completion of the first cohort's programme and recognised the fellows' dedication alongside the contributions of those who supported their development.

The conference contributes primarily to SDG 17: Partnerships for the Goals through the sustained cooperation between Bahçeşehir University and Rotary. The Center demonstrates the importance Bahçeşehir University places on working with organisations in other sectors, combining its educational and research capacity with civil society networks and philanthropic support. By providing an institutional setting for this cooperation, the university creates opportunities for academic knowledge to inform practice and for practitioners' experiences to enrich university-based learning.

This university–civil society partnership also supports SDG 16: Peace, Justice and Strong Institutions through its focus on peacebuilding and the development of professionals working in peace, diplomacy and civic life. Its workshops, project exchange and professional learning contribute to SDG 4: Quality Education. Together, these educational and peacebuilding dimensions show how collaboration across sectors can connect individual capacity development with wider sustainable development objectives.





Bahcesehir University and the Association of Real Estate Investors (GYODER): "Construction Sector and Labor Dynamics in Turkey " Research Report



During the 2024–2025 academic year, Bahçeşehir University (BAU) contributed to SDG-related research through its collaboration with the Association of Real Estate Investors (GYODER), a leading Turkish non-governmental organization (NGO) representing stakeholders in the real estate and construction sectors.

The collaboration was undertaken through BAU's Center for Economic and Social Research (BETAM) and resulted in the research report "Construction Sector and Labour Dynamics: Türkiye " (İnşaat Sektörü ve İş Gücü Dinamikleri: Türkiye 2024). The study examined structural challenges and emerging opportunities within Türkiye's construction industry, one of the country's major sources of economic activity and employment.

Combining BAU's academic research expertise with GYODER's sectoral knowledge and stakeholder engagement, the study investigated workforce composition, employment patterns, labour productivity, skills development, and the effects of digital transformation on the construction sector. Drawing on comparative international data and sector-specific insights, the research provided an evidence-based assessment of challenges affecting the industry's workforce and long-term development.

A central dimension of the research concerned the relationship between employment quality, workforce skills, gender equality, and sustainable economic growth. By examining these interconnected issues, the study contributed to a better understanding of how the construction industry can strengthen labour market participation, improve working conditions, and respond to changing technological and economic demands.

The BAU–GYODER collaboration demonstrates the role of university–NGO research partnerships in generating knowledge relevant to the Sustainable Development Goals. Through BETAM, BAU contributed academic analysis and research capacity, while GYODER provided an important connection to the sector and its practical challenges. This cooperation helped bridge academic research, industry experience, and evidence-informed approaches to sustainable development.

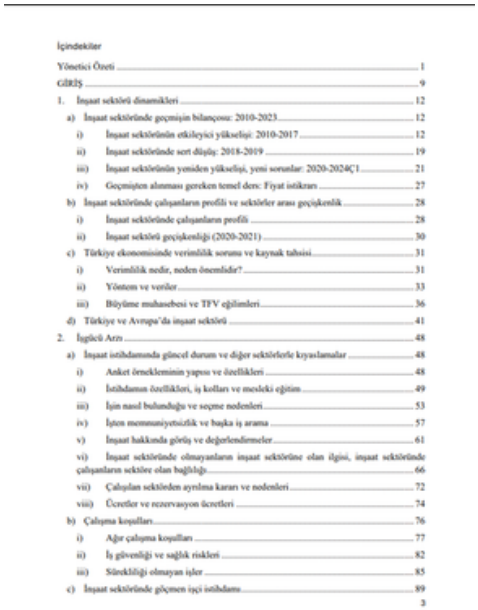
The research also generated findings relevant to labour market strategies, vocational education, inclusive employment, and sectoral transformation, providing a knowledge base that can inform future discussions among researchers, civil society organizations, industry stakeholders, and policymakers.

The initiative primarily contributes to SDG 8 (Decent Work and Economic Growth) through research on employment dynamics, productivity, and working conditions; SDG 5 (Gender Equality) through attention to gender disparities and inclusive workforce participation; SDG 9 (Industry, Innovation and Infrastructure) through the examination of digital transformation and sectoral development; and SDG 17 (Partnerships for the Goals) through collaborative research between academia and an NGO.

By conducting research in partnership with GYODER, Bahçeşehir University strengthens its contribution to SDG-oriented knowledge production and demonstrates how academic institutions and civil society organizations can work together to address economic, social, and sustainability challenges through evidence-based research.

The images below show the cover page and table of contents of the report 'Construction Sector and Labor Force Dynamics: Türkiye'24,' prepared through a collaboration between Bahcesehir University and GYODER, presenting national research on labor dynamics and sustainable industry development.





