A Chance for Youth
An Investment in the Future
We offer equal opportunities to new university graduates as they transition to their first jobs. We believe that giving young people a chance means investing in today and the future!
Esas Sosyal was established in 2015 with the objective of contributing to the development of the country by making sustainable social investments, and in doing so, creating impact of measurable economic and social return for the community. Our first social investment strategy was built on three pillars: Research Insights, First Chance Program, and Collective Impact. Building on extensive research insights and collective partnerships, the First Chance Program, was launched in 2016 to provide equal opportunities for new university graduates as they transition to their first jobs. The program gives young people the chance to work full time in non-governmental organizations (NGOs) for one year to help them gain professional experience. In
addition to work experience, the Program offers 21st century skills training, mentoring support and other activities at the First Chance Academy to enhance their employability.

Thousands of new university graduates are screened and interviewed before being selected for the First Chance Program. To date, 95 youth took part in the program, working in more than 20 leading NGOs in Turkey. Among participants that completed the program, 94% were gainfully employed within the first three months. After the program, 60% are employed by prestigious Turkish and international private sector companies such as Aksigorta, Ayakkabı Dünyası, Bilgi University, Binder Seidman International Group, Boyner Holding, EY Turkey, Ferrero, LC Waikiki, Mazars Denge, Pegasus Airlines, PricewaterhouseCoopers, Sanko Holding, Topkapı Endüstri and Trendyol and 40% work in the nonprofit sector.

Since the day we launched the First Chance Program, we strive to give more young people their first chance every year. Private sector companies that share our mission for creating employment partner with us to become a part of the solution to inequality in employment. We are grateful to them and all of our partners, and look forward to giving many more young people their first chance together...

Esas Sosyal was established in 2015 to manage our social investments and create measurable social impact.
Our purpose is to give young people a first chance.
According to recent data, unemployment rate among young university graduates in Turkey is over 30%*. New graduates, particularly those from lesser known, second-tier universities, face barriers and discrimination, especially when seeking their first jobs, remain unemployed for longer than their peers. First Chance was launched as an innovative program to offer new graduates their first work experience and increase their future employability with additional training and support opportunities.

*According to TURKSTAT 2018 data

### ABOUT THE FIRST CHANCE PROGRAM

- **12-Month Full-Time First Job Experience**
- **250+ Hours of Training and Mentoring**
- **100%* Post-Program Employment**

*Within the first 6 months
I studied Radio, Television and Cinema at Akdeniz University and graduated in June 2018. During my university years, I worked part-time at several jobs in different industries. In my free time, I was active in university clubs and volunteered as a tutor at the Turkish Education Volunteers Foundation (TEGV). But, after graduation, I found myself not knowing what to do. I thought I would not be able to get a job and lost all hope. Then, one day I came across a new job posting and began to explore the First Chance Program. When I saw the success levels of the participants upon completion of the program, I applied for the Assistant Specialist Corporate Communications position at Darüşşafaka Society. After the interviews, I found out that I was accepted into the program and got the job. The words of Ahmet Rasim after his graduation from Darüşşafaka, “I entered through that green gate without any knowledge and exited knowing,” summarize my entire year at Darüşşafaka and in the First Chance Program. By the time I completed the First Chance Program, I not only had a recommendation letter, but I had also become a self-confident Haydar and a part of a large family of great people. I am currently working as Purchasing Assistant, Creative at Ingage, the digital marketing company of Koç Group. If it were not for the First Chance Program, I would most likely be working at a job I didn’t love just to make ends meet.

Haydar Demirtopuz
2019 Participant
Throughout my university years, I worked as an intern and volunteered each summer. I graduated with a Bachelor’s degree in Political Science and Public Administration from Uludağ University in 2016. Searching for a job is definitely a painful process. You need to be certain that your investment in university education does not go to waste and you can pursue your chosen career. I found out about the First Chance Program thanks to a friend. I went through all the social media accounts before I applied. I can’t even begin to tell you how excited I was during the whole application process.

With the process ending positively, a challenging but equally fulfilling period began as I learned something new every day. I started as a Communications and Resource Development Officer at the Special Olympics Association of Turkey. I even took a fundraising course with the support of the organization. Now, I work as a Fundraising and Communications Specialist at Toplum Gönüllüleri Vakfı (Community Volunteers Foundation – TOG). Focusing on a more specific area in my field and expanding the scope of my knowledge put me at an advantage in terms of my career plans. Currently, I am also working toward a Master’s degree in Civil Society and Social Responsibility Management at Istanbul University. The First Chance Program was truly a ‘first chance’ and an intensive learning process for me!
NGOs post announcements for vacant positions, which are then approved by Esas Sosyal.

