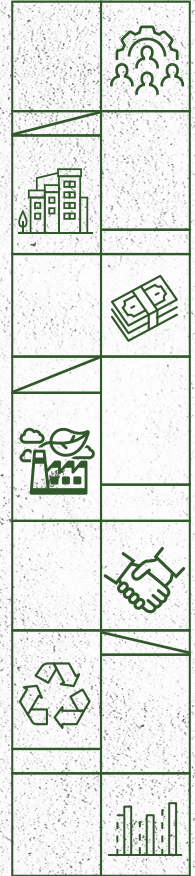




TÜRKİYE BİLİMLER AKADEMİSİ
TURKISH ACADEMY OF SCIENCES

SUSTAINABILITY PRACTICES:

Cases from Businesses
and Charities



Editors: Mehmet Bulut, Cem Korkut, Musab Talha Akpınar



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Editors

Mehmet Bulut - Cem Korkut - Musab Talha Akpınar

Sustainability Practices: Cases from Businesses and Charities

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Foreword

This international symposium, jointly organized by Association of Academies and Societies of Sciences in Asia (AASSA) and Turkish Academy of Sciences (TÜBA) focuses upon understanding sustainability vis-à-vis business organizations and philanthropic institutions. Among others, it particularly takes the issue with philanthropic establishments, specifically with the waqf formations.

Sustainability and sustainable development have been subjects of significant discussion both within the scientific community and society in the last four decades. The issue has been examined in terms of multiple dimensions and on different levels. Yet, we are far from achieving even the 17 Sustainable Development Goals declared by the United Nations. With the recent Covid-19 pandemic and the Russo-Ukrainian war, we have wearily witnessed the disruption of almost every sector of human life, most notably of production and supply chains. It thus means that we need to further study and discuss sustainability and sustainable development.

Sustainability, on the one hand, depends upon natural-physical environment and, on the other hand, human-social environment. Perhaps more importantly, it is based upon the interaction of human society with the natural environment. As the Covid-19 pandemic again has shown us, indeed we could say this for many pandemic and epidemics, among others one reason for their outbreak was the human invasion of the natural habitat of non-human populations. Not only our relations with natural habitat of non-human populations, but also with the very human habitat of our society, are increasingly threatening for all of us and consequently endangering human and natural sustainability.

AASSA has always been attentive to sustainability and sustainable development goals. I know that TÜBA too places important emphasis upon it. Although sustainability has been studied in multiple dimensions and levels, the role of philanthropic institutions, especially of waqf formations, needs to be further examined. This symposium will, I am sure, make a significant contribution in this respect.

We have over 40 participants from 15 countries, each bringing expertise to the analysis of the subject. I would like to thank all of them for their valuable contributions. I would also record my thanks to the local organizing team led by Professor Mehmet Bulut. Professor Muzaffer Şeker, President of TÜBA, deserves a special gratitude for his valuable support. In concluding, I would like to congratulate TÜBA for organizing and hosting such a comprehensive symposium and pledge the continuous support of AASSA.

Prof. Dr. Ahmet Nuri Yurdusev
AASSA Acting President

Foreword

Sustainability is crucial in a world where climate change threatens the environment and human health. Organizations must adopt and implement sustainable practices to address these issues. Sustainable business practices generally don't harm the environment or society.

Sustainability practices greatly impact organizational success. These practices boost profits and promote ethical business practices. Businesses establish long-term operational and managerial practices by incorporating sustainability into their strategy. This alignment sharpens their focus, helping them navigate the changing business landscape. These practices create long-term jobs and add value for all parties. Businesses help create a sustainable future by prioritizing environmental and social issues. Sustainability, mutual respect, and individual value are especially important when international crises cause conflicting interests and nations are on the brink of discord. Policymakers must consider these scholarly findings.

Sustainability is now a necessity at an unprecedented historical moment. Sustainable practices are needed more than ever as climate change, biodiversity loss, and social inequality gain attention. At a time of such need, Türkiye's preeminent national academy of sciences, TÜBA, has compiled and published "Sustainability Practices: Cases from Businesses and Charities" which promises to illuminate the path to a sustainable future against th We are proud that sustainability is the main focus of these topics, recognizing the global urgency and Türkiye's central role in shaping a sustainable future. "Sustainability Practices: Cases from Businesses and Charities" will illuminate a sustainable future against this backdrop.

