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**Aydem Perakende and JTI Turkey Join Forces for Clean Energy**

**Aydem Perakende and JTI Turkey signed an agreement for I-REC certified 100% clean energy. As part of the clean energy certified agreement offering a solution for climate change for a more livable world, it is aimed to prevent greenhouse gas emissions corresponding to 4,500 tonnes of CO2 (carbon dioxide) per year.**

Aydem Perakende and JTI Turkey signed an agreement for renewable energy transformation. Under the agreement, Aydem Perakende will use I-REC certified renewable sources to generate around 10 million kWh of the electrical energy to be used up at JTI’s plant in Torbalı, İzmir in 2021. Founded in 2015, I-REC is the organization that developed the very first international standard for renewable energy certification. It carries out energy certification activities at various geographies including Turkey.

As part of the collaboration, all of the electricity will be generated at Aydem Yenilenebilir Enerji’s power generation plants that only use renewable energy resources.

**Aydem Perakende prevents 2,550 tonnes of carbon emissions through the power provided by Aydem Yenilenebilir Enerji!**

Gülin Sontuna, Marketing and Business Development Director at Aydem Elektrik Perakende, said the following regarding this agreement: “With the aim to leave a more livable world for the generations to come, we see our sustainability efforts as a corporate mission, and with the campaign ‘Green Energy at Work’, we offer I-REC certified clean energy for our corporate clients that share our vision. Our collaboration with Japan Tobacco International is setting an example for all organizations. This agreement aims to reduce JTI’s yearly carbon footprint by up to 4,500 tonnes. As part of the clean energy efforts that we focus on and invest in for a sustainable world, we get our strength from Aydem Yenilenebilir Energy, which has 1,020 MW installed power and 3.2 TWh power generation.”

Sontuna continued: “In addition to approximately 90 million kWh of I-REC certified clean energy we have provided so far for our customers for 2020 and 2021, we have used I-REC certified clean energy, since the beginning of 2020, at all of our Customer Relations Centers and general directorate buildings in İzmir, Manisa, Aydın, Denizli and Muğla, where we offer services as Aydem and Gediz Perakende. In return for 4,250 MWh, which was our energy consumption for 2020, we prevented 2,550 tonnes of carbon emissions”.

Since the day it was founded, JTI Turkey has always added value to the environment through the investments it made. Barış Tevattepe, Engineering Director at JTI Turkey, stated that as part of the sustainability goals they set in 2015, they are planning to reduce the CO2 emissions by 35% until 2030. He mentioned that they are aiming for net-zero CO2 emissions as of 2050 and reduce water use by 20% in 2030.

Barış Tevattepe continued: “At our plant based in Torbalı, İzmir, alongside using state-of-the-art equipment for manufacturing, we also adopt an approach that will contribute to the environment in all of our activities. In 2017, we started to use 500 kWh solar panels in manufacturing and since then, thanks to these solar panels, we have saved 44 thousand trees. Our solar power system allows us to generate power at our plant that corresponds to a month-worth of electricity consumption of 250 households. At our “Trigen” plant opened in 2011, we generate 4 MWh of electrical energy by using natural gas only. This corresponds to almost one month power consumption of all houses in Torbalı. Yearly energy generation at the “Trigen” plant equals 60% of the total annual needs of the plant.

Mentioning that they are taking their eco-friendly practices to the next level, which led to a collaboration with Aydem Perakende, Tevattepe said that as of January 2021, the plant in Torbalı started to use clean energy that is globally certified by I-REC and completely generated from renewable resources. This collaboration will reduce CO2 emissions by 4,500 tonnes in one year (for 2021, 1600 for the following years), saving 9,000 trees for the nature.

**About Aydem Perakende**

Aydem Perakende, an Aydem Enerji company, was founded in 2008 to offer uninterrupted and high-quality electricity services for over five million clients in İzmir, Manisa, Aydın, Denizli and Muğla.

In line with its customer satisfaction approach, which is its priority at all times, Aydem Perakende offers electricity supply for non-eligible clients through retail sales contracts, and for all eligible clients in the country regardless of the region through bilateral agreements in the locations it is authorized. Gediz Perakende has a strong corporate culture created through working policies and innovative practices and it attaches great value to its employees, which was proven when it ranked on the “Best Employees in Turkey List” by the “Great Place to Work®” Institute, which is a great accomplishment. Aydem Perakende also got the first prize in the category “Best Employees in the Aegean Region” for companies with 250+ employees at the Private, Sectoral and Regional Awards for Best Employees in Turkey held by Great Place to Work®.

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