New graduates submit their applications for vacancies.

Online and face-to-face interviews, job-fit and personality inventory analyses conducted.

First Chance participants start their jobs in departments such as corporate communications, human resources, administrative affairs, finance and information technologies at NGOs, with 12-month full time, fully paid employment, while also benefiting from the First Chance Academy.

Esas Sosyal and corporate supporters cover the participants’ salaries by making grants to the respective NGOs.

13,000+ Applications
671 Online Interviews
288 Face-to-Face Interviews

*total for 2016-2019
I previously lived in Eastern Turkey (Batman), where no job options are available in my field, and I looked for a job for six months after graduation. While I was studying Business Administration at Yüzüncü Yıl University, I volunteered at the Turkish Education Volunteer Foundation (TEGV). My manager suggested that I should apply to TEGV for a job. That was when I found out If it were not for First Chance, I would not know how I could make a difference.

Mustafa Erik
2016 Participant
about the First Chance Program. During the one-year long program, I gained significant experience thanks to trainings and talks. I am still working at TEGV, where I started with the First Chance Program. I began my managerial position at the Firefly Learning Unit, and now continue at the Zeyrek Learning Unit in Fatih, Istanbul. I believe that civil society is a field everyone should experience for their personal development and most importantly, to see how they can make a difference. If it were not for the First Chance Program, I would most likely be working at a recently opened call center in my hometown, Batman. The First Chance Program helped me see what I could do and how more clearly.
The First Chance Program partners with Turkey’s leading NGOs that wish to give young people their ‘first chance’. These organizations operate in diverse fields, and are financially supported by Esas Sosyal and corporate supporters to employ new graduates for 12 months, thereby supporting them in gaining work experience.

**Positions within the First Chance Program**

- Information Technologies
- Finance/Accounting
- Human Resources
- Business/Resource Development
- Corporate Communications
- Purchasing
- Administrative Affairs

**NGO Partners**

- Alternative Life Association
- Aydıncık Doğan Foundation
- Cevdet İnci Education Foundation
- Community Volunteers Foundation (TOG)
- Darüşşafaka Society
- Genç Hayat Foundation
- Hope Foundation for Children with Cancer (KAÇUV)
- Houseware Association of Turkey (ZÜCDER)
- Istanbul Foundation for Culture and Arts (İKSV)
- IT Industrialists Association (TÜBİSAD)
- Maya Foundation
- Mother Child Education Foundation (AÇEV)
- Science Heroes Association
- Spastic Children’s Foundation of Turkey
- Special Olympics Turkey
- Support to Life Association
Darüşşafaka Society has been a stakeholder of the First Chance Program since 2016. This program brought us together with young people who started their first jobs with us and gave us a chance to work with them. To date, this special program enabled 15 young people to take their first steps into professional life at Darüşşafaka. We aimed to support their development and learning processes and make sure that Darüşşafaka would be a school that prepared them for professional life and opened their horizons. What we gained in the process was the opportunity to experience working with different generations, witnessing and benefiting from the drive of young people in business life and their approach to civil society. The First Chance Program fosters this fountain through young people with high social awareness, and continues to bring a fresh perspective to our teams.

Naciye Ateş Sekban
Human Resources Officer
Darüşşafaka Society
At the First Chance Academy, each participant receives more than 250 hours of training on 21st century skills, English language and Office Programs. They also benefit from mentoring support and job interview practices to prepare for their future job search.
Training Programs provided in Partnership with PERYÖN Academy

21st Century Skills

- Teamwork
- Planning and Organization
- Communication and Persuasion
- Creativity and Innovation
- Result Orientation
- Relationship Management
- Time Management/Change Management
- Decision Making and Stress Management
Mentoring Program

Mentors support First Chance participants in planning for their careers and building professional networks. They have regular meetings with participants throughout the year as part of the First Chance Academy.

First Chance is a unique program designed to address the issue of youth, especially among new university graduates, as a critical issue that needs to be solved in Turkey. It goes beyond that and takes responsibility for youth in a full-circle process, helping to check all the boxes for the participant in terms of job readiness. It is also a critical “experience” platform because it helps put the ambition of climbing the ranks into perspective. I observe the common misconception among new graduates, which leads them to think they graduate equipped with all the information they need to have a successful work life.

