

Reporting Period	1 April 2024 to 31 December 2024
Donor	DSM Grup Danışmanlık (Trendyol)
Country	Türkiye
Project Title	Villages of Tomorrow
Project Locations	Adana, Izmir, Sakarya and Diyarbakir
Project ID (Atlas Award ID) Outputs (Atlas Project ID and Description) Strategic Plan and/or CPD Outcomes	01002285 #2.1: By 2025, public institutions and the private sector contribute to more inclusive, sustainable, and innovative industrial and agricultural development, and equal and decent work opportunities for all, in cooperation with the social partners. Expected CPD Output(s): Output 2.4: Disadvantaged groups, particularly the rural poor, women and youth, gain access to financial and nonfinancial assets and skill formation to benefit from sustainable livelihoods and jobs
Implementing Partner(s)	TRENDYOL
Project Start Date	1 April 2024
Project End Date	31 March 2026
LPAC Date	29 July 2024
Steering Committee/Project Board Meeting Dates	N/A
SDG linkages	SDG 5, SDG10, SDG 12
GEN marker	GEN2
2022 Delivery to Budget Ratio	100%
Project Budget	25,000,000.00 TRY
Revenue received	
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I. Executive Summary

The Villages of Tomorrow Project aims to establish pilot villages where digital technologies are adopted in economic and social life. In the future, the project will support the establishment of a self-sustaining network of similar villages, where these villages are expected to be positioned as best practices.

During the initiation phase from 1 October 2022 to 31 March 2024, preparations for the official launch event, selection of pilot provinces and pilot rural settlements, preparation of digital village roadmaps, refurbishment of the digital centers in Kürkçüler borough in Adana, Bağıvar village in Diyarbakır and Ulaş village in İzmir were completed. Following the completion of the initiation phase, Taraklı village in Sakarya was added as a rural settlement where a digital center was established in addition to the previously established ones. This new digital center became operational in the end of November 2024.

All the digital centers were equipped with high-quality computers, 3D printers, photography studios and training facilities. Trainings and workshops have been organized at these centers since November 2023 (Adana), March 2024 (İzmir) and November 2024 (Sakarya). Since this progress report covers the period starting from the 1st of April 2024 until the 31st of December, the number of the trainings and participants will be provided only within this period.

Accordingly, as of 1st of April 2024 until the 31st of December, 1,205 people were reached through 107 several trainings or consultancy services including robotics, digital agriculture, branding, digital marketing and e-commerce, artificial intelligence, gender equality and digital literacy. Accordingly, 622 people in Adana, 525 people in İzmir and 58 people in Sakarya were reached. It is important to note that the numbers include individuals who participated in multiple training sessions and do not reflect the unique number of individuals. The unique number of individuals is recorded separately in the database; however, due to the lack of date-specific breakdowns, the total unique number of individuals reached can only be provided in the final report.

Furthermore, in terms of local products that were focused on the digital centers, candles with citrus and having varying designs and cotton-based products in Adana and artichoke and point lace in İzmir came at the forefront, and the participants of the trainings received comprehensive consultancy services and equipment support. Each of the products were made ready for e-commerce with value-added design and product derivations.

Besides, two demonstration fields and two farms have been equipped with digital agriculture equipment including climate stations, soil moisture tracking devices and automated irrigation systems, manual soil moisture analysis devices, tractor tracking systems, pest tracking camera and crop monitoring cameras in pilot project locations in Adana and İzmir. Leader farmers, public servants, consultants and service providers in pilot locations received trainings and consultancy services and became active users of the data and devices.

The project received significant acknowledgment and awareness due communication and visibility activities, especially through the press events and the participation to the conferences. The project also received various awards for social responsibility best practices.

The project was also aligned with the earthquake agenda, due to the situation after the February 2023 earthquakes. As three of the pilot locations are in the earthquake affected region, roadmaps and activities were revised accordingly. Stakeholders from neighboring affected provinces were also included in the project.