The TÜBA Sustainable Development and Finance Working Group drives these agendas industriously. The group's relentless pursuit of practical and innovative solutions shows how scientific and academic communities can help solve sustainability problems. The group's contribution to "Sustainability Practices: Cases from Businesses and Charities" is commendable and instructive, revealing the complex intellectual apparatus at work.

This book of insightful business and nonprofit case studies is invaluable. These pages provide theoretical insights and practical roadmaps for sustainable operations and management using real-world examples. The authors examine how large and small businesses and non-profits are altering their operations and strategies to be sustainable. They achieve their economic goals and make the world more balanced, equitable, and sustainable.

The editors of this important publication deserve my sincerest gratitude. Their careful curation and dedication have produced an authoritative resource that helps sustainability professionals navigate the complex world. Interdisciplinary scholars with expertise analyze a global issue in this work. I thank AASSA and its leadership for facilitating this scholarly endeavor, which discusses Asian nations' economics, culture, psychology, and sustainability. I'm grateful to all contributors and the TÜBA team, whose input and expertise underpin this work. Their insights enhance our understanding of sustainable methods in this context

Prof. Dr. Muzaffer Şeker
TÜBA President

Introduction

Sustainability is a concept and practice that seeks to assure the long-term viability and prosperity of both humanity and the natural environment. It entails the incorporation of environmental, social, and economic factors into decision-making processes across sectors and levels or the benefits of ecosystem, biodiversity, and humanity as a whole.

The discourse surrounding sustainability has never been more pertinent. In the contemporary global arena, where anthropogenic activities continuously reshape the socio-economic and environmental landscapes, a comprehensive understanding of sustainability practices is indispensable. The book, “Sustainability Practices: Cases from Businesses and Charities”, offers an intricate exploration of this subject, elucidating the multifarious dimensions of sustainability as interpreted and practiced across diverse sectors and geographies.

The term “sustainability” has evolved from being a mere buzzword to a complex, multidisciplinary concept that integrates environmental, social, and economic considerations. While its prominence in academic and policy dialogues is unquestionable, the practical application and implications of sustainability remain multifaceted and often contentious. This book, through its meticulously curated chapters, endeavors to bridge this gap between theory and practice, providing readers with a nuanced understanding of the myriad ways in which sustainability is conceptualized, pursued, and achieved.

Spanning from the intricacies of social trust facilitated by voluntary organizations to the transformative potential of green financial inclusion, the scope of this book is vast yet incisive. The chapters traverse diverse sectors be it the fast-evolving fashion industry grappling with its environmental footprint or the historically rooted waqf institutions seeking modern relevance. Geographical boundaries are transcended as case studies from countries like Türkiye, Uganda, Malaysia, and Indonesia are juxtaposed, offering a rich tapestry of regional challenges, solutions, and innovations in the realm of sustainability.

Each chapter, penned by esteemed scholars, offers rigorous academic analyses rooted in empirical research, qualitative assessments, and theoretical frameworks. The collective narrative underscores the inherent complexity of sustainability, advocating for an interdisciplinary, collaborative approach to address the multifarious challenges and opportunities that lie ahead.

In chapter 1, the authors, Halit Yanıkkaya and Güler Sağlam, explore the integral role voluntary organizations play in fostering and promoting generalized social trust within societies. Drawing from the World Values Survey data spanning 48 countries (including Türkiye) from 2017 to 2020, the study delves deep into the relationship between social trust and participation in various voluntary organizations. This chapter provides valuable insights into the dynamics of trust-building and the instrumental role voluntary organizations play in this process, while also highlighting nuances that exist across different cultures and regions.

In chapter 2, Mammadova and Rustamov emphasize the indispensable role that science and education play in sustainable development. These domains are portrayed not only as foundational pillars of economic development and ecological balance but also as essential components that fuel the sustainability of development itself. This chapter champions the integration of science and education as pivotal drivers of

sustainable development. It underscores their role in human resource development, capacity building, and the broader economic progress of societies. Through a detailed exploration of integration models and the value of diversity, the chapter offers insights into optimizing the synergy between science, education, and business for a sustainable future.

Chapter 3, penned by Pangestuti and Zahiroh, dives into the realm of green financial inclusion, specifically in the context of the G20 member countries' Sherpa Track and Financial Track programs. These programs reflect a commitment by these nations to address pressing ecological challenges while simultaneously promoting financial inclusivity. This chapter presents a forward-thinking approach to green financial inclusion. It emphasizes the importance of integrating ecological concerns with financial strategies, offering a blueprint for an application that could potentially revolutionize the way G20 countries approach sustainability and financial inclusivity.

