



## A Toolkit for Gender Equality in Practice - Initiative

# Borusan Holding

## “My Mom’s Job is My Future”

### Summary of the initiative

BORUSAN Holding operates in the steel, distributorship, integrated logistics, and energy businesses.

The company started the implementation of a new corporate social responsibility project “My Mom’s Job is My Future” in cooperation with the Ministry of Family and Social Policies, Ministry of Science, Industry and Technology. Within the context of the Project, childcare centres are to be established in 10 provinces within organised industrial zones where women cannot work because of childcare difficulties.

Within this scope, daily child care facilities where children aged between 0 and 6 will be looked after and will receive pre-school education, will be built in 10 organised industrial zones of 10 cities all around Turkey.

“My Mom’s Job is My Future” will contribute to the target of national policies to “increase the number of daily child care facilities in organised industrial zones”, which is guaranteed under a protocol signed last year between the two Ministries, by building 10 facilities with a capacity of 75 to 150 children each, in 4 years.

By supporting women with this project, Borusan aims to enhance women’s employment in industry. While women work with their mind in peace, their children will be provided with a joyful, safe and healthy educational environment in the daily care facilities, called “Borusan Joy Factory.”

### Priorities

Supporting work-life balance

### Sector(s)

Steel, distributorship, logistics and energy industries

### Type

Enterprise initiative

### Country

Turkey

### Model of social partnership

Unilateral / Employer

### Launch date

2009





Number of employees

>250

References

<http://www.borusan.com.tr/en/PressRoomDetail.aspx?>

[press=AGreatSupportfromBorusantoWomensEmploymentMyMothersJobis](#)

[MyFuture](#)

This initiative was submitted by:

TISK (BUSINESSEUROPE)

Website

<http://www.borusan.com.tr/en/>