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Bahcesehir University Policy Forum and Outcome Report on Artificial Intelligence and Technology in Hazelnut Agriculture with NGOs



During the 2024–2025 academic year, Bahçeşehir University (BAU) contributed to collaborative SDG-related research, the development of educational resources, and open-access knowledge dissemination through the Policy Forum and Workshop on Artificial Intelligence and Technology Use in Hazelnut Agriculture, held in Giresun, Türkiye.

The initiative brought together the Ministry of Agriculture and Forestry, the Eastern Black Sea Development Agency (DOKA), other public institutions, universities, non-governmental organizations (NGOs), agricultural cooperatives, and private-sector representatives to explore the integration of artificial intelligence (AI) and digital technologies into hazelnut production, a sector of strategic importance to Türkiye's agricultural economy and rural communities.

BAU contributed academic and scientific expertise to the workshop, supporting collaborative discussions and knowledge exchange on agricultural innovation, digital transformation, productivity, workforce development, and environmentally sustainable production practices. The participation of civil society organizations, agricultural stakeholders, researchers, and technology specialists enabled the integration of academic perspectives with practical experience and sector-specific knowledge.

A central outcome of the workshop was the development and publication of the “Outcome Report of the Workshop on Artificial Intelligence and Technology in Hazelnut Agriculture.” The report consolidated the findings of the collaborative discussions, identified sectoral challenges and priorities, and presented recommendations concerning AI adoption, technological adaptation, agricultural productivity, workforce training, and sustainable farming practices.

Importantly, the outcome report was made openly accessible, extending the educational and research value of the workshop beyond its original participants. By making the findings available to a wider audience, the initiative transformed the knowledge generated through multi-stakeholder collaboration into an open-access educational resource for researchers, educators, agricultural professionals, NGOs, cooperatives, and other stakeholders interested in sustainable agriculture and technological innovation.

The report provides a structured reference for understanding the opportunities and challenges associated with agricultural digitalization, including the role of emerging technologies in improving production processes, strengthening workforce capabilities, and supporting environmental sustainability. Its open dissemination contributes to knowledge sharing, professional learning, and the development of educational resources relevant to sustainable food systems.

Through the workshop and its published outcome report, BAU helped connect academic research with the practical knowledge of NGOs, agricultural cooperatives, public institutions, and industry stakeholders, supporting collaborative knowledge production and the wider dissemination of research findings. The initiative demonstrates how university–NGO cooperation can contribute to both SDG-related research and the development of accessible educational materials addressing real-world sustainability challenges.

The collaboration also supported evidence-informed policy discussions concerning technological innovation and sustainable agricultural development. While the workshop's policy recommendations contributed to broader discussions on agricultural transformation, its documented outcome report represents a tangible research and educational resource, extending the impact of the initiative beyond policy dialogue alone.

The initiative primarily contributes to SDG 2 (Zero Hunger) through sustainable agricultural production; SDG 4 (Quality Education) through the development and open dissemination of educational resources; SDG 9 (Industry, Innovation and Infrastructure) through research on AI and agricultural technologies; SDG 13 (Climate Action) through environmentally sustainable farming approaches; and SDG 17 (Partnerships for the Goals) through collaborative research and knowledge sharing.

By contributing to the workshop and the development of its openly accessible outcome report, Bahçeşehir University strengthened its role in SDG-oriented collaborative research and educational resource development, demonstrating how academic expertise and multi-stakeholder cooperation can generate knowledge that supports sustainable agricultural transformation.



Bahçeşehir University Games for Change Türkiye Festival 2025: International NGO Partnership and Cross-Sectoral Dialogue on Sustainable Cities, Climate Action and Social Impact



On 6–7 December 2025, Bahçeşehir University (BAU), through its BAU Game Lab (BUG Lab), organized and hosted the Games for Change Türkiye Festival 2025 at its Beşiktaş Campus, in collaboration with Games for Change Türkiye, the Turkish chapter of Games for Change Global, an international non-profit organization founded in 2004 that promotes social impact through games and interactive media.

Games for Change Türkiye was established in 2024 within BAU BUG Lab, creating an institutional connection between the University and the international Games for Change network. At the global level, Games for Change has developed collaborations with international organizations, including UNESCO, UNICEF, and the World Food Programme (WFP), demonstrating the network's broader engagement with education, social development, and the United Nations Sustainable Development Goals (SDGs).

Held under the theme "City and Play: Gaming the City, Modding the Future," the festival brought together over 500 participants, including more than 100 international attendees from 10 countries, providing a platform for dialogue among academia, public institutions, civil society, international networks, urban planning professionals, and the private sector.