Chapter 4, authored by Mehmet Yeşilyaprak, delves deep into the intersection of sustainable development and green sukuk, with a specific focus on Türkiye. The backdrop of the study is the pressing global challenges, such as environmental pollution, global warming, and the ramifications of the Covid-19 pandemic. These challenges underscore the urgency of sustainable practices and their pivotal role in ensuring the continuity of life. This chapter serves as a comprehensive guide to sustainable development and green sukuk, offering a blend of theoretical discussions and practical insights. It underscores the importance of sustainable finance instruments like green sukuk in navigating the environmental and economic challenges of the present day.

5. Chapter, of the book takes readers to the heart of Arua District in northwestern Uganda, where the authors, Jackson Olema, Perez M. B. Mujuni, and Dennis Zami Atibuni, embark on a comprehensive study of the sustainability of Small and Medium Enterprises (SMEs). This chapter offers a rich tapestry of insights and findings that illuminate the challenges and opportunities faced by SMEs in Uganda, providing valuable lessons for stakeholders both within the country and beyond.

6. Chapter, by Lisa Listiana, Nur Fajri Romadhon, Lu'liyatul Mutmainah, and Faishal Abdan Syakura, delves into the pressing global challenge of planet sustainability, juxtaposing the capitalist economic system, which is predominantly profit-driven, against an Islamic economic worldview that offers a more holistic approach to life and resources. The chapter posits that with a well-structured mechanism rooted in the Islamic worldview, the untapped potential of waqf can be harnessed to address multifaceted global issues, reinforcing its relevance and significance in today's world.

Chapter 7, by Ahmet Faruk Aysan and Hiba Al-Saudi, dives into the transformative potential of blockchain technology for the waqf sector. Historically, waqf has been a significant instrument in Islamic social welfare and socio-economic development, amassing considerable wealth since the inception of Islam. However, over time, its influential role has been overshadowed by inefficiencies, corruption, mismanagement, and neglect, leading to diminished public trust. This chapter presents a balanced view of the transformative potential of blockchain for the waqf sector. While the technology offers a plethora of benefits that could redefine waqf in the modern age, it also comes with challenges that require careful navigation to fully harness its potential.

Chapter 8, authored by Ali Polat, presents a critical examination of the existing global financial order, rooted in the neo-classical, capitalist economic system.

Polat contends that the inherent nature of this system is one of instability, resulting in various crises that ripple across different regions with either global or localized effects. Polat emphasizes the urgent need for a paradigm shift in how economics and related disciplines are taught. Integrating moral values into these teachings is essential to transform stakeholders' approaches, fostering a pathway towards sustainable economic growth. Through this discourse, the chapter makes a compelling case for the integration of ethical considerations, particularly from an Islamic perspective, in the quest for a sustainable future.

Chapter 9, by Mukhlis Rahmanto, Asmak Ab Rahman, and Mohd. Zaidi bin Daud, delves into the intriguing dynamic of managing waqf, traditionally a non-profit institution, with a profit orientation. The focus of this chapter is the waqf management by Muhammadiyah Indonesia, a prominent representative of the Muslim community in the country. This chapter sheds light on how faith-based organizations like Muhammadiyah Indonesia are redefining the traditional paradigms of waqf management. By intertwining profit orientation with the core values of waqf, Muhammadiyah has set a precedent for maximizing the socio-economic impact and ensuring the sustainability of waqf assets, benefiting both the organization and the broader community.

Chapter 10, authored by Mehmet Bulut and Cem Korkut, journeys into the economic landscape prior to the 15th century, highlighting the financial challenges faced by entrepreneurs, artisans, and other individuals due to a scarcity of monetary resources. The need for funds catalyzed the emergence of various financial institutions, which aimed to bridge the gap between excess assets of depositors and those in need of financial support. The nature and operations of these institutions were deeply influenced by the religious beliefs, customs, and traditions of their respective societies. This chapter offers a historical perspective on the ethical foundation of financial institutions, exemplified by the Cash Waqfs. It emphasizes the potential of aligning economic activities with ethical and societal objectives, providing valuable lessons for the modern business world.

