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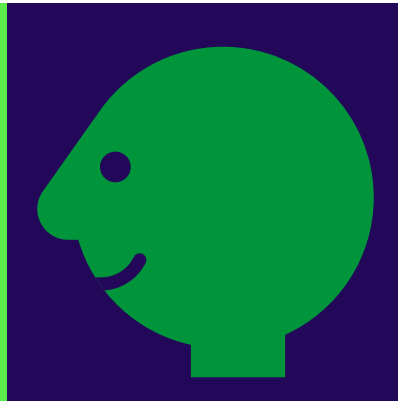
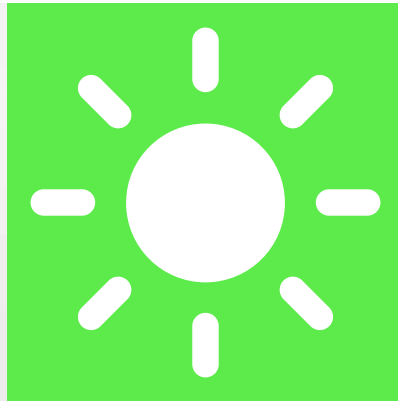
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# Green careers guide

Selin Akdeniz  
Turkey



# Selin Akdeniz

## Turkey



My professional life is a combination of academia and private sector, one inspiring for the other. Currently, I am a dissertation year student at Engineering Management master's program of Brunel University London and being quite inter-disciplinary, I earned my undergraduate degree at Political Science and International Relations. I needed to mention my both studies as my perspective towards climate change and sustainable development has been shaped by both my studies.

After graduating from the university, I had a four-year professional experience, being two years in a brand development role at a Turkey-based plastic packaging company and another two years in a supply chain role at the local sourcing office of a well-known British clothing brand. During those four years I experienced the responsible sourcing practices of global brands. Thanks to my political science education, I was able to observe the positive impact of all those environmental, social and governance due-diligence checks on a developing economy. Responsible consumption and investment behaviours of value-demanding stakeholders in developed economies create pressure on global brand owners and brands force suppliers to transform their processes in greener ways. Seeing how global supply chains can turn into "impact chains", when managed right, inspired me for my current study.

There are several sustainability-focused projects that I have been involved so far. I find two of them distinctively exciting. The first one was working together with suppliers to remove plastics from products of the company that I worked for. It was incredible to see removing even one gram of plastics from one product actually meant eliminating fifty tons of plastics in one single batch. Imagining the reverse scenario, we used to waste fifty tons of plastics for each batch of the product in the past.

The other project was focusing on increasing youth engagement in green campus action of Boğaziçi University together with developing a live sustainability reporting platform for higher education with real-time data flow and high visibility. As campus administration started using the cloud-based platform for waste collection, energy and water consumption data entry, visualized data of environmental impact of the campus became available to all students. Knowing their real impact to the environment boosted student engagement for zero waste challenge in the campus. As a result, students started volunteering to run circular economy campaigns and green innovation projects, while waste generation, water and energy consumption numbers improved significantly.

Here, I would like to take the opportunity to share my learnings with all the audience, regardless of business seniority or sector. The biggest challenge I faced during acceptance and participation phases of my projects was the popular fallacy to see climate change and sustainable development goals as missions to be accomplished by people and organizations, who have "green" or "sustainable" wording in their titles. "Green" must be the new "conventional" and we all must be demanding for greener policymaking, while we transform our own businesses. Although the society has a progress towards better, I still think that there is a serious gap of awareness for climate change. My motivation is to continue my studies further to investigate and improve the customer demands for a greener market and how it transforms the status quo.