To me, this program seems like a mutual “experience” process. It offers new experiences for the mentee and also enables the mentor to gain a fresh perspective. I decided to contribute to the program when I saw the positive atmosphere and the pleasant interaction during my first meeting with participants. The discussion with program representatives confirmed that I had found the right platform to share my past experiences as a mentor.

Mentors in the First Chance Program include executives from NGOs as well as companies such as Ayakkabı Dünyası, Akış REIT, Aktek Bilişim, EY Turkey, Hayat Kimya, Koç Holding, MEF University, Ogilvy PR, and Opet Fuchs.

Emrah Orkun
Corporate Sales Manager
Vakıf Emeklilik
Mock Interviews

Mock Interviews are hosted as part of the First Chance Academy, bringing participants together with human resources professionals to practice interviewing and enhance their skills.

Training Supporters

- Binder Seidman International
- Manpower
- Akfen Holding
- Coca Cola İçecek
- Defacto
- Yapı Kredi Bank
- FİBA Group
- Unilever
- Akış REIT
- Pegasus Airlines
- DHL
- Sanko Holding
- ETİ
- Volkswagen Doğuş Finans
- Koton
- Mavi
- Turkish Economy Bank (TEB)
- Denizbank
- Esas Properties
- EY Turkey
- Ayakkabı Dünyası
- Korozo

Taking part in the First Chance Program’s mock interview event organized by Esas Sosyal allowed us to conduct rehearsal interviews with new graduates and provide them with feedback. We were happy to see that these brilliant young people had well-prepared résumés, expressed themselves eloquently, asked the right questions, and were open to development and excited. It is clear that the “first chance” that this program offers already made a difference and they have the opportunity to develop themselves with training, mentoring sessions and on the job work experiences. We can only be happy if we have helped in any way! We also had the opportunity to access a wide pool of candidates to consider for future positions in our company, and to meet peers from different industries who were there for the same goal.

Begüm Özkahveci İnanlı
Organizational Development and Talent Manager
DHL
ALUMNI EMPLOYMENT BY SECTORS

Private Sector Companies
- Akkim Sealants and Adhesives
- Aksigorta
- Aktek Bilişim
- Altinay Technologies
- Altınbaş University
- Ayakkabı Dünyası
- Bidolubaski.com
- Bilge Adam Academy
- Bilgi University
- Binder Seidman International
- Birleşik Uzmanlar YMM
- Boyner Group
- Coşkunöz Holding
- Çelik Motor
- Data Market
- Doğuş Technology
- Esas Holding
- EY BrandWorks
- EY Turkey
- Ferrero
- Gallery Apel
- GKFX
- İcrypex Bilişim
- Koç Sistem
- LC Waikiki
- Lobby PR Agency
- Mazars Denge
- Mirsis Information Technologies
- NE-AD Electricity
- Palex Geri Dönüşüm
- Pegasus Airlines
- PricewaterhouseCoopers
- Related Digital
- Sabancı University
- SabancıDX
- Sanko Holding
- Sanko Textiles
- Sevil Dolmacı Art Consultancy
- Teknasyon Yazılım
- Topkapı Endüstri
- Trendyol
- Worthington Industries

Non-Governmental Organizations
- Common Purpose
- Community Volunteers Foundation (TOG)
- Corps for Youth
- Çelikel Education Foundation
- Darüşşafaka Society
- Eko Centrum
- European Solidarity
- Genc Hayat Foundation
- Green Crescent
- Houseware Association of Turkey (ZÜCDER)
- İstanbul Foundation for Culture and Arts (İKSV)
- IT Industrialists Association (TÜBİSAD)
- Kodluyoruz Association
- Maya Foundation
- Mind Your Waste Foundation
- Mother Child Education Foundation (AÇEV)
- MS Association
- Special Olympics Turkey
- Support To Life Association
- Third Sector Foundation of Turkey (TÜSEV)
- Tohum Autism Foundation
- Turkish Education Foundation (TEV)
- Turkish Educational Volunteers Foundation (TEGV)
- Turkish Enterprise and Business Confederation (TÜRKONFED)
- Turkish Exporters Assembly (TIM)
- Turkish Foundation for Children in Need of Protection (KORUNCUK)
- Turkish Foundation for Combating Soil Erosion, for Reforestation and the Protection of Natural Habitats (TEMA)
- Turkish Maritime Environment Protection Association (TURMEPA)
- Turkish People Management Association (PERYÖN)
- Tüvana Foundation for Children’s Education (TOÇEV)
- UNICEF
- Vulcanica Mente
- Women Entrepreneurs Association of Turkey (KAGIDER)
- Young Executives and Business People Association (GYİAD)
- Young Success Education Foundation
- Yuva Association
As part of Esas Sosyal’s Impact Assessment activities, First Chance participants, NGO managers and mentors are asked to evaluate the program three times a year. Furthermore, analyses and independent evaluations studies are conducted with Program alumni and graduates of second tier universities to measure First Chance’s social return on investment – mainly measured by employment status.