Chapter 11 embarks on an exploration of the intrinsic social nature of human beings and the central role public services play in the formation and sustenance of societies. Aydınbaş and Tuğrul assert that public services are both the catalyst and the outcome of communal living. Public services have persisted through the annals of history, underscoring their indispensable role in human societies. This chapter offers a blend of historical insights and modern critiques, suggesting that ancient solutions, such as the waqf paradigm, might hold the key to addressing contemporary challenges in public service sustainability. The chapter emphasizes the need to look beyond conventional models and consider time-tested approaches to ensure the continuous delivery of vital public services.

Chapter 12 navigates the intricate interplay between smart city systems (SCS) and sustainable city management. At the forefront of modern technological societies, SCS have not only been instrumental in reshaping the technological, social, and economic fabric of cities but have also revolutionized the decision-making processes. By seamlessly integrating the latest technological advancements into managerial systems, cities are better equipped to address contemporary challenges and deliver enhanced services to their inhabitants. Akpınar and Ceyhan spotlight the burgeoning trend of aligning SCS with sustainability objectives. The fusion of SCS with the United Nations (UN) Sustainable Development Goals (SDGs) has garnered significant attention in scholarly literature. Despite the growing interest, systematic reviews highlight a gap

in understanding the practical application of SCS by city managers. This chapter underscores the potential of SCS to significantly contribute to global sustainability objectives, particularly when integrated into city strategies. By examining the practical application of SCS in Konya Municipality, Akpınar and Ceyhan provide valuable insights into the transformative potential of smart city systems in driving sustainable urban development. The chapter emphasizes the importance of strategic integration of SCS with sustainability goals, offering a roadmap for other cities to harness technology for a sustainable future.

Chapter 13, authored by Nazım Ekren and Aylin Gözen, delves into the critical realm of family business sustainability. In the broader context of management studies, sustainability encompasses the simultaneous achievement of social, environmental, and economic goals on both national and global scales. Within the domain of family businesses, however, sustainability primarily pertains to the ability of these enterprises to endure and thrive across generations. The authors also underscore the influence of various moderating factors that can either bolster or impede family business sustainability. These factors encompass the roles of public authorities, family members, non-family members, financial institutions, and professional organizations. Each of these entities can exert significant influence on the trajectory of family businesses, either facilitating their growth or posing challenges to their continuity.

Chapter 14, by Mürsel Doğrul and Haydar Yalçın, offers a meticulous bibliometric analysis of international research articles, sourced from the Web of Science, that delve into the representation of philanthropic organizations within sustainability literature. This study seeks to enhance our conceptual grasp of research on both philanthropy and sustainability. Given the global urgency surrounding challenges like poverty, social disparities, and climate change, understanding the interplay between philanthropy and sustainability becomes paramount. Chapter fourteen meticulously maps the landscape of research at the nexus of sustainability and philanthropy. By analyzing trends, collaboration patterns, and dominant themes, authors provide a comprehensive overview that can guide future research endeavors and policy decisions in this critical area.

Chapter 15 dives deep into the interconnected realms of green public relations (PR) activities and environmental activism, all under the overarching umbrella of sustainability. Ünlü, Bilici, and Yaşar open the chapter by emphasizing the mounting challenges our planet faces, such as resource constraints, overconsumption, and environmental degradation. These challenges often galvanize environmentalists and non-governmental organizations into action. The reactions and campaigns spurred by these activists can pose significant challenges for corporations, especially when it comes to safeguarding their reputations.

Chapter 16 embarks on a deep exploration of the evolving landscape of sustainable fashion in Türkiye, concentrating specifically on the country's top three fast fashion brands. Shehneh and Kachkar set out to discern how these prominent brands perceive and actualize sustainable fashion. Their research also delves into the driving forces, potential growth trajectories, and the challenges inherent to this sustainability journey. Chapter sixteen offers a comprehensive glimpse into the status quo of sustainable fashion in Türkiye. By identifying both challenges and potential solutions, authors provide valuable insights for fashion industry stakeholders. Their research underscores the importance of collective efforts – from brands, consumers, and governmental entities – to transform not just the fashion industry, but also to instill a broader societal appreciation for sustainable lifestyles.

Chapter 17, authored by Süleyman Kızıltoprak, provides a deep dive into the Zeynep Hanım Waqf, a waqf (endowment) with strong historical ties to both the Ottoman Empire and Egypt, courtesy of its linkage to the influential Kavalalı Mehmet Ali Pasha family. This family had not only left a mark on the governance of Egypt but also had members like Zeynep Hanım making a significant impact in Istanbul, especially after the London Agreement of 1841. This chapter sheds light on the crucial roles women played in the administration and management of waqfs during the Ottoman era. The narrative is not just confined to governance but also underscores the broader societal and philanthropic impacts of such endowments. The chapter beautifully bridges the historical philanthropic connections between Egypt and Istanbul, emphasizing the role of women as key catalysts in this interplay.

