



Social Market Organization

Gizem İkizler

Onur Yetik

Ahmet Selim Safoğlu

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01

What is Social Market?

What is Social Market?

“The donation reached its destination, but did it reached its goal? ”



Different needs



Without
money



Not once but
constantly



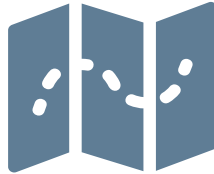
Without
embarrassing
people

What is Social Market?

“The donation reached its destination, but did it reached its goal? ”



Jan 31, 2012



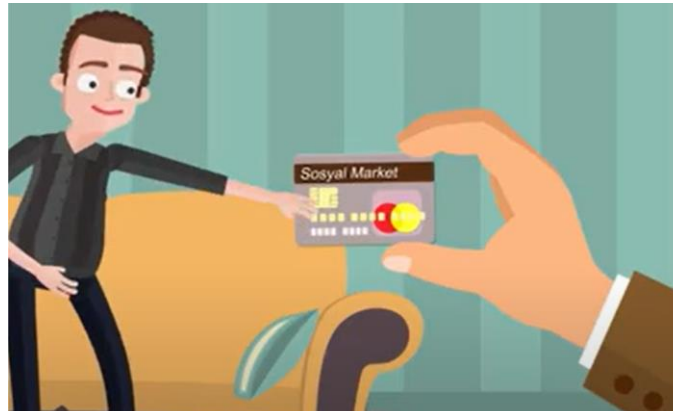
Beyoğlu, İstanbul



Beyoğlu residents
in need

What is Social Market?

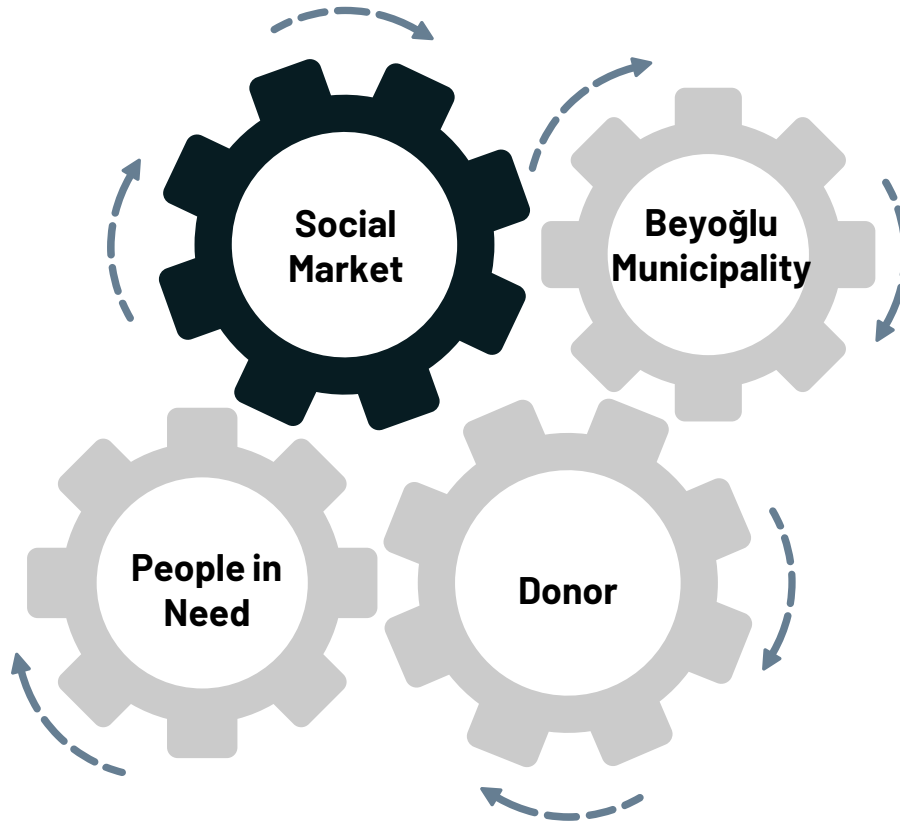
<https://www.youtube.com/watch?v=pEEct8r6e5g>



02

How Does It Work?

How Does It Work?





Beyoğlu Municipality



Beyoğlu Municipality **provides** Social Market Organization with:

- Places for stores
- Trucks
- Technological infrastructure
- Data



Donors



- **+100** donor people and companies
- **Tax deduction** for donor companies (law no. 5035, income tax communiqué no. 2051)
- **100% transparency**