II. Background Information

The Villages of Tomorrow Project was developed as a sustainable response to the challenges faced by rural settlements and their impact on urban areas. Key global issues such as rural-to-urban migration, an aging rural population, rising costs, declining factor productivity and disruptions in food value chains were central to the project's design. Simultaneously, opportunities such as the potential of digital tools to enhance productivity and quality of life, along with a growing preference for rural living following the global COVID-19 crisis, were incorporated into the approach.

In Türkiye, improving living standards and economic opportunities in rural areas is a national priority, as highlighted in policy documents, regional plans, and local agendas. Recognizing this, UNDP and Trendyol combined their expertise to design an innovative rural development project centered on digital tools as key enablers.

Türkiye's diverse and high-quality agricultural and handicraft products hold immense potential as high-value, sustainable and eco-friendly resources. These assets serve not only as vital inputs for livelihoods but also as preserved cultural heritage elements. Guided by UNDP's commitment to the 2030 Agenda and Trendyol's expertise technology and e-commerce, the project aims to leverage these resources to drive sustainable development in rural areas.

Based on the 18-month initiation phase, the Villages of Tomorrow will ensure the establishment of pilot villages where digital technologies are adopted in economic and social life. The project also aims to establish a self-sustaining network of similar villages and position these villages as best practices.

Alignment with the 12th Development Plan:

According to the data included in 12th Development Plan, covering 2024-2028, which serves as the base strategy document for Türkiye, reveals a decreasing gender gap in internet usage between women and men. In 2022, the gap was 8.2%, declining to 7.6% by 2023. The plan sets ambitious targets for online shoppers, aiming for a nearly 13% increase by 2028. Furthermore, it aims to elevate the share of e-exports in total exports to 10%, representing a fivefold increase from the 2023 data. Specifically, the project will have a direct contribution on the measure 728.6 of the plan, which indicates:

“Efforts will be carried out to increase women's entrepreneurship and technological literacy in rural areas, to create social areas for women, to provide quality, economical and accessible care services, and to make women working as agricultural workers paid and registered.”

Moreover, in line with the plan, it is expected that the project will also contribute to measure 620.2 indicating:

"Training, promotion, and awareness-raising activities will be carried out for provinces with low electronic commerce volume."

Alignment with UNDP goals:

Aligned with the United Nations Development Programme's (UNDP) goals and policies, the integration of digital technologies into various aspects of rural life plays a vital role in advancing rural development. The integration of digital technologies in rural settlements aligns with UNDP's commitment to inclusivity, economic growth, social equity and environmental sustainability, ultimately contributing to a more equitable and prosperous world.

The project is planned to contribute to the following SDGs:

- SDG #5 - Gender Equality: Achieve gender equality and empower all women and girls. (5.b)
- SDG #8 - Decent Work and Economic Growth: Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all. (8.5)
- SDG #10 - Reduced Inequalities: Reduce inequality within and among countries. (10.2)
- SDG #12 - Responsible Consumption and Production: Ensure sustainable consumption and production patterns. (12.2)
- SDG #17 - Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development (17.17)

In addition to the above, the project also responds to “country-led measures implemented to achieve inclusive economies and to advance economic empowerment of women in all their diversity, including in crisis contexts” and “people and institutions equipped with strengthened digital capabilities and opportunities to contribute to and benefit from inclusive digital societies” outputs of the UNDP Strategic Plan (2022- 2025).

III. Progress Review

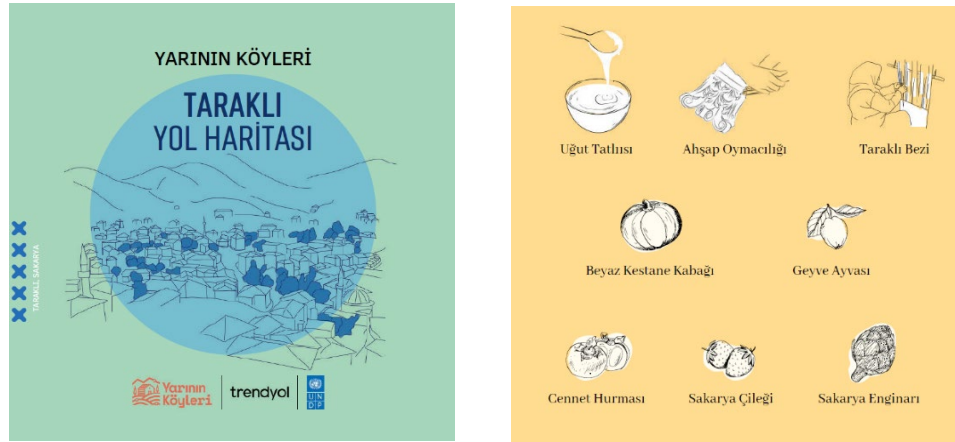
As stated in the CPD outcome, “disadvantaged groups, particularly the rural poor, women and youth, gain access to financial and nonfinancial assets and skill formation to benefit from sustainable livelihoods and jobs”, the Project contributes to the above-mentioned outcomes of the relevant framework document.

