**Press Release 05.12.2023**

**Aydem Perakende and Yaşar University**

**gather the youth and start-ups for innovative ideas**

**Aydem Perakende, focused on developing energy solutions for a sustainable future, joined forces with Yaşar University, known for nurturing innovative minds for shaping the future. Together, they hosted the “Innovative Ideas Camp,” uniting high school and university students, as well as start-ups, in a collaborative environment. The hackathon, buzzing with high energy and excitement, showcased an array of smart inventions.**

Aydem Perakende and Yaşar University have teamed up to uncover young talent in various fields, ranging from transportation and climate control to lighting and the development of smart cities. At the hackathon hosted by Yaşar University under the theme “Design the Energy of Future Today!”, high school and university students, along with start-ups, competed with their innovative and sustainable projects. During the hackathon, expert mentors guided the participants, and the projects deemed successful by the jury received awards.

Mustafa İren, the General Manager of Aydem Perakende, who shared in the excitement of the young talents at the event, remarked, “Through the 'Innovative Ideas Camp' organized in collaboration with Yaşar University, we are aiding young people in bringing to life creative ideas that will shape the future.” *As a signatory to the UN Global Compact, we are happy to put our mark under a project which provides the youth with the opportunity to learn, share and improve.* We are committed to continuously supporting young people as they become future entrepreneurs, helping to build a sustainable future, and we will stand by them in all their endeavors*.”*

**High schoolers put an end to wasting water**

In the hackathon, team DATAS, competing in the “High School Category” against 19 other teams, clinched first place with their 'Smart Hot Water Saver' (ASST) project. Their system, designed to aid the city in water and energy conservation, effectively prevents the wasteful use of cold water.

**‘ULAK’ project developed by university students for forest fires**

Team “Alsancak GM-Arge Alfa,” one of the 10 teams in the “Entrepreneurs/University Category,” secured first place in the competition with their project 'ULAK,' designed for early forest fire detection. The autonomous tool developed in the project collects data via moisture, temperature, wind and carbon dioxide gas sensors in difficult terrain conditions and analyses them using artificial intelligence. After the analysis, the tool extinguishes the fire by enabling ultrasonic sound waves for fire intervention. Where it is unable to extinguish the fire, it sends detailed reports about the location and status of the fire to the relevant teams.

Team “Some Carbon,” competing among nine teams in the "Incorporated Start-ups Category," achieved first place with their innovative project that converts industrial carbon dioxide back into energy. Additionally, the winners of each category were awarded a prize money of 45,000 Turkish Lira.

**About Aydem Perakende:**

One of the building blocks of Aydem Enerji Group, which is the first and leading integrated energy company in Turkey with 40 years of experience and expertise in the energy sector, Aydem Elektrik Perakende Satış A.Ş. started operating in 2008 as the contracted supplier in Aydın, Denizli and Muğla and became the first electricity retailer privatized in Turkey. Aydem Perakende operates as the incumbent supplier in the Turkish cities of Aydın, Denizli and Muğla to provide energy for life at more than two million points in all 81 cities in Turkey, creating added value for the national energy and economy. With a corporate culture that promotes the strategy to offer energy solutions for a sustainable future, Aydem Perakende keeps working to create value for its customers, employees, suppliers and the society through its customer-focused approach, its services that keep pace with the innovations and needs of the modern world, and its customer relations centers that have the largest service network in Turkey. Aydem Perakende has a strong corporate culture with its forward-looking work policies and innovative practices, and the value it places on its employees, attested to by its certification as “Great Place to Work” by the Great Place to Work® Institute and its inclusion in the “List of the Best Employers in Turkey”.

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