As seen, the book is not merely descriptive; it is prescriptive and reflective. As readers navigate through the chapters, they are prompted to critically evaluate existing sustainability paradigms, question entrenched practices, and envision innovative pathways that align with the overarching goals of global sustainability. “Sustainability Practices: Cases from Businesses and Charities” is more than an academic tome; it is a compendium of contemporary thought on sustainability, encapsulating both the depth and breadth of the subject. As scholars, policymakers, practitioners, and students delve into this volume, it is our fervent hope that they glean insights, provoke thought, and, most importantly, are inspired to contribute constructively to the ever-evolving discourse and practice of sustainability.

As the editors of “Sustainability Practices: Cases from Businesses and Charities”, it is our great delight to present you with this book, which represents the culmination of devoted and insightful research, eye-opening case studies, and innovative solutions to the world’s most urgent sustainability issues. We embarked on the voyage of compiling this book with the conviction that both enterprises and nonprofits should play a crucial role in fostering a sustainable future. On the following pages, you will find illuminating examples of organizations that have risen to the challenge by combining their primary mission with a firm commitment to sustainability. This is more than a collection of case studies; it is a testament to the power of innovation and accountability. The cases demonstrate how sustainability can be incorporated into the DNA of organizations, how it can lead to transformative growth and development, and how it can contribute to a world in which the economy, society, and environment coexist in harmony.

We sincerely hope that the stories and practices recounted in this book will inspire readers, stimulate thought, and motivate action. This journey towards a sustainable future is one that we must undertake collectively, and we believe that the insights in “Sustainability Practices: Cases from Businesses and Charities” will serve as indispensable signposts along the way.

We appreciate TÜBA President Prof. Muzaffer Şeker’s commitment to provide support for the preparation of this work. We are also grateful for the invaluable contributions of all the authors. As we close out the editors’ preface, we end with the hope that this work will both inform and challenge you to become active contributors to sustainability practices.

Editors

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TÜBA Higher Education Research/Review (TÜBA-HER) Volume 13 - Issue 2

TÜBA Higher Education Research/Review (TÜBA-HER) is an interdisciplinary, peer-reviewed, scientific journal published three times a year. Regular issues may be published in more than one part when necessary. The journal is published in Turkish and English in both print and electronic editions and covers topics related to higher education.

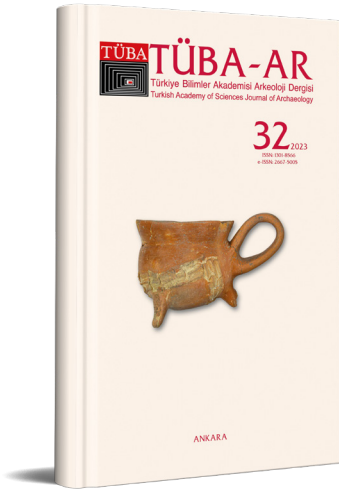
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Journal aims to create a scientific platform where the basic structural features of higher education in Türkiye and the world are evaluated, similarities and differences between countries in terms of practices are examined, the main problems encountered are analyzed and suggestions for solutions proposed. The journal aims to create an academic archive by contributing to the development of feasible, sustainable, innovative, entrepreneurial and strategic approaches in higher education.