In this section, the activities will be provided in two sub-sections, that are A) Implementation Activities and B) Communication and Visibility Activities.

A) Implementation Activities:

In the scope of Output -1 “Pilot villages are developed with a participatory and strategic perspective”, the following activities were conducted:

- During the initiation phase of the Project, which was already stated in the respective final report, Ulaşı village in İzmir, Kürkçüler borough in Adana and Bağır village in Diyarbakır were selected as pilot implementation areas. With the Villages of Tomorrow Project, the digital center in Taraklı village in Sakarya also became operational on the 20th of November, 2024.
- As highlighted in the initiation phase's final report, the roadmaps developed for each pilot village facilitated the efficient implementation of activities and helped identify local products to prioritize within the project's framework. A new roadmap for Sakarya was finalized in October 2024 and distinctive local products with production and sales potential were identified.



Roadmaps

- Besides, potential products to be produced and showcased in digital centers were previously determined following further evaluation by UNDP and Trendyol. It was agreed to identify three main products for each village. Accordingly; Çukurova cotton and Aladağ woven, citrus fruits and Karaisalı pepper in Adana; almond, watermelon, terebinth, grape, copper and silk textiles in Diyarbakır; artichoke, olive, Karakılçık wheat, carob and handmade felt and lace needlework in İzmir; Geyve quince, Taraklı weaving and uğut dessert were determined as the focus products within the scope of the Project. The project aims to increase efficiency of the production of these focus products, diversify them with derivative products, access new markets and increase their share in e-commerce.
- In each province, digital centers were established out of completely or partially unutilized buildings owned by the local partners and fully renovated through the project. Each digital center was equipped with computers and other necessary devices and include workshop rooms and common work areas.



Images from Adana, Diyarbakır, İzmir and Sakarya digital centers

- Training, consultancy and workshop activities were organized at the digital centers. These programs targeted women, men, youth, children, farmers, digital agriculture professionals and local entrepreneurs. A variety of events were organized on topics such as digital literacy, e-commerce, introduction to coding, advanced robotics, computer game design, textile and candle workshops, and digital agriculture applications. As of November 2024, training activities also started in Taraklı village in Sakarya, following the completion of the refurbishment of the digital center.
- Women received training on value-added production development in Adana and Izmir. In Adana, participants developed their cotton-based products and flavored candle designs, while in Izmir, they focused on creating point lace and artichoke jars. Each product was designed with e-commerce techniques in mind, emphasizing value-added designs during the training sessions. The training also included photography sessions, enabling participants to learn how to take professional photos of their products for e-commerce purposes.
- Accordingly, as of 1st of April 2024 until the 31st of December, 1,205 people were reached through 107 separate trainings or consultancy services including robotics, digital agriculture, digital marketing and e-commerce, artificial intelligence, gender equality and digital literacy. Accordingly, 622 people in Adana, 525 people in Izmir and 58 people in Sakarya were reached. The lists are attached to this report as Annex 1. Trainings in Diyarbakır will be stated in the next reporting period.



