**Press Release 02.05.2023**

**The project “The future is yours with your energy” brings together Aydem Perakende and Gediz Perakende with pupils once more**

**The**  **“Young Guru Academy (YGA) Science Mobilization/The Future is Yours with Your Energy” project, which was begun in 2022 in partnership between Aydem Perakende and Gediz Perakende with YGA and aims to make children experience energy saving from a young age, is still going strong. Developed under the concept of Sustainable Smart Cities for 2023, the project is preparing to meet children in Samsun, Zonguldak, Ankara and Diyarbakır, as well as in İzmir, Manisa, Denizli, Muğla and Aydın.**

**Children meet science**

One-on-one scientific classes with 150 pupils were conducted last year as part of the project, which enables kids to experience and learn about energy conservation at a young age. These schools were six underprivileged ones in the Aegean. Hundreds of kids were introduced to the subject and received science kits.

**The theme of this year’s project is Sustainable Smart Cities**

This year’s project is a continuation of the “Sustainable Smart Cities” idea with energy conservation as the primary focus. The sessions will cover topics such as renewable energy resources and sustainable use of these resources, pollution, recycling and smart city planning. Before designing their own sustainable cities in ten steps using the game created specifically for the initiative using virtual reality glasses, the kids first construct their cities using science sets. At the end of the session, children are presented with puzzles of the cities they have designed, and they receive rewards as an incentive to continue their smart choices.

The goal is for the children’s daily behavior to change for the better and for their families to accompany that behavior, creating a holistic awareness.

**About Aydem Perakende:**

Aydem Elektrik Perakende Satış A.Ş. was established in 2008 within Aydem Enerji, Turkey's first and leading integrated energy company with more than 40 years of experience and expertise in the energy sector, to continuously provide high quality electricity to more than 2 million customers as the incumbent electricity supplier of Aydın, Denizli and Muğla provinces. Aydem Perakende, consistent with its primary focus on customer satisfaction, provides electricity services to non-eligible consumers in the Aydın, Denizli, Muğla regions where it operates through retail sales contracts, and to all eligible consumers in the country, regardless of region, through bilateral agreements. 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 inclusion in the "List of the Best Employers in Turkey" published by the Great Place to Work® Institute.

**About Gediz Perakende:**

Gediz Elektrik Perakende Satış A.Ş. was established in 2013 within Aydem Enerji, Turkey's first and leading integrated energy company with more than 40 years of experience and expertise in the energy sector, to continuously provide high quality electricity to more than 3 million customers as the incumbent electricity supplier of İzmir and Manisa provinces. Gediz Perakende, consistent with its primary focus on customer satisfaction, provides electricity services to non-eligible consumers in the İzmir and Manisa provinces where it operates through retail sales contracts, and to all eligible consumers in the country, regardless of region, through bilateral agreements. With its customer-focused approach, Gediz Perakende continues its activities to create value for its customers, employees, suppliers and society. Gediz Perakende, adding value to Turkey's energy and business sectors, was certified as a Great Workplace by the Great Place to Work® Institute for its work policies, innovative practices and strong corporate culture.

**About Young Guru Academy:**

Young Guru Academy (YGA) is an international non-profit, non-governmental organization established in Turkey in 2000. It develops young people with two wings who leave their first legacy for humanity. Every year, over 50,000 high school and college students apply to YGA. 50 individuals selected through a 5-stage selection process are eligible to participate in the YGA program. They work with and benefit from the experience of a team of scholars, academics, and leaders with international experience, including Aziz Sancar, Ali Koç, Faruk Eczacıbaşı, Mehmet Toner, Kristi Raube, and Doğan Cüceloğlu. YGA volunteers distributed science kits to 527,200 children in disadvantaged regions as part of the Science Mobilization project. Valuation of 6 different social impact initiatives founded by YGA graduates exceeded $100 million. Young people were inspired by the initiatives’ success stories at the YGA Summit, including WeWalk Smart Cane, which brought the Edison Award to Turkey for the first time and was named the year’s top initiative by Amazon and Time, and TWIN Science Sets, which the World Economic Forum named the world’s smartest toy. As part of the strategic collaboration with YGA’s international partners Harvard, MIT, Columbia, Brown, Berkeley, Technical University of Munich, Torino Polytechnic University, and London Business School, students from these universities collaborate with YGA members in the field.

**For Press Contact with Aydem Perakende and Gediz Perakende**

Department of Corporate Communication

Corporate Communication Specialist – Baran ÖLEKLİ

Email: [baran.olekli@aydemenerji.com.tr](mailto:baran.olekli@aydemenerji.com.tr)

Tel.: 0530 100 34 22