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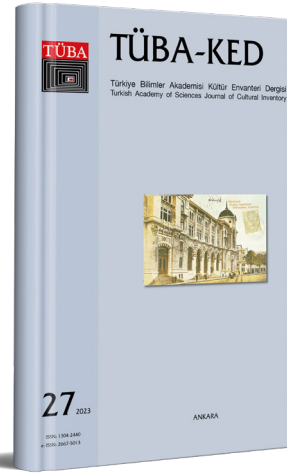
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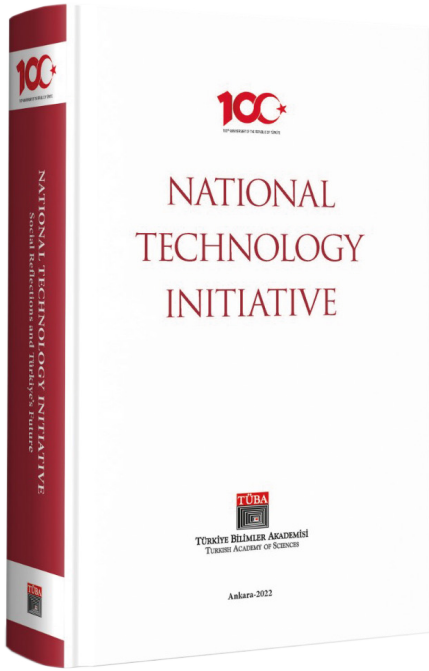
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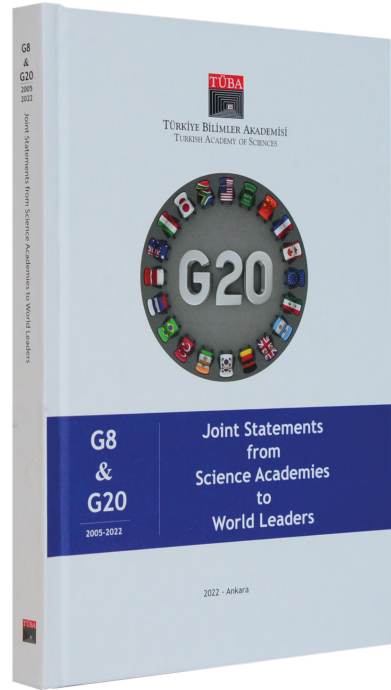
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National Technology Initiative: Social Reflections and Türkiye's Future

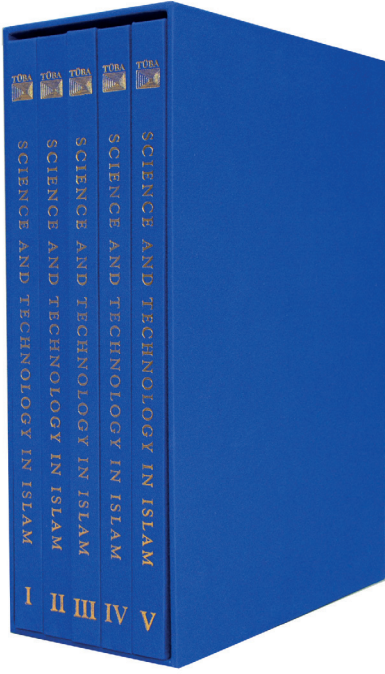
This book, prepared by TÜBA, with a thematic focus on the National Technology Initiative, conveys to the literature, scientifically and methodically, the experiences and insights gained at every level of Türkiye's technological success. Scientists, technology managers, and decision-makers have contributed 37 chapters for the home and national technology and innovation project, which encompasses fields ranging from health to transportation, military to education, and industry to space. Future initiatives in research, R&D and innovation will be able to take inspiration from Türkiye's National Technology Initiative scientific and humanitarian road map, which continues to march confidently toward its goal of becoming a model of total technical and innovative achievement. The book has distinguished itself as a unique contribution to international scientific literature, having been developed as a worldwide reference source in Turkish and English.

Editor: Mehmet Fatih Kacır, Muzaffer Şeker, Mürsel Doğrul



G8 and G20 (2005-2022) Joint Statements from Science Academies to World Leaders

G8-G20 Joint Statements from Science Academies to World Leaders, conducted by the Turkish Academy of Sciences in the field of international relations and scientific diplomacy, presents the scientific approaches offered by the scientific world to leaders in the context of G7, G8 and G20 meetings between 2005 and 2022. During G20 summits, Science-20 (S-20) working groups consisting of the relevant country's science academies released joint presentations. TÜBA has compiled all 41 articles that were presented during this process in "G8-G20 Joint Statements from Science Academies to World Leaders". The work, published in English as a reference source and decision support for policy makers, has taken its place in scientific literature, especially for science academies.



Science and Technology in Islam

TÜBA Honorary Member Prof. Dr. Fuat Sezgin's "Science and Technology in Islam", which was prepared as a result of many years of work and translated into Turkish by Abdurrahman Aliy, was published by TÜBA for the 4th time.