Training and workshops at digital centers

- In addition to the ongoing comprehensive training programs at the digital centers, the Adana Kürkçüler Digital Center hosted an e-commerce-focused Hackathon on October 2-3 as part of Trendyol's Teknofest activities. The details regarding the event is provided in the following “communications and visibility activities” section.
- All individuals and cooperatives receiving training and consultancy through the project are subject to an impact analysis process. This approach ensures that the alignment between the project's objectives and outcomes is measured, while research and development activities are reshaped to better address identified needs.
- Digital agriculture demonstration areas were designed in the gardens of the digital centers or in suitable areas nearby. In these areas, focal agricultural products identified in roadmaps and herbal products that are widely used in the relevant region were planted, and digital agricultural equipment was installed.
- In addition to the demonstration areas created in the gardens of the digital centers as part of the project's priority theme of digitization in agriculture, digital farming equipment have been installed in the fields of pilot villages for tangible implementation purposes. With these systems actively operating, infrastructure was established for data-driven spraying, irrigation, planting and analysis. In each village, equipment was installed and put into operation in the gardens of digital centers or suitable nearby areas for training and awareness purposes.



Digital agriculture equipment

- By December 2024, the below results were accomplished in the area of digital agriculture based on the report provided by the IC, who is responsible for conducting digital agriculture applications of the project.
- Accordingly, the project has successfully engaged 5 active users in digital agriculture. A total of 151,000₺ in savings was achieved, highlighting the economic impact of digital solutions. Additionally, 39 farmers and agricultural professionals received training, enhancing their knowledge. The project also contributed to environmental sustainability, resulting in a 25% reduction in pesticide use. Furthermore, early warning systems were established for 3 pest species, improving preparedness and response in pest management.

- Adana: As in the initiation phase of the project, the main focus in the 2nd year will remain on cotton and citrus production. Through the establishment of digital agriculture stations, the aim is to monitor every stage of production. Currently, the selection of farmer lands is underway, and data collection will commence following training sessions provided to farmers.
 - İzmir: As in the initiation phase of the project, the monitoring of citrus production will continue. Additionally, olive production will be introduced as a second focus area. The establishment of digital agriculture stations will enable the monitoring of all production stages. Land selection is currently ongoing, with data collection set to begin subsequently.
 - Sakarya: In the newly added province of Sakarya, quince production will be monitored in the Geyve-Pamukova districts as a new crop. Digital agriculture stations will be established to monitor every stage of production. Land selection is currently in progress, with data collection to follow. Furthermore, a study focusing on the locally popular dessert, "Uğut," is planned for the Taraklı district.
 - Diyarbakır: In Diyarbakır, grape production will be monitored as a new product. Through the establishment of digital agriculture stations, every stage of production will be tracked. Land selection is currently underway, with data collection to follow.
- In the regions mentioned above, multi-level collaboration with universities, municipalities, local governments, provincial units of the Ministry of Agriculture and Forestry and producer organizations will be pursued.
 - In the second year of the project, in addition to monitoring various stages of agricultural production through technology, analyses of production methods are also planned. The goal is to incorporate good agricultural practices, regenerative agriculture practices, organic farming methods, and value-added production into the project as much as possible on a region- and product-specific basis. Another focus for the second year will be exploring how cooperation models with local governments and producer organizations can be further developed, again on a region- and product-specific basis. All these expected results will be reflected in the next reporting period.



Digital agriculture applications and training sessions

In the scope of Output-2, “A national network for the villages of tomorrow is established and institutionalized”, the following activities were conducted:

- Regular meetings were held with local partners, who also visited the digital centers. The good reputation of the project ensured expressing high interest of municipalities from Sakarya, Konya, Karaman, Malatya, Mersin, Ağrı, and Eskişehir to participate in the project. The selection of the new villages will be based on the criteria set, which is under final approval process. Accordingly, two provinces and villages will be selected for the project’s activities.
- Regular project evaluation workshops are organized at a chosen digital center to discuss the project's next steps with the project team and Trendyol team. The first workshop was organized in March 2024 in İzmir, and the second is planned in Adana for February 2025. The outcomes of the workshop will be shared in the next reporting period.
- The project was presented to audiences at three different conferences held in London, Ankara, and Istanbul throughout November. At each conference, academic papers highlighting a specific focus of the project were presented, and the current status of the project was shared with participants using data-driven insights. As part of these efforts, the project was featured at the Regional Studies Association Winter Conference, held on November 7-8, 2024, in London. The conference, themed "Advancing Regions: Transitioning to Brighter Regional Futures," focused on regional development. The project was introduced through a presentation titled "Digitalization in Rural Areas: The Digital Literacy and Training Model of the Villages of Tomorrow Project," prepared by the UNDP and Trendyol project team. The session attracted significant interest, concluding with a Q&A segment. On November 17-18, 2024, the project team participated in a conference