Donors



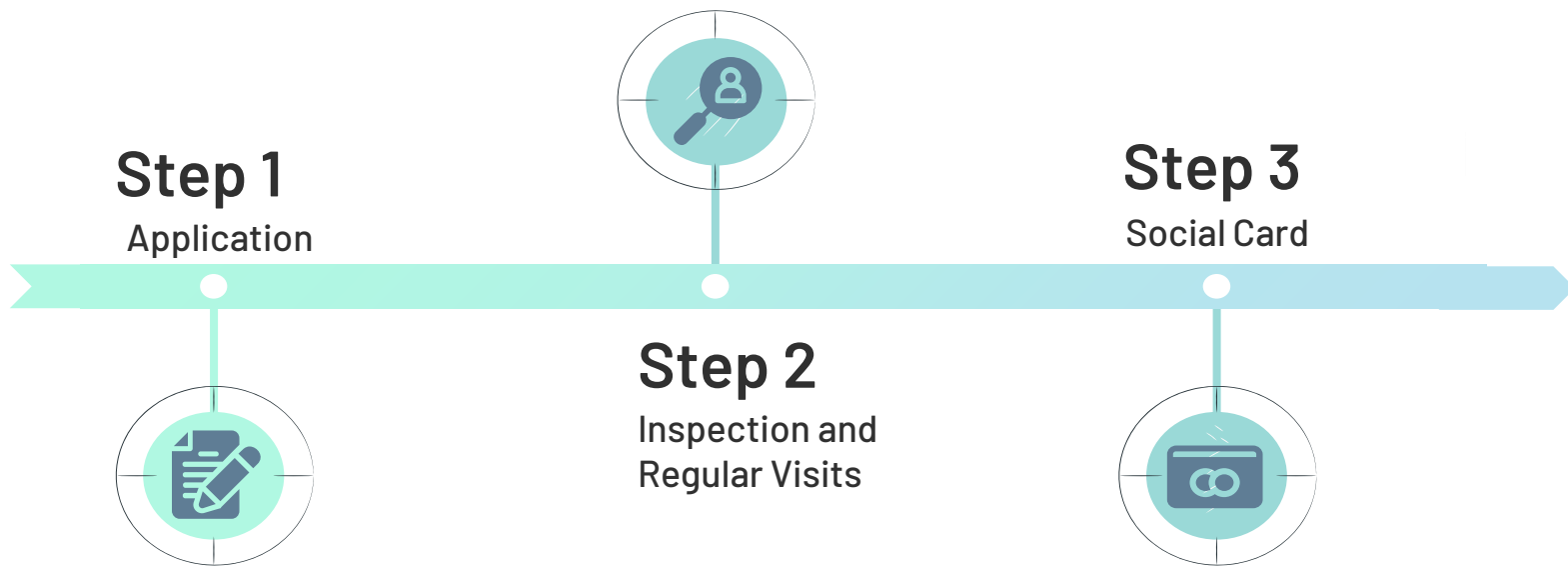
All the items in social market are **donated, not bought**.

There is a wide range of donation:

- Food
- Clothes
- Cleaning products
- Fuel
- Stationary



People in Need





People in Need – Application



Applications can be done at:

- Beyoğlu Municipality
- Local authorities
- Social Market



People in Need – Inspection and Regular Visits



- There are **groups of 2** trained in the field of **psychology** and **sociology**.
- Groups visit **applicants' home** to see their **economic conditions**.
- After approval, groups visit applicants **regularly in every 6 months** to check their current situations.



People in Need – Social Card



- The term «**Money**» is not used, there are **credits**.
- 3 Types of Social Card: A-B-C
- The **amount of credit** and the **update frequency** of card depends on its type.
- **No credit** is required for **daily bread** and **perishable goods** such as fish, daily milk.

03

Logistics

Logistics Support Center – Failure & Solution



- At first there was a **single** Social Market - **350 m²**
- With increasing demand, **+10 social markets** had opened in **several districts of Beyoğlu**.
- Due to **difficulty of distribution** of supplies, **3000 m² Logistics Support Center** has been opened.

Logistics Support Center



- Storage
- Cleaning and Ironing for clothes
- Batching
- Barcoding
- Packaging

Disaster Coordination - Success



When a **disaster** happens in Turkey, Social Market Organization:

- **Detect** the needs of disaster victims.
- **Send supplies** with trucks.
- Open **distribution hubs** to store supplies.
- Open a **small social market** in the area.
- E.g. Van Gedikbulak earthquake

04

Current Situation

Social Market with Numbers

+4.000

Students

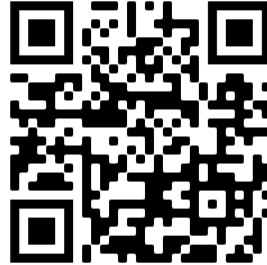
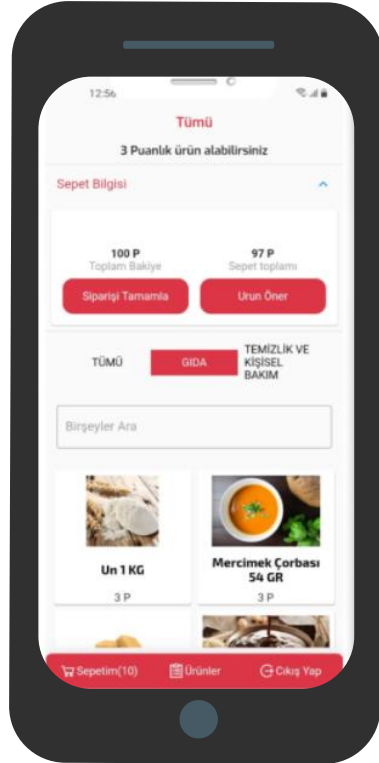
+4.000

Families

+25.000

People

QR Code



- **Smart Beyoğlu App**
- QR code replaces Social Card.
- Donor retailers will use QR code to **reduce logistics cost.**
- During Covid-19 conditions, there is **home delivery** for old and sick people.

05

Similar NGOs

Similar NGOs

- Kastamonu Social Market
- Şahinbey Social Market
- Ataşehir Social Market
- Giresun Social Market
- Ordu Social Market



06

Discussion

Discussion

1. Have you ever heard the Social Market Organization before?
2. What should be the criteria of opening a social market in a district?
3. Why is there no social market in some cities of Turkey?

References

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