



Kelebek Group

• CAPPADOCIA •



SOCIAL
RESPONSIBILITY
AT
KELEBEK
GROUP



Being a part of the valuable ecosystem that surrounds us is the fundamental truth that reminds us of our responsibilities as the Kelebek Group family. The environment we inhabit, our social and cultural backdrop, is in constant motion and transformation, much like an organism. Given such a unique geography like Göreme, it is necessary to be sensitive to elements that can lead to an even greater sensitivity and attention from us. Especially in areas with high destruction on our environment.

Undoubtedly, tourism is considered one of the most significant sectors that support development and economic well-being in destinations. However, tourism can also lead to socio-cultural and environmental erosion. As the destination has strengthened over time and the number of tourists has rapidly increased, some effects have become apparent. The connection between the local population and the tourism industry has brought various challenges. This especially affects those who adopt a rural lifestyle, causing them to move away from this way of life over time due to the environment created by the sector. The cultural and environmental mosaic of Cappadocya, one of the region's main tourist attractions, has started to erode due to intensive tourist activities. For example, the abandonment of agricultural and livestock activities, the main source of income for the local population, due to tourism, harms this fabric. Consequently, problems in the production of local products lead to the loss of cultural elements or their replacement with traditional and unnatural elements, deeply affect the cultural dynamics of the Cappadocia region. The decline of the once-prominent grape vineyards in Cappadocia and the abandonment of viticulture activities by the youth is just one example of this. The influx of tourists increases carbon emissions in the region and creates noise pollution, which can tarnish Cappadocia's serene and peaceful image.

We believe that people who live and work in the region must act with a strong sense of responsibility to effectively manage and improve the socio-cultural and environmental erosion taking place. For generations, Kelebek Group, a family business operating in the charming town of Göreme in Cappadocia, is dedicated to designing and implementing various social responsibility activities to manage and improve the socio-cultural and environmental erosion that the region is experiencing. Our organization designs some programs and plans within its own structure, as well as it strives to carry out some programs through regional collaborations with a governance approach. In this context, Kelebek Group values collaborations with tourism sector representatives, public institutions, and universities for identifying the region's issues and proposing sustainable solutions. We actively participate in various meetings and workshops related to regional issues and are part of various initiatives with various stakeholders for identifying problems and solutions. Collaborations and joint activities are organized with civil society organizations, women's cooperatives, cultural and social organizations operating in the region as examples. Kelebek Group continues to add new social responsibility programs to ensure the development and sustainable growth of Cappadocia.

Therefore, we have compiled the main social responsibility programs that we aim to spread and make continuous with the participation and dedication of all employees:

1. The 'Local Food Program' for Preserving and Presenting “Local Gastronomic Products of Kelebek Group”

With its millennia-old deep history, the Cappadocia region also boasts a delicious cuisine as a part of its rich culture. The warm winds and dry climate of the region's deep and long valleys have given birth to delightful products that have blended with Cappadocia's cuisine, making it unique. However, the rapid growth of tourism in the region has weakened rural life, which, in turn, has affected the local cuisine, a cornerstone of the local culture.

Every day, we hear more criticism about many products that used to be made in homes in many towns and districts in the region are no longer sufficiently grown in gardens and valleys. As the younger generations find the rural lifestyle and its heritage less appealing, we witness how challenging it is to bring back the old way of life and products in the villages. As a sector actor and as the host of the village, it is our significant duty to observe this issue correctly and ensure its resolution with sustainable solutions.

Evaluating all these problems and development areas, we have initiated various efforts to revive the products of our village and the local cuisine. In this context, we have created an ecosystem where we can grow local products in our own valley to introduce the flavors of our region to our guests in all our restaurants and facilities. We use organic fertilizer and ancient techniques in our valley to cultivate products native to the region. Furthermore, we employ experienced individuals in agriculture and animal husbandry to revitalize and cultivate the region's products. Our aim is to identify lost or disappearing products of the region and provide the necessary environment for their production, with the hope that this will set an example for the region. While doing this, we are also trying to involve you, our valuable guests, in this ancient technique and way of life by placing experiential tourism in our valley, thus offering an important example of agro-tourism.

2. Collaborations to Support Local Female Entrepreneurs Living Locally

Kelebek Grup has developed a comprehensive perspective in the region and has formulated various methods based on identifying problems and solutions. One of the most significant issues identified through reports obtained in various workshops and meetings in the region and confirmed through our observations is the underrepresentation of women in tourism and other sectors. Our organization's outlook on the abilities and potential of women living in Cappadocia has been quite encouraging. Especially in Göreme, and throughout the entire Cappadocia region, supporting women and integrating them into the tourism sector has become one of our essential goals.

In this context, we have supported the establishment of the Göreme Women's Cooperative, where women from Göreme came together. Our efforts go beyond merely establishing the cooperative; we aim to create a sustainable business model for the cooperative, which includes missions such as preserving the regional cuisine and empowering women for employment. Some of the primary forms of support include purchasing the products produced by the cooperative and providing assistance for establishing the cooperative center and kitchen. Furthermore, in the coming periods, strengthening cooperation will remain a crucial agenda item with projects and activities focused on preserving local cuisine, culture, and traditions through the cooperative.

3. Feeding Stray Animals" Project for Sharing Leftover Food with Street Animals

Kelebek Grup is actively engaged in fulfilling our responsibilities towards the animals living in our surroundings. As part of our commitment, we ensure that leftover food from our kitchen is properly separated and distributed to street animals. We take the well-being of the cats and dogs that roam around our hotels and restaurants to heart and aim to make their lives happier and more peaceful. Our love and care for them contribute to adding color to the world we share together.

4. Protection of Producers and Artisans in Earthquake Areas

The painful memory of thousands of lives lost in a devastating earthquake on February 6, 2023, in the southern region of Turkey is still etched in our minds. As an earthquake-prone country, Turkey's strength lies in its extraordinary ability to come together and heal the wounds caused by such disasters. Reflecting this spirit of solidarity, Kelebek Group has been actively involved in significant support and empowerment initiatives. Since the day of the earthquake, we have been coordinating the distribution of aid from Cappadocia to the earthquake-affected areas and also carrying out sustainable, long-term projects.

In the aftermath of the earthquake, we observed significant migration and economic challenges due to many people losing their jobs and businesses. Therefore, we initiated a crucial collaboration with producers in Hatay, Maraş, and Şanlıurfa provinces, particularly. Our goal is to strengthen the trade that was affected by the earthquake by sourcing certain products from local producers in these regions. To achieve this, Kelebek Group procures olive oil from producers in Hatay for use in our restaurants. We also source products like tomato paste and other kitchen essentials from producers in Şanlıurfa, Gaziantep, and Maraş. Additionally, we support local artisans in the region by purchasing products such as linen fabric, handicrafts, and serving dishes from weavers and artisans.



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