The work, which collects the works of Islamic scholars and their contributions to the world of science with various examples in five volumes under the titles of 'Introduction to Science and Technique in Islam', 'Astronomy', 'Geography, Navigation, Clocks, Geometry, Optics', 'Medicine, Chemistry, Minerals and Fossil Formations', 'Physics and Technique, Architecture, War Technique, Ancient Objects, European Glass and Ceramics in the Orientizing Style', also examines the role of Islamic science in the history of world sciences. Approaching the history of science centered on the Western world with critical analysis, Prof. Dr. Fuat Sezgin's work reflects a different perspective on the history of Islamic and Medieval science.

Author: Prof. Dr. Fuat Sezgin

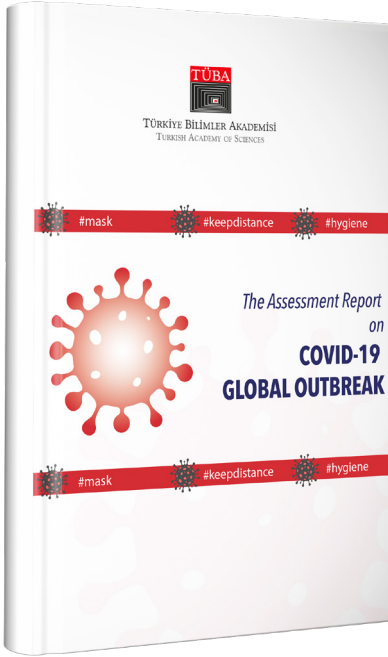
Prepared by/Translator: Renate Sarma, Sreeramul a Rajeswara Sarma



Reflections on the Pandemic in the Future of the World

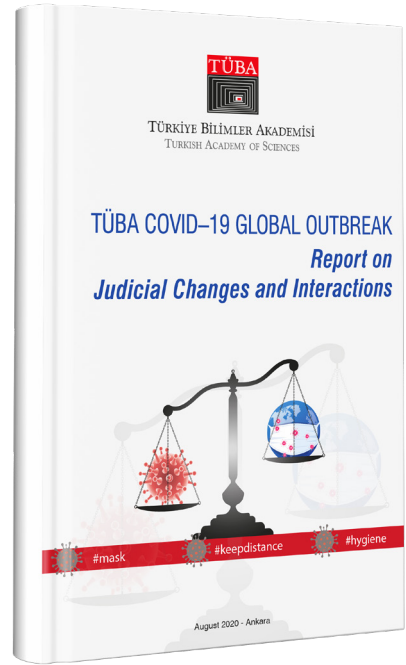
The most important difference of the COVID-19 pandemic from past pandemics is the multiplier effect of the speed of transportation and communication in the spread of the pandemic and the implementation of the measures taken. The reflections of the social change created by the global outbreak should be read well when a healthy analysis of past pandemic periods is made, and their differences and impact areas are evaluated. Determining post-pandemic period strategies based on historical evaluation will make it possible to perform the normalization process in a healthier way.

Editor: Prof. Muzaffer Şeker, Prof. Ali Özer, Dr. Cem Korkut



TÜBA Assessment Report on COVID-19 Global Outbreak

The Assessment Report on COVID-19 Global Outbreak, which is the most comprehensive international report ever prepared in Türkiye, contains important and explanatory data on the studies carried out and measures taken in many fields from economics to economics, especially medicine. The work has been updated and finalized in versions 4.0, 5.0 and finally 6.0 based on developments over time. To access the reports: www.tuba.gov.tr



TÜBA COVID-19 Global Outbreak Report on Judicial Changes and Interactions

The report is the first comprehensive study on the subject, which includes the identification of legal problems that arise/may arise in the national or international arena and suggestions for solving the problems. To access the reports: www.tuba.gov.tr

SUSTAINABILITY PRACTICES: Cases from Businesses and Charities

"Sustainability Practices: Cases from Businesses and Charities" is a testament to the potential of human ingenuity and dedication in creating a harmonious future for both society and the environment. With a firm belief in the essential role of enterprises and nonprofits in fostering sustainability, the book presents a collection of illuminating case studies that demonstrate how organizations have seamlessly integrated sustainability into their core mission. More than just a compilation of success stories, this book showcases how innovative practices and accountable decision-making can lead to transformative growth and development. By incorporating environmental, social, and economic factors into decision-making processes, these organizations set examples of harmonious coexistence between the economy, society, and nature. With the hope of inspiring readers and motivating action, "Sustainability Practices" encourages us all to become active contributors to a sustainable future. A collaborative journey towards sustainability awaits, and this book stands as an indispensable guide along the way.



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