Among all participants, before completing the program, 86% were offered new jobs. Upon completion of the Program 94% were employed in their new jobs (within three months) and 100% within six months.

According to control group studies, the employment rate of young people with similar characteristics to the First Chance participants in terms of age, gender, graduation year, academic merit and social skills was 37% as opposed to 100% among First Chance Alumni.

According to the feedback received from managers of NGOs, full-time work experience, and the training and mentoring support received via the First Chance Academy, enable program participants to make progress in areas such as written communication, asking questions, public speaking, body language and teamwork.
FIRST CHANCE ALUMNI

Strong connections and a sense of belonging among First Chance Program participants makes the program valuable beyond the one year they are actively taking part, and continues long after they complete the program. Some alumni serve on the Advisory Board of Esas Sosyal and remain committed to improving their careers through committees they form as they continue to learn and contribute to the community. Meanwhile, the alumni’s career developments are also monitored by the Esas Sosyal team.

Esas Sosyal’s Impact Assessment study among the First Impact Alumni revealed that:

Since 2016, one third of all participants of the First Chance Program transferred to a new job with a promotion and a 30% salary raise.

72% of First Chance alumni continued working in the organizations they entered after the program, and they did not change jobs frequently and carried on working with a focus on learning in the same organization.
The loyalty of participants to the NGOs where they started their first jobs continues after the program, who are also infused with a strong culture of social responsibility and giving back. In 2019, the First Chance Running Team took part in the Step by Step Charity Run and raised TL 29,540 from 530 donors.

Alumni invite managers from different sectors to share their knowledge and experience with youth in their early careers, allowing alumni to develop their careers and build networks by attending various events and conferences.

In 2020, three alumni of the First Chance Program were accepted to the Leadership Development Mini-MBA Program at Bahçeşehir University in partnership with Yenibirlider Association (A New Leader Association). Esas Sosyal covered their tuition fees.

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Corporate Support

The Corporate Support Program was launched for companies that want to join Esas Sosyal and contribute to efforts addressing the problem of unemployment among new university graduates. Corporate supporters fund the employment costs of First Chance participants working for NGOs for 12 months and as such, they contribute to enabling access to equal opportunities for youth transitioning from school to professional life. The number of corporate supporters that started with 6 in 2019 reached a total of 21 in 2020.

Mentoring

Mentors who take part in the First Chance Academy provide guidance to participants, helping them with career planning and building professional networks. The mentors and participants are matched by considering the needs and development areas and meet once a month for the duration of the program.
Organizations can support the First Chance Program in various ways to offer youth equal opportunity as they gain their first professional experiences.

**Industry Talks**
The talks organized monthly as part of the First Chance Program offer current and former participants an opportunity to learn about different professions and sectors, and be inspired by the experiences of successful executives from the private sector and NGOs.

**Mock Interview Events**
Mock interviews are organized several times throughout the year and bring together participants with human resources professionals from different sectors to practice interviewing. These events also enable participating organizations to get to know the First Chance participants and expand their human resource talent pool.
2019-2020 Corporate Supporters