The programme featured contributions from the Istanbul Planning Agency (İPA), alongside urban design and participatory planning organizations such as Superpool and Play the City, as well as international academics, game developers, and creative industry representatives. Private-sector sponsors, including Tencent, TaleWorlds Entertainment, Masomo, and Monster Notebook, further supported the initiative, demonstrating cooperation between higher education and the technology and gaming industries.

Through expert panels, presentations, interactive discussions, and game exhibitions, participants explored sustainable cities, climate action, gender equality, cultural heritage preservation, environmental awareness, and inclusive community development. Sessions on participatory public-space transformation, urban planning, and game-based approaches to social challenges demonstrated how collaboration among public institutions, academia, civil society, and the creative industries can generate innovative solutions to complex urban and societal challenges. The programme highlighted the potential of games and digital technologies to strengthen community participation, promote sustainability awareness, and support more inclusive and resilient cities.

By bringing together an international non-profit network, public-sector urban planning stakeholders, academic institutions, civil society actors, and private-sector partners, BAU facilitated cross-sectoral dialogue and knowledge exchange on SDG-related challenges. The programme connected different forms of expertise and encouraged collaborative approaches to sustainable cities, inclusive communities, and social innovation.

Importantly, BAU's engagement extended beyond hosting a single event. Through BUG Lab's institutional role in Games for Change Türkiye, the University contributed to an ongoing international collaboration linking academic research, public policy, civil society initiatives, and the creative industries in support of sustainable development.

The initiative contributed primarily to SDG 17 (Partnerships for the Goals) by strengthening international and cross-sectoral partnerships. It also supported SDG 11 (Sustainable Cities and Communities) through participatory urban development, SDG 13 (Climate Action) through sustainability-focused discussions, SDG 5 (Gender Equality) through social inclusion, and SDG 4 (Quality Education) through public knowledge exchange and innovative learning approaches.

The official festival programme below documents the Games for Change Türkiye Festival 2025, highlighting expert panels and discussions on sustainable cities, participatory urban planning, gender equality, diversity, community building, and the role of games in addressing social and environmental challenges.





Bahçeşehir University Hosts the Codes of the New Global Order Conference: A Neutral and Safe Platform for Open Dialogue among Diverse Political and Institutional Perspectives





Hosted by Bahçeşehir University on March 26, 2025, the "Codes of the New Global Order" Conference created a neutral academic platform where academics, policymakers, international representatives and experts from different sectors could come together to discuss rapidly changing political and economic conditions. The conference opened with addresses by BAU Rector Prof. Dr. Esra Hatipoğlu and Nikhil Seth, former United Nations Assistant Secretary-General and Executive Director of UNITAR. By convening participants with different areas of expertise and institutional perspectives, BAU provided a safe and non-partisan environment for frank discussion of global governance, geopolitical transformation and the future of international cooperation.

The conference was structured around four panels addressing economic nationalism, tariffs and trade wars, the effects of social media on international commerce, and the global consequences of United States trade policy. These subjects involve competing national interests, conflicting political interpretations and differing approaches to global economic governance. Bahçeşehir University offered an open and academically grounded space in which these disagreements could be examined through evidence, expert analysis and constructive exchange rather than polarised debate. This capacity to bring different political and professional voices into the same conversation strengthened dialogue across institutional and ideological boundaries.

The neutral character of the conference was particularly important at a time when established security arrangements, economic relations and bilateral agreements were being questioned. Nikhil Seth described the international environment as a period of uncertainty in which the effectiveness of international organisations and institutions is increasingly contested. Against this background, BAU's role extended beyond hosting a conventional academic event: the University created a trusted forum where participants could openly identify institutional weaknesses, explore emerging risks and consider how international structures might respond more effectively. The conference thus enabled difficult global challenges to be discussed candidly within a respectful and inclusive setting.

BAU's safe dialogue space also supported the participation of voices from different disciplines and sectors. Seth emphasised the value of hearing experts from diverse academic fields when addressing interconnected issues such as security, economics and inclusion. By facilitating exchange among participants who approached the emerging world order from different standpoints, the University encouraged comprehensive and non-exclusionary thinking. Rather than promoting a single political position, the conference enabled contrasting assessments to be heard, questioned and evaluated, reinforcing the importance of pluralism and informed deliberation in addressing complex governance challenges.

The discussion of artificial intelligence further demonstrated the value of this open and balanced environment. Participants considered both AI's potential to advance peace, prosperity, security and inclusion and the risk that it could be used to impose restrictions, deepen divisions or exclude particular groups. By allowing the opportunities and dangers of technological change to be examined together, Bahçeşehir University provided a neutral setting for responsible debate on how emerging technologies should be governed. This approach encouraged dialogue on the ethical and institutional safeguards required to ensure that technological development serves people and strengthens inclusive societies.

