

## AN INSPIRE SOCIAL ENTERPRISE CASE STUDY

### İhtiyaç Haritası (Needs Map), Turkey



*More than 6 years, Kemal Çelik has been working in the field of development, social entrepreneurship and social finance, especially impact investing and crowdfunding. He is currently responsible for developing strategic partnerships with third partners, preparing proposals and national/international grants, and implementation of the projects.*

*Launched on October 7th, 2015 at the UNDP Social Good Summit, İhtiyaç Haritası (NeedsMap) is an online platform, where people in need of something can connect with those who*

*can help them around the country. In addition to this, anyone who would like to offer support is able to submit it to the system. The main point of the social initiative is that it is possible to ask for any type of need from veterinary services to school materials and even volunteers for a social project. Direct money demands, personal or food requests are not approved. A map of Turkey pops up on the home page with numbers on different cities, indicating how many need requests have been submitted for that area. It is online, so it reaches every city, every house or every single person with internet access.*



**İhtiyaç haritası**

***Fatma:*** *Could you give us a brief introduction to your Social Enterprise?*

**Kemal:** I can explain the needs map under 3 headings. First of all, we do social responsibility projects with companies. Secondly, we make thematic maps for all institutions. Thirdly, İhtiyaç haritası is a social marketplace. Our project took shape with the first Elazığ Earthquake in Turkey. We realized that there were people in great need there, and we conducted our first fieldwork here. There was a lot of material coming in to support the disaster victims, but the information on where more is needed in terms of location was lacking. Warehouse control was required but this was not sufficient. In summary, we observed the problems and developed our project while doing our fieldwork there.

***Fatma:*** *Please describe your motivation for becoming a social entrepreneur. Why did you choose this route rather than a 'conventional' career, and where did the idea for your enterprise come from?*

**Kemal:** I think this question is the first question in the minds of everyone who is preparing to step into social entrepreneurship. We decided to continue our career as a non-profit organization. You don't have many opportunities for this in Turkey. You have to be either a foundation or an association. Then we started our journey as a cooperative with the aim of social impact.



**Fatma:** *Did you manage to receive any support like guidelines, mentorship, training for “İhtiyaç Haritası”?*

**Kemal:** We got a lot of support from various people. We have just organized an online concert and we were selling tickets to participants. The concert took 12 hours and we collected a lot of money and 52 artists joined the event. We got 13 million views on Youtube. Our 85 percent of financial need has been met with the money collected in this event. This was not an activity we did from a development perspective. We received the support of many different groups such as health workers, artists, and students. In addition, the European Delegation gave financial support to this event.



**Fatma:** *How much support have you had from other [social] entrepreneurs? Has it been useful and/or would you like more opportunities for peer-to-peer exchanges of knowledge and experience?*

**Kemal:** We try to get a lot of support from other social enterprises, but our own team is a very creative team. Every time we get together, a lot of ideas come up. Peer learning is very important to us, so we follow social initiatives. We follow and cooperate with social enterprises that have similar goals with us.

**Fatma:** *What kind of support do you get in the software field? Is there a special group on your team that deals with the technical part?*

**Kemal:** We didn't have a technical team until 2 years ago because we didn't need it. We were using Google Maps and its features, and a partner's friend was handling the technical parts. Later on, we started working with software developers.

***Fatma: What kind of economic road did you follow to develop your social enterprise? Is there a certain income system? When you first started this project, did you start with donations or funding?***

**Kemal:** Unfortunately, when you start such projects in Turkey, there is not much support. We could not get funding support because they saw us as a non-governmental organization in Turkey. Unilever looks at the "İhtiyaç Haritası" every year and meets the needs of all schools that need cleaning supplies. Although it is difficult to find financial support in Turkey, we manage to receive financial support from various institutions.

***Fatma: We know that you are a very diversified team with people from different backgrounds. Which skills and areas of knowledge did your team bring to your initiative from the outset? Which did you need to develop as the journey progressed, and how did you develop them?***

**Kemal:** We have seen that creative works are created by different people coming together. To give an example, Ali Ercan Özgür from our team works in local development, is an entrepreneur and knows the field very well. Mert Fırat is an artist and knows the artistic part of the work and always looks at it from the perspective of social benefit. There are some directors among our founders. We also have executives who have another firm.

***Fatma: Which alternative sources of funding did you explore, and why did you accept / reject them?***

**Kemal:** We are now seen as a non-profit organization in the international arena. For this reason, we have the opportunity to benefit from the funds of the European Union. We also receive some assistance under the name of "impact investment". In a previous project, Mastercard provided us with financial support under the name of impact investment.

***Fatma: Do you have any tool or strategy to measure your social impact?***

**Kemal:** We measured our social impact only once. Apart from this, we conducted studies measuring the impact of project-based projects. When we receive a fund and we do a project or event, we measure its social impact. We do not currently have a tool, but we want to move forward by measuring our social impact towards the end of 2022.

***Fatma: What are your recommendations for people who are about to become social entrepreneurs?***

**Kemal:** My first suggestion to those who are on this road or thinking of starting out is not to focus a lot on money. You will find the funding at the end. The important thing is to step into the world of social entrepreneurship with a truly dedicated group. The second is to find the right legal status. You need to think carefully about how you will define yourself. Third, your business model should be robust and every step should be developed in detail. When you pitch in front of an investor, the part that we call the "value proposition" that makes you different is very critical. You need to be able to explain yourself and your business model in detail.



*Fatma: Thank you so much for taking your time to tell your story for us. It was a pleasure to listen to your story!*

**Kemal:** You're welcome.



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