- agito
- akfen
- BLG Trusted Advisors
- DenizBank
- DeFacto
- DIMES®
- Dogan
- ESAS Gayrimenkul
- FIBA Group
- HD Holding
- InfoNet
- Kibar
- Koton
- Mynet
- Nobel
- Pegasus
- Sanko
- Tahincioğlu
- UNLU & Co
- Volkswagen doğuş finans
- [yatas]'®
I wanted to spend my time studying Human Resources Management at Sakarya University efficiently. I also participated in school activities such as sports and music while continuing my course work. In order to combine this awareness with social responsibility, I joined the Community Volunteers Foundation’s group at Sakarya University. After graduation, I was unable to find the job I was looking for. After searching for a job for three months, I came across the First Chance Program, which led me to my work at the Turkish Education Foundation (TEV) as a Human Resources Officer. Following the program, I immediately found work as a Human Resources Specialist at ICRYPEX Bilişim with a particular focus on the employment of new graduates. This experience helped me see all aspects of my field in a private sector setting, and I also made use of what I learned in the First Chance Program. In the process, I also got to know myself better. I now work as an Assistant Specialist, Employer Branding and Internal Communications at LC Waikiki. The First Chance Program is a supportive, educational and pleasant companion for new graduates. On this path, you should always keep an open mind and be highly motivated to learn and succeed because you are the one to build on your experiences during and after the program. I feel so grateful for taking this path!
I see the First Chance Program as a successful initiative that aims to serve as a melting pot for solving youth unemployment and meeting the human resource needs in civil society. A thoughtfully designed, functional personal development training and on-the-job learning approach makes this program a benchmark for the careers of young people. To me, seeing that a candidate’s résumé shows them as First Chance Program participant means that I will get to meet a young professional who has a good sense of personal interests and capabilities, is sensitive to social issues and ready to take on new responsibilities in different platforms. At FIBA Group, we invest in training programs and employment through our group companies, foundations and Özyeğin University, and give priority to offering equal opportunities to future generations. We are proud to see the support we extend contributes to the development of a generation that develops quickly and is highly motivated to produce and equipped with important skills even at the beginning of their professional careers.

What Corporate Supporters say

Zeki Konukoğlu
Sanko Holding
Chair

Ayşecan Özyeğin Oktay
Fiba Group
Vice Chair
Success is no coincidence: It requires hard work, responsibility, and most importantly, love and dedication. The First Chance Program brings together Anatolia’s determined, hardworking, talented young people who are ready to work for their future, and prepares them for life. These valuable young people, armed with training and motivation, become representatives of doing good, both in NGOs and in their subsequent jobs, working with devotion and love and taking ownership in their organizations. Sanko Holding has been a corporate supporter of the First Chance Program since 2019, and we are happy to play a part in enabling the young people with potential and talent to have access to equal opportunity in the business world. I commend Şevket Sabancı and his children for their valuable contribution to the development of new graduates.

For organizations, equal opportunity constitutes the basis of sustainability in business. At Esas Gayrimenkul, we apply an equitable, fair and performance-based organizational structure in our human resources practices. We act with the vision of offering equal opportunities to educated young people in their transition from school to professional life. First Chance supports university graduates to gain experience in civil society during this process. We consider youth unemployment a very serious issue. This is why we want to give young people the opportunity to shine. The young people that participate in the First Chance Program become well equipped in many areas while they are supported by executives from Turkey’s leading companies and find the opportunity to expand their horizons in sessions with community leaders. Young people who add “First Chance” to their résumés leave a positive impression on me.
The First Chance Program, which supports young people who are just starting professional careers, prepares them for the future and gives them confidence, meeting a very important social need in this age of change. At Akfen, we see every project that fosters social responsibility awareness as an opportunity to contribute to social wealth and touch people’s lives. All young people that participate in the program create value for themselves, their environment and our country. Our approach, which we see as a priority and define as “Preparing young people for life by providing them with life skills to make a difference in the community and the world, and ensuring they contribute positively to communities,” forms the basis of our support for the program. The First Chance Program participants are talent with potential, more experience than their peers, higher awareness, and a stronger stance in work life and are ahead of the curve.

Educated youth is the most important asset of our country. This is why the First Chance Program, developed to encourage youth employment and give young people an opportunity, is very valuable for our future. Supporting new graduates from second tier universities is also very
Equal opportunity is an important issue in all areas of life. I believe that it is also a strategic matter that organizations need to work on. We ensure that candidates are given equal opportunity in the recruitment process and support this wholeheartedly as a team. With its contributions to Turkey’s young workforce and partnerships, the First Chance Program is a strategic step toward solving the unemployment problem among trained youth in Turkey. The First Chance Program offers job opportunities to new graduates of second tier universities and paves the way to a bright future. Unfortunately, most employers adopt a stereotypical approach and prefer graduates from top-tier universities. However this Program gives them an opportunity to enrich their workforce by employing these young people who constantly improve themselves and gain experience in civil society organizations. The participants who can take advantage of the opportunity can fully plan their career journeys.

Tijen Akdoğan Ünver
Volkswagen Doğuş Finans
CEO
The ecosystem of the First Chance Program consists of nearly 400 young participants, NGO managers, mentors, trainers, human resources professionals, executive speakers, corporate and in-kind supporters, as well as post-program employers. With ever-expanding impact, the program continues to grow with valuable contributions from individuals and organizations that share the same mission.
Organizations provide in-kind support by making contributions of technology, training and advertising.
Give Youth a Chance