The conference contributed directly to SDG 16: Peace, Justice and Strong Institutions by establishing Bahçeşehir University as a neutral convening institution where diverse political, academic and professional stakeholders could meet safely and discuss shared challenges with openness. Through respectful debate on international institutions, multilateral diplomacy, economic conflict, technological change, peace, security and inclusion, BAU supported participatory dialogue and the exchange of competing perspectives. The event demonstrated how a university can strengthen democratic and institutional culture by offering an independent, trusted and intellectually open space in which disagreement can be expressed constructively and possible responses to global challenges can be explored collectively. The participation of Nikhil Seth, former United Nations Assistant Secretary-General and Executive Director of UNITAR, alongside academics, policymakers and sectoral experts also connected the conference to SDG 17: Partnerships for the Goals by fostering dialogue between higher education, international institutions and wider professional communities around shared global challenges.



Applied Behavior Analysis: Common Misconceptions—in Collaboration with Tohum Autism Foundation



On 7 May 2025, BAUKOM organized the seminar "Applied Behavior Analysis: Common Misconceptions" with Dr. Nursinem Şirin, Director of Education R&D and Projects at Tohum Autism Foundation. Held at BAU South Campus in collaboration with the Foundation, the event was open free of charge to undergraduate and graduate Speech and Language Therapy students as well as SLP graduates.
The seminar examined common misconceptions surrounding applied behavior analysis and presented contemporary perspectives on its use in educational and intervention practices related to autism. By facilitating direct engagement with expertise developed through community-based autism services and projects, the session encouraged participants to approach intervention methods in an informed, ethical, individualized, and evidence-based manner.

The initiative contributed primarily to SDG 3: Good Health and Well-Being by strengthening current and future communication-health professionals' understanding of approaches used to support autistic individuals. Improved professional knowledge can contribute to better-informed intervention planning, coordinated support, and services that consider each individual's communication needs, well-being, and quality of life.

The seminar also supported SDG 10: Reduced Inequalities by promoting informed and inclusive professional practices that can help reduce misconceptions, stigma, and barriers encountered by autistic individuals. It contributed to SDG 17: Partnerships for the Goals through cooperation between Bahçeşehir University and Tohum Autism Foundation and to SDG 4: Quality Education by providing free specialist learning and professional development opportunities.

Bahçeşehir University, CIFAL Istanbul, the United Nations Institute for Training and Research, Bağcılar Municipality and VMI Consulting: Cross-Sectoral Collaboration on Digital Transformation and Leadership in Local Government



During the 2024-2025 academic year, "Digital Transformation and Leadership in Local Government" brought together Bahçeşehir University, CIFAL Istanbul, the United Nations Institute for Training and Research, Bağcılar Municipality and VMI Consulting to explore digital change in local public services. Held at Bahçeşehir University's Law Building Doctoral Hall, the event also involved the university's Leadership and Entrepreneurship Club. Its cross-sectoral format provided a platform for connecting research and education with the practical organisational and technological challenges facing municipalities.

The programme connected higher education through Bahçeşehir University, the public sector through Bağcılar Municipality, private-sector cybersecurity expertise through VMI Consulting, and international sustainability training through CIFAL Istanbul and the United Nations Institute for Training and Research. This cross-sectoral partnership brought complementary perspectives to digital transformation and leadership, linking academic knowledge with municipal experience and technical expertise. The exchange offered an opportunity to consider how cooperation across sectors can strengthen institutional capacity and support the digital development of local government.

The event highlights Bahçeşehir University's role in facilitating cross-sectoral dialogue and knowledge exchange around public-sector challenges. It contributes primarily to SDG 17: Partnerships for the Goals through cooperation between academic, public, private and international actors. Its focus on digital transformation also supports SDG 9: Industry, Innovation and Infrastructure, while its attention to local government capacity relates to SDG 16: Peace, Justice and Strong Institutions and SDG 11: Sustainable Cities and Communities.

PLURIEX Jean Monnet Centre of Excellence: Plural Knowledge, Inclusive EU Governance and International Cooperation



Established at Bahçeşehir University, PLURIEX is a Jean Monnet Centre of Excellence designed to advance epistemic pluriversality in European Union studies. It expands conventional approaches to Europe by integrating interdisciplinary expertise, diverse intellectual traditions and perspectives historically marginalised in the production of European knowledge. Through teaching, research, expert panels, policy seminars, early-career researcher workshops, writing retreats and the participatory Youth Voices platform, PLURIEX connects students and researchers with policymakers, public administrators, EU practitioners, regulatory experts and civil society actors. Its work addresses areas including EU–Türkiye relations, migration governance, digital transformation, energy transition, environmental regulation and regulatory harmonisation.

