WOMEN’S LEADERSHIP INITIATIVE IN REAL ESTATE (GKL)
HOW DID IT START?
Women's Leadership Initiative in Real Estate (GKL), started its activities in 2016 following the footsteps of ULI (Urban Land Institute)’s “Women's Leadership Initiative (WLI) with the goal of bringing together the leading non-governmental organizations in the real estate sector under the main topic of “gender equality”.

GKL was created with the contributions of the sector's leading female leaders in order to identify the problems and needs of women working in the real estate sector and to develop concrete and applicable solutions.
MISSION
The mission of the Women's Leadership Initiative in Real Estate is to increase the employment of women and women directors in the real estate sector; to increase the presence and effectiveness of women in the sector. By leadership; it is meant that a woman leads herself, her business life, her colleagues and the company she is working in and ensures work / life balance.
2020 VISION
The vision of Women's Leadership Initiative in Real Estate for 2020 is to create a platform of cooperation to understand and solve the needs of women employees in the real estate sector; to reflect the voices of women in the sector, to make sure that women are represented more intensely on various platforms and are able to express themselves. In order to realize this vision, a comprehensive survey was conducted in the first half of 2017, aiming to determine the situation and needs of women employees in all areas of the real estate sector. On May 17, 2017, the results of the survey were shared with the participation and support of the press and industry leaders and were met with great interest. In the light of the survey data obtained, six main goals have been set for the end of 2020:
1. Becoming a research and report generating platform;  
2. Organizing mentoring programs and trainings to prepare women for leadership;  
3. Bringing together women opinion leaders to increase representation and visibility;  
4. Raising awareness in the public and private sectors in order to enable women to sit at the tables where the decisions are taken;  
5. Being a reference point regarding the expectations and needs of women working in the sector;  
6. Increasing the number of women on the boards of the real estate and construction industry.

The following Project Groups (PG) have been formed to achieve these goals:
"Research and Information Management" Project Group
GOAL
Determining the situation and the needs of women employees in all areas of the real estate sector;
• In line with the objectives of Women's Leadership Initiative in Real Estate, we will set the strategies conducting primary or secondary research from different sources in order to share with respective stakeholders;
• To follow and report all local and international research under women studies regularly.

ACTION STEPS
• A 3-stage research project is planned to be shared with the industry in 2017.
"Women Board of Directors"
Project Group
GOAL
• Encouraging the presence of women in the sector and supporting the increase in the number of women leaders;
• Ensuring that until 2025, there will at least be one female board member in all companies operating in the real estate sector;
• The ratio of female members on board of directors to reach %30.

ACTION STEPS
• To assess the current situation, reaching and conducting holistic and extensive studies with the real estate companies within BİST 400 and construction sector (ULI, GYODER and Turkish Contractors Association members);
• Sharing the research results with the industry;
• Raising awareness through one-to-one discussions with senior executives of companies;
• Company case studies.
"Mentorship"
Project Group
GOAL
• Benefiting from the knowledge and experience of women leaders in the real estate sector and industry;
• Bringing together female employees from different experiences and disciplines;
• Developing professional competencies that the mentees may need at all levels;
• Developing the awareness and actions of the mentees for private / work life balance at every stage of their career; supporting introspection abilities with more awareness, discipline, awareness of their strengths and values;
• Contributing to the development of communication networks that the mentees may need in their professional life.

ACTION STEPS
• Creating a mentoring program for at least one group per year;
• Provide special training for mentors and mentees, webinars, etc.;
• To follow and report the processes and results of mentoring programs.
"Corporate Relations"
Project Group
GOAL
• To provide links with the public, private sector and NGOs.

ACTION STEPS
• Establishing relations with the public (Ministry of Labor and Social Security, Ministry of Family and Social Policies);
• Establishing relations with the leading NGOs of the sector;
• Establishing relationships with women’s associations (WLI, Turkish Women’s International Network, Kagider etc.) at home and abroad.
"Education"
Project Group
GOAL
• To support the career development of women working in the real estate sector; increase their presence and efficiency.