organized by IFERP (Institute for Educational Research and Publication) in Istanbul, themed "Sustainable Agriculture and Climate Resilience: A Management Perspective." The project was showcased with a focus on digital agriculture, and current developments were shared with participants through a presentation titled "Digital Agriculture and Sustainability Practices in Rural Turkey: An Examination of the Villages of Tomorrow Project." On November 20-22, 2024, the project was presented at the 9th Urban Studies Congress, organized by the Urban Studies Institute, with the theme "Resilient Cities and Communities." The presentation, titled "The Impact of Technology on Rural Livability: The Villages of Tomorrow Project," explored the role of information technologies in urban resilience and the contributions of the project in this area. As such, throughout November, the project was promoted under digital literacy, digital agriculture and information technology's themes. These efforts contributed to raising awareness about the project among broad national and international audiences. The events were also published on UNDP web site. <https://www.undp.org/turkiye/news/villages-tomorrow-project-reaches-wider-audience-international-platforms>. Similar activities are planned to continue in 2025.



National and international conferences (London & Ankara)

B) Communication and Visibility Activities:

- The second TV commercial of [Villages of Tomorrow project was shot in Adana with megastar Tarkan](#) in April 2024. The TV commercial was broadcasted in national TV channels on prime time in April 2024. The video was also shared through social media accounts of Trendyol and Tarkan. <https://www.youtube.com/watch?v=YyErIRtZgr0>.
- As a complementary to TVC, ads were published in marketing publications such as Mediacat, Marketing Türkiye, Pazarlamasyon, Brand Map, Brandplanet, Adjustbrand. Billboards were used in main locations such as in front of Galatasaray stadium and on a building in Kozyatağı one of the business districts of İstanbul.



Billboards

- During his visit to Kürkçüler digital center, Tarkan met with Trendyol Group Corporate Communications Director İrem Poyraz and UNDP Türkiye Resident Representative Louisa Vinton. <https://www.undp.org/turkiye/press-releases/tarkan-back-front-camera-villages-tomorrow>
Press release about his visit to Adana and shooting of film was prepared with quotation from Tarkan and distributed to national media. Between April 15th and May 15th, 2024, a total of 258 news articles were published in both national and local media. Of these, 35 were published in newspapers, and 223 were published online. The total reach of these articles was 2,000,593 people. The media coverage of this press release is given in Annex 2.



TVC shooting at Kürkçüler digital center, Adana, starring Tarkan

- On 21st of May, 2024, with the participation of journalists the second launch event was held in İzmir Ulaşmış digital center, organized by UNDP and Trendyol, together with the local partner, İzmir Metropolitan Municipality. In the scope of the media coverage of the Ulaşmış Digital

Center opening held in İzmir on May 21, between May 21st and 30th, 2024, a total of 392 news articles were published in national and local media. Of these, 18 were published in newspapers, and 374 were published online. One of the news pieces is a general project introduction published in ADASO's magazine. The total reach of these articles was 5,432,756 people. The media coverage is given in Annex 3.



Launch event at Ulaşış digital center, İzmir

- In addition to the ongoing comprehensive training programs at the digital centers, the Adana Kürkçüler Digital Center hosted an e-commerce-focused Hackathon on October 2-3 as part of Trendyol's Teknofest activities. Supported by Trendyol, the event brought together 60 high school and university students from across Türkiye, competing in 14 teams over 48 hours to develop ideas and solutions in the field of e-commerce. During the Hackathon, the interior and garden of the Kürkçüler Digital Center were organized to facilitate both the participants' use and visitors' exploration. Additionally, products created by women entrepreneurs and cooperatives supported by the Villages of Tomorrow project were exhibited in the garden throughout the two-day event. As a result of press release regarding Hackaton hosted in Kürkçüler Digital Center that Trendyol issued, a total of 408 news articles were published in national and local media. Of these, 13 were published in newspapers, and 395 were published online. The total reach of these articles was 2,467,822 people. The media coverage is given in Annex 4.
- Press release regarding the trainings given in Adana and Izmir in the summer period within the scope of the Villages of Tomorrow project was sent to the press in August 2024. A total of 431 news items were published, 28 in national and local newspapers and 431 in different internet newspapers. The number of people reached with these news articles is 2,151,854 people. The media coverage is given in Annex 5.