PLURIEX contributes to SDG 5: Gender Equality by challenging male-dominated narratives in EU studies and placing feminist scholarship, gender politics and epistemic justice within its teaching and research agenda. Building on BAU's Jean Monnet Chair on Feminist Epistemic Justice in the EU and Beyond (FEJUST), the Centre continues the *Gender Politics in the EU* course, which examines the relationship between gender, nationalism and policymaking. By incorporating feminist perspectives and increasing the visibility of women and other underrepresented knowledge producers, PLURIEX addresses not only women's participation in academic life but also the gendered structures that influence whose knowledge is recognised in political and institutional decision-making.

The Centre supports SDG 10: Reduced Inequalities by expanding the representation of marginalised, overlooked and non-European perspectives within academic and public discussion of Europe. PLURIEX deliberately includes the scholarship and experiences of Black, Muslim, Asian, Latin American, African and other underrepresented communities, connecting European debates with perspectives from the Global South. Its open and non-hierarchical Youth Voices platform further enables students, young researchers, activists and engaged young citizens—including those not formally affiliated with the project—to contribute policy reflections, research-based outputs and creative work. Through these mechanisms, BAU reduces inequalities in knowledge production by treating young people and historically excluded groups as active producers of knowledge rather than solely as recipients of established narratives.

PLURIEX contributes to SDG 16: Peace, Justice and Strong Institutions by strengthening inclusive, evidence-informed and plural approaches to governance and policymaking. The Centre brings EU experts from Türkiye's ministries, regulatory bodies and local government into dialogue with students, scholars and practitioners, providing practical insight into policy implementation, public administration and regulatory alignment. Its courses and policy-oriented activities examine how technical experts, bureaucratic institutions and sectoral policymakers shape EU governance and EU–Türkiye relations. By connecting research with institutional practice and creating space for diverse voices to engage with democracy, inequality and public policy, PLURIEX supports more participatory policymaking and stronger links between academic evidence and public institutions.

PLURIEX also advances SDG 17: Partnerships for the Goals through its position as a Jean Monnet Centre of Excellence and its engagement with the wider European knowledge and policy community. Bahçeşehir University uses the Centre to connect higher education with EU practitioners, Turkish ministries, regulatory bodies, local government, civil society organisations and researchers from multiple disciplines. Collaborative research, expert panels, policy seminars, writing retreats and PLURIEX Dialogues create channels for sharing expertise and developing joint approaches to EU–Türkiye cooperation. By combining European Union-supported academic engagement with cross-sectoral and interdisciplinary knowledge exchange, PLURIEX strengthens cooperation among academic, governmental and societal stakeholders in Türkiye and Europe.



Bahçeşehir University and UNESCO: Advancing Inclusive Sustainability through Project Aladdin: Towards Environmental, Social, and Economic Sustainability: Challenges and Solutions





Since 2013, Bahçeşehir University (BAU) has partnered with Project Aladdin, under the auspices of UNESCO, to co-organise the International University for Intercultural Leadership (IUIL). The programme brings together academics, policymakers and students from more than 60 universities across Europe, the Middle East, Africa, Asia and the Americas, creating a platform for international learning and cooperation.

In 2024, Bahçeşehir University hosted the programme in Istanbul under the theme "Towards Environmental, Social, and Economic Sustainability: Challenges and Solutions." Through lectures, workshops and field research, participants explored climate resilience, women's empowerment, social justice, inclusive growth and environmental governance. Contributions from experts associated with the United Nations, the United Nations Development Programme, the World Bank and academia connected international development perspectives with interdisciplinary and intercultural learning.

The initiative contributes directly to SDG 17: Partnerships for the Goals through the sustained partnership between Bahçeşehir University and Project Aladdin and the wider cooperation it enables among universities, policymakers and international experts. By connecting participants across regions and professional backgrounds, the programme supports knowledge exchange, shared learning and collaborative approaches to sustainable development. BAU's hosting role demonstrates its commitment to building international partnerships that connect academic expertise with societal challenges.

The programme also supports SDG 5: Gender Equality through its focus on women's empowerment, SDG 10: Reduced Inequalities through social justice and inclusive growth, and SDG 13: Climate Action through climate resilience and environmental governance. Its educational activities further contribute to SDG 4: Quality Education, particularly education for sustainable development, global citizenship and appreciation of cultural diversity.





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