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**Aydem Perakende Gets Together with Tunç Soyer as Part of ‘Enchant’, an EU Project Aimed at Providing Energy Efficiency**

**Aydem and Gediz Perakende project team; Prof. Dr. Mehmet Efe Biresselioğlu, Head of the Department of Sustainable Energy at İzmir University of Economics; and Tunç Soyer, Mayor of İzmir Metropolitan Municipality got together to discuss ‘Enchant’, a European Union supported project that is aimed at offering solutions for transforming energy consumption behavior.**

In İzmir, which consumes around 6% of the overall electricity in Turkey, a project is underway to increase energy efficiency, pave the way for investing in renewable energy, and provide savings of five million Euros in the city. As part of this project, which is entitled to get a fund of two million Euros from the European Union (EU), Mehmet Efe Biresselioğlu,Head of the Department of Sustainable Energy at İzmir University of Economics, and the project teams from Aydem and Gediz Perakende, the electricity suppliers in the Aegean Region, got together in the office of Tunç Soyer, Mayor of İzmir Metropolitan Municipality, to talk about this project.

Department of Sustainable Energy of İzmir University of Economics prepared this project titled ‘Enchant’ in collaboration with academics from five different countries in Europe, and thanks to this project that is going on in collaboration with Aydem and Gediz Perakende and İzmir Metropolitan Municipality, the Department aims for at least one million tonnes of reduction in carbon emissions and 15% savings in household consumption.

This project aims to raise awareness on energy consumption among consumers, to make sure that appliances such as white goods and electrical tools at homes are used in compliance with energy efficiency standards.

**“Rewarding and Incentive System in Energy Saving”**

Çağdaş Demirağ, General Manager at Aydem and Gediz Perakende, shared his views on this project and remarked: “**As the Aydem Perakende Family, we are integrating our sustainability approach into all of our business processes. We are so proud to be partnering up with İzmir Metropolitan Municipality and İzmir University of Economics on the Enchant project, which supports our corporate citizenship mission.” Stating that they are providing services for around five million clients as the authorized electricity supplier in the Aegean Region and in Turkey in general, Çağdaş Demirağ continued: “We definitely believe that the Enchant project will raise social awareness in terms of energy saving. In this regard, we are ready to do our part under this project.”**

Demirağ stated that this aim to reduce carbon emissions will also provide a positive output for İzmir and that the İzmir Metropolitan Municipality will be working on a project to offer incentives and rewards to those who benefit from this energy resource.

**“We will guide consumers to save energy”**

Prof. Dr. Mehmet Efe Biresselioğlu, Head of the Department of Sustainable Energy at İzmir University of Economics said he felt great pride to be representing our country before the European Union and to be involved in a project that will provide added value for our country. Biresselioğlu continued: **“Our main objective with this project is to reduce energy consumption and carbon density. Today, together with the Aydem Perakende Family, which is the authorized electricity supplier, we shared our solution offers to increase energy efficiency with Tunç Soyer, Mayor of İzmir Metropolitan Municipality. On behalf of the Department of Sustainable Energy of İzmir University of Economics, I would like to say thank you to the İzmir Metropolitan Municipality for their contributions to the Enchant project, which will start a positive social transformation, and to the Aydem Perakende Family, who embraced the project with their sensibility regarding sustainability.”**

**About Aydem and Gediz Perakende**

Aydem Perakende, an Aydem Enerji company, was founded in 2008 to offer uninterrupted and high quality electricity services for around 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.

**For Media Contact of Aydem and Gediz Perakende**

Directorate of Corporate Communications

Corporate Communications Specialist – Baran Ölekli

E-mail: baran.olekli@aydemenerji.com.tr

Tel: 0530 100 34 22

Adalet Mah. Anadolu Cad. No:41 Megapol Tower Kat:19 35530 Bayraklı / İZMİR