Hackathon in Kürkçüler digital center, Adana

- The project was represented on national and international platforms. Accordingly, the project was presented to audiences at three different conferences held in London, Ankara, and Istanbul throughout November 2024. At each conference, academic papers highlighting a specific focus of the project were presented, and the current status of the project was shared with participants using data-driven insights. Besides, an online side event was organized in November 2024 in the scope of “Beijing+30 Regional Review Meeting”. The details about the conferences are provided under the following section.
- On October 21-22, 2024, in Geneva, Switzerland, an event titled “Reviewing 30 years of Beijing Commitments to Accelerate Gender Equality in the UNECE Region” in the scope of Beijing+30 Regional Review Meeting, was organized by the United Nations Economic Commission for Europe (UNECE) and UN Women Regional Office for Europe and Central Asia (ECARO). As part of this initiative, the project team successfully hosted an online side event titled “Villages of Tomorrow Embraces Gender Equality Through Digital Transformation”. The sessions were conducted in English, including a brief video presentation and interactive content aimed at fostering meaningful dialogue among participants. UNDP Türkiye Assistant Resident Representative (Programme) Mustafa Ali Yurdupak, Trendyol Head of Corporate Communication İrem Poyraz and Prof. Gökhan Özertan from Boğaziçi University participated as the panel speakers.



Online side event

Online side event was shared through social media:

- <https://x.com/undpturkiye/status/1848257928605630491>
- <https://www.linkedin.com/feed/update/urn:li:activity:7254021331707432960>
- <https://www.facebook.com/share/kGaUGAfyiCtqZjDz/>
- <https://www.instagram.com/stories/undpturkiye/>
- <https://www.linkedin.com/feed/update/urn:li:activity:7252952983720579073>
- <https://www.instagram.com/stories/undpturkiye/>
- <https://x.com/ivantarta/status/1854834470429311005?s=46>
- https://x.com/rodriguez_pose/status/1854491465205866853?s=48

- The Villages of Tomorrow Project was also presented at the Sustainable Future Platform panel organized by Trendyol in Baku on 14 November 2024 within the 29th Conference of the Parties to the United Nations Framework Convention on Climate Change (COP29). The panel was focused on the localization of the Sustainable Development Goals and the contributions of the Villages of Tomorrow project to reducing inequalities between rural-urban life and closing the digital divide, as well as its contributions to resource efficiency and combating climate change through digital agriculture practices. The event was shared through UNDP Digital Office's social media account. <https://x.com/UNDPDigital/status/1871541341806821838>
- As part of the "16 Days of Activism", held between November 25 and December 10, 2024, a two-hour training/informative workshop on violence against women was conducted for women at the digital centers in Adana, İzmir and Sakarya. By linking it with the Villages of Tomorrow initiative, sessions were organized at each center focusing on what constitutes violence against women, the types of violence, digital violence, digital bullying and rights. Accordingly, 43 women attended

the workshops in three digital centers. The workshops were shared in social media accounts of UNDP:

- <https://x.com/undpturkiye/status/1869699445111325118>
- <https://x.com/undpturkiye/status/1869698882504204394>
- https://www.instagram.com/p/DDweVXCs-fw/?img_index=1
- <https://www.facebook.com/share/p/14qNQiFbhA>
- <https://www.linkedin.com/feed/update/urn:li:activity:7275467016151445505>