ACTION STEPS
• Organizing different trainings as needed;
• Providing access to real estate conferences, trainings and seminars (ULI Europe, ULI Turkey, GYODER, AYD, etc.) for women leaders;
• Establishing relationships with universities (Career days, Student clubs, etc.).
"Women Opinion Leaders"
Project Group
GOAL

• In line with the mission of "increasing the presence and effectiveness of women in the sector"; Consulting women leaders on sector issues in their fields; Working to ensure participation in conferences, summits and similar meetings;
• To organize meetings with women leaders within and outside the sector who will contribute to the mission of Women's Leadership Initiative in Real Estate

ACTION STEPS

• Starting with the Women's Leadership Initiative in Real Estate Executive Board, to reach out to women opinion leaders in the cooperating institutions and in the sector and invite them to the platform and events;
• To announce women opinion leaders’ names and specialty topics on the website;
• To communicate with relevant groups to include women's representation on every platform, especially industry conferences and panels.
"Women in Construction"
Project Group
GOAL
• Increasing the number and effectiveness of female employees in the construction sector
• Supporting women to sit at the decision-making tables in project and construction management
• Addressing prejudices, difficulties and impossibilities faced by female employees working on the construction site, and finding solutions.

ACTION STEPS
• Reaching out to women employees working on site, organizing events and meetings with them, identifying and reporting the problems and wrong practices as a result of these meetings.
• Determining the steps of a successful roadmap by meeting with effective female managers in the construction sector
• Site and university visits, conveying the experiences of those working in the real estate sector.
"Organization and Communication" Project Group
GOAL
To initiate activities to increase the presence and effectiveness of women in the sector, within the mission of raising awareness; and to manage digital, printed, visual and social communication channels.

ACTION STEPS
• Creating an annual calendar of events at the beginning of each calendar year; sharing expectations, targets, budgets and resources with the respective project groups;
• Supporting groups’ activities, working with PG on budget and resources;
• Providing visibility in visual and printed media, taking part in digital media.
"Qualified Human Resources in Real Estate"
Project Group
GOAL
To work on creating an objective and institutional basis in the field of human resources in the sector.

ACTION STEPS
• Conducting case studies, reporting the experiences of exemplary companies and making them known to companies in the sector (Supporting sustainable career planning for women, creating awareness of flexible working hours, part-time working alternatives for women returning to work after childbirth.)
"Fund Raising"
Project Group
• Collecting donations from Women's Leadership Initiative in Real Estate members on a monthly basis and spending the collected amounts to gifts, brochures, plaques, etc.
• Establishing common goals and framework for collaboration with other associations operating in the real estate sector; creating a budget pool for the activities of the project groups with the funds obtained from these associations,
• To get different sponsorships (venue sponsorship, etc.) for the activities of project groups,
• To prepare a sponsorship file that can be shared with project groups and institutions,
• To search for the funds allocated by national or international institutions in order to support women entrepreneurs and to explore the requirements of applications to these funds.
PROJECT GROUP LEADERS
For the 2019-2020 period, ULI Women's Leadership Initiative in Real Estate Project Group Presidents were determined as follows:

Neşecan Çekici - President
Pınar Ersin - Women Opinion Leaders and Qualified Human Resources Project Group
Elvan Oktar - Research and Information Management Project Group
Buket Hayretçi - Mentorship Project Group
Didem Hiçyörülmazlar - Education Project Group
Sibel Ahioğlu - Women Board of Directors Project Group
Harika Uyanık Tanrılı - Fundraising Project Group
Esra Güzeller - Women in Construction Project Group
Nil Yıldızalp - Organization and Communication Project Group
Fatma Çelenk - Corporate Relations Project Group
- Project Group Presidents (PGP) are selected among individuals who work in the real estate sector and add value to the sector.
- The President and the PGP’s are required to be members of Urban Land Institute.
- The PGP’s meet regularly every three weeks. If the chairperson is unable to attend, the person appointed (from the Project Group Leaders) conducts the meeting.
- PGP members must attend at least half of the meetings in a calendar year.
- The PGP’s elect a new president by voting every two years. The chair determines the new working groups and advisory group candidates, provided that more than half of the members remain unchanged.
ADVISORY GROUP MEMBERS
- The Advisory Group meets regularly every three months (the first Friday of January, March, June, September), and works in support of PGP in their activities.
- Members of the Advisory Group can work in project groups as well as under the direction of the President and PGP.
- Any member from the Advisory Group can attend the PGP meetings.
- The PGP President is also the chair of the Advisory Group.
EVENTS
GKL TALKS “Construct Yourself” Event
GKL TALKS “Being a Woman in the Visual World” Event
GKL TALKS “Being a Woman in the Masculine Sector” Research Launch
Hello to Summer Event
GKL TALKS “Women in Real Estate Research Launch”
Meetings with Women Board of Directors
THANK YOU