- Project's local partner SATSO distributed a press release about the workshop in Taraklı Digital Center and a total of 16 news pieces were published in local internet newspapers in December 2024. The number of people reached with these news articles is 27,986 people. The media coverage is given in Annex 6.
- As of October 2024, based on agreement made by Trendyol and Onedio.com and Verda Özer (journalist), two videos were shot in Adana and Izmir, showcasing the success stories of entrepreneurs, cooperatives and farmers; and also explaining the project's contributions to their endeavours. In this context, villages in both provinces were visited, and interviews were conducted with people benefiting from the project. The post-production phase of the videos is still on-going, and the final versions will be shared in the next report.
- Finally, the project has gained significant recognition for its impactful initiatives. In 2024, the project was honored with multiple awards, including the Felis Awards for "Villages of Tomorrow" the Social Benefit Awards in the "SG-Social Entrepreneur Organization Collaboration" category, and the Gold Compass in the "Corporate Social Responsibility" category, Leadership in Community Service and Corporate Social Responsibility category in Communitas Awards.
- Following the organization of "Villages of Tomorrow Sakarya Roadmap Workshop", a press release was issued and distributed to local media. A total of 338 news articles were published in local newspapers and websites, with 7 appearing in newspapers and 331 online between May 16th and 20th, 2024, The total reach of these articles was 134,762 people. Posts were shared in social media accounts of project partners. Media coverage documents are attached as Annex 7.



Social media posts

- Press release was prepared for announcing the opening of Taraklı Digital Center and distributed to media on October 30, 2024 following the visit of Trendyol Group Corporate Communications Director İrem Poyraz and UNDP Türkiye Resident Representative Louisa Vinton. Furthermore, advertorials promoting Taraklı Digital Center were published in various newspapers and internet news portals such as Aydınlık, Cumhuriyet, NB Ekonomi, Oksijen, aydınlıkcomtr, cumhuriyetcomtr, ekonomimcomtr, oksijencomtr, odatvcomtr in October 2024. A total of 443 news articles were published in local newspapers and websites, with 17 appearing in newspapers and 426 online between October 30 and November 30, 2024. The total reach of these articles was 4,197,781 people. The media coverage is given Annex 8.



Newspaper articles

- Press release was prepared for the 1st year of the Adana Kürkçüler Digital Center and distributed to local and national media. A total of 401 news articles were published in local newspapers and websites, with 27 appearing in newspapers and 374 online in December, 2024, The total reach of these articles was 2,371,974 people. The media coverage is given in Annex 9.
- Monica Merino, UNDP Resident Representative in Türkiye visited Mayor of Hatay Metropolitan Municipality and this visit had local media coverage. A total of 327 news articles were published in local newspapers and websites, with 8 appearing in newspapers and 319 online in December,

2024, The total reach of these articles was 222,793 people. The media coverage is given Annex 10.

Indicator Based Performance Assessment

Level in Results Hierarchy	Description	Indicators	Base line	Annual target	End of project target	Cumulative Realization	Explanation for deviation from the target and any other remark
UNSDCF Outcome	#2.1: By 2025, public institutions and the private sector contribute to more inclusive, sustainable, and innovative industrial and agricultural development, and equal and decent work opportunities for all, in cooperation with the social partners						
CPD Output	Output 2.4: Disadvantaged groups, particularly the rural poor, women and youth, gain access to financial and nonfinancial assets and skill formation to benefit from sustainable livelihoods and						
Output 1 Pilot villages are developed with a participatory and strategic perspective		1.1: Number of active digital centers	2	5	10	4	The digital centers in Adana, Izmir, and Sakarya are active, and the refurbishment work at the Diyarbakir digital center has been completed.
		1.2: Number of women and men attended project's capacity building activities (at least 40% women)	500	1500	3000	1205	1205 people were already reached for this reporting period. Women entrepreneurs and cooperatives are selling their products via Trendyol. There are 41 different products in total. (Annex 11)
		1.3: New local products / brands subject to e-commerce	0	10	15	41	The farmers' number remain the same, it will increase in 2025.

	1.4: Number of farmers (women and men) benefited from digital agriculture tools	40	400	600	40	
Output 2 A national network for the villages of tomorrow is established and institutionalized	2.1: Criteria set to be qualified for becoming Village of Tomorrow and a nationwide collaboration network established	0	1	1	1	The criteria set is prepared and the approval is awaited.
	2.2: Number of national / international platforms in which the project is represented	0	3	5	4	The events are included in the communication and visibility activities section.

IV. Contribution to Gender Equality

The Project is a GEN2 project. At least 50% of final beneficiaries of the project are expected to be women, young and persons with disabilities. The project requires the selecting of 3 villages as pilot areas for implementation of activities. The existence of women's cooperatives and total number of member women were defined as selection criteria. Each selected village possesses active participation of women and project activities are expected to acquire positive results for women's empowerment. Trainings and workshops targeting women and youth have been organized at the digital centers. Accordingly, primary school, high school and university students, women entrepreneurs, women farmers and agriculture professionals, as well as woman residing in the villages have been benefited from the trainings and workshops in Adana, Izmir and Sakarya.

Moreover, 43 women were benefited from the workshops organized in the scope of the "16 Days of Activism" week.

V. Updated Project Issues and Actions

Not available for the reporting period.

VI. Monitoring Arrangements

Local Project Appraisal Committee Meeting (LPAC) was on the 29th of July, 2024 via zoom. The meeting minutes are attached as Annex 12.

Follow-up meetings with Trendyol for the Project management are held weekly. Besides, UNDP and Trendyol Project Team are able to reach shared files and update relevant documents including but not limited to 2024 calendar and action plan. This allows the project team to monitor all the activities simultaneously.

Moreover, a project evaluation workshop was organized on 28 and 29 March, 2024, with the participation of UNDP project team and Trendyol. A comprehensive report based on the outcomes of the meetings was shared with the participants. The report was attached in the previous report and the report from the next workshop to be organized in February 2025 will be attached in the upcoming report.

Monitoring section of quantum is up to date.

VII. Lessons Learned

The project was first implemented within 18-month period in the scope of the initiation phase. During this period, two unprecedentedly devastating earthquakes occurred in south Türkiye. Two of the pilot locations of the project were in this affected region. Following the earthquakes, Türkiye had a national election period, and followed by a high inflationist economy. These bottlenecks had a significant impact on the project, yet despite such negative external factors at indicator level, project targets have been achieved. Following completion of the project period, sustainability has been ensured with at least 24 months long successor project, named Villages of Tomorrow. The lessons learned section will be updated in the next reporting period in accordance with the current needs and lessons.

VIII. Conclusions and Way Forward

The initiation phase has been completed, and the second phase will follow under a NIM modality, with the name of “Villages of Tomorrow”. The new project period is planned as 24 months with possible extension. This phase will focus on increasing the number of pilot implementations, increasing the effectiveness of existing ones and enabling nationwide awareness. The project maintains its enthusiasm and interest in further developing the initiative and is committed to bringing it onto the international agenda. Discussions with UNDP Azerbaijan and Saudi Arabia have been initiated in 2024.

Besides, the action plan was created, and it is currently being followed up in a regular basis with the implementing partner in accordance with the calendars.

Overall, the sustainability and effective operation of the existing digital community centers will be ensured. Local project partners will be supported in sustaining the operations of the centers. Secondly, new locations will be piloted, and digital community centers will be established and operationalized. Similarly, the sustainability of the centers will be ensured through local project partners. Thirdly, digital agriculture practices will be expanded through new locations and new pilot farms. Finally, local products will be commercialized via e-commerce platforms in a high-value-added manner and local producers including individuals, cooperatives and private entities will be guided.

IX. Financial Status

Please see attached the Annex 13.

X. Annexes

1. The list of the trainings and workshops organized in Adana and Izmir
2. Media coverage - Tarkan
3. Media coverage - Ulamış Digital Center Opening
4. Media coverage - Hackathon Adana
5. Media coverage - Summer Trainings in Adana and Izmir
6. Media coverage - 16 Days of Activism Workshop at Taraklı Digital Center
7. Media coverage - Sakarya Roadmap
8. Media coverage - Taraklı Digital Center Opening
9. Media coverage - 1st Year of Adana Kürkçüler Digital Center
10. Media coverage - UNDP Resident Representative's Visit to Mayor of Hatay Metropolitan Municipality
11. Trendyol Villages of Tomorrow Boutique Seller List
12. LPAC Meeting Minutes of the 29th of July, 2024
13. Financial Status