OID: E10172358
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TURKISH GREEN CRESCENT SOCIETY

PARTNER INFORMATION FORM

ORGANIZATION DETAILS

Full Legal Name (National Language)	Türkiye Yeşilay Cemiyeti
Full Legal Name (Latin Characters)	Turkish Green Crescent Society
Acronym	Yesilay
Address	Sepetçiler Kasrı - Kennedy Cad. No: 3 Sarayburnu, PK:34110, Fatih/ İSTANBUL
City	İstanbul
Postal Code	34110
Country	Türkiye
Region	Europe
Registration Number	34-003-084
E-mail	info@yesilay.org.tr , proje@yesilay.org.tr
Website	https://www.yesilay.org.tr/ https://www.yesilay.org.tr/en/
Facebook	https://www.facebook.com/1920yesilay
Twitter / X	https://x.com/1920yesilay
LinkedIn	https://www.linkedin.com/company/1920yesilay/
YouTube	https://www.youtube.com/user/1920yesilay
Vimeo	https://vimeo.com/1920yesilay
Instagram	https://instagram.com/1920yesilay/

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Phone Number	444 1920
Fax	+90 212 522 84 63
Type of Organization	Non-profit Organisation (NGO)
Public Institution?	No
Non-Profit?	Yes

LEGAL REPRESENTATIVE

Title/ Position	Secretary General
Name	Yasin
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CONTACT PERSON

Title/ Position	Manager
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ABOUT THE ORGANIZATION

Vision

The Turkish Green Crescent Society (Yesilay) is a leading organization in addiction prevention at both the national and international levels.

Mission

Green Crescent is a non-governmental organization that places human dignity and respect at the core of its mission and works to protect society and young people from harmful habits without discrimination. Guided by national and moral values and grounded in scientific methods, Green Crescent carries out prevention-focused and rehabilitative public health and advocacy activities addressing alcohol, tobacco, substance use, gambling, and internet-related addictions.

Founded in 1920, Green Crescent is a non-governmental organization that conducts preventive and rehabilitative public health and advocacy work against tobacco, alcohol, drugs, technology, and gambling addiction. It follows an evidence-based approach to research, analysis and intervention in addiction prevention, and to behaviour reinforcement and behaviour change during therapy and treatment.

Green Crescent operates through 119 branches across Türkiye, ensuring nationwide reach and accessibility, and is affiliated with a global network of 70 Country Green Crescents. At national level, it works with over 300 partner institutions through 213 collaboration agreements, comprising 77 public institutions, 42 local governments, 46 non-governmental organizations, 29 universities, and 20 private sector institutions.

Green Crescent is the only non-governmental organization with formally assigned responsibilities within Türkiye's national action plans addressing addiction. Within the National Action Plan on Drugs (UMEP), it is among the institutions with the highest level of responsibility for addiction prevention and coordinated response, alongside the Ministry of Health and the Ministry of Interior. Green Crescent serves as lead or supporting institution in 94 of the 198 activities under the UMEP (47.5% of the total); excluding the "Prevention of Drug Supply" pillar, this share rises to 62.3% of the remaining activities.

Green Crescent has held Special Consultative Status with the United Nations Economic and Social Council (ECOSOC) since 2013, and Observer Status at the United Nations Environment Programme (UNEP) since 2024. As of 2026, 28 Country Green Crescents have been granted ECOSOC status, with applications from 13 further countries still in process.

Among its long-running initiatives, the "Healthy Generation, Healthy Future" competition encourages students' awareness of addiction issues and rewards creative work in poster, painting, cartoon, composition and poetry categories. The International Green Crescent Cartoon Contest brings together cartoonists from many countries to raise awareness of addiction among the public and young people through humour and visual storytelling.

Youth Work Activities and Experience

Green Crescent runs a wide range of training programmes, including the Addiction Prevention Training Program of Türkiye (TBM), the Peer Practitioners Training Program, Adult Awareness Trainings, the School-Based Addiction Intervention Program (OBM), the Green Crescent Life Skills Training Program, Youth Camp Awareness and Healthy Life Seminars, and Project Cycle Management trainings.

While the organization delivers training to individuals across all age groups, it's Erasmus+ work centres on addiction prevention and intervention training and youth capacity-building seminars. Green Crescent places particular emphasis on working with young people through its Young Green Crescent Clubs, active in universities across Türkiye, which support youth engagement in the field of addiction prevention.

Green Crescent has also benefited from several European Union grant funds and consistently creates space for young people within these projects — encouraging their participation both in project implementation and in the writing of new project proposals.

NETWORKS INVOLVED

Green Crescent is a member of the following international networks and bodies:

- Civil Society Forum on Drugs (CSFD)
- Vienna NGO Committee on Drugs (VNGOC) and Civil Society Task Force (CSTF)
- European Federation of Therapeutic Communities (EFTC)
- European Network for Smoking and Tobacco Prevention (ENSP)
- Europe for Action on Drugs (EURAD) – Board of Directors
- Special Advisor to the European Alcohol Policy Alliance (EUROCARE)
- Federation of Islamic Medical Associations (FIMA)
- Global Alliance for Tobacco Control (GATC)
- International Federation of Non-Government Organisations for the Prevention of Drugs and Substance Abuse (IFNGO)
- İbn-i Sina Health Association
- NGOCSW – Non-Governmental Organization Committee on the Status of Women, New York
- Stop Tobacco Pollution Alliance (STPA)
- UNESCO National Commission of Türkiye – General Assembly Member
- World Federation Against Drugs (WFAD)

Green Crescent also holds Special Consultative Status with UN ECOSOC (since 2013) and Observer Status at UNEP (since 2024), and cooperates with international organizations including the African Union, the Council of Europe Pompidou Group, the EU Drugs Agency (EUDA), FAO, IFRC, OSCE, UNDP, UNESCO, UNFCCC, UNGA, UNODC and WHO.

Collaborations with International NGOs

Proyecto Hombre (Spain), Planet Youth (Iceland), Recovered Users Network – RUN (Bosnia and Herzegovina), Smart Approaches to Marijuana – SAM (USA), San Patrignano (Italy), Singapore Anti-Narcotics Association – SANA (Singapore), Students Campaign Against Drugs – SCAD (Kenya), Slum Child Foundation (Kenya), Jordan Anti-Drugs Society – TJADS (Jordan), Utrip Research and Development Institute (Slovenia), Vision for Alternative Development – VALD (Ghana), World Federation Against Drugs – WFAD (Norway), World Federation of Therapeutic Communities – WFTC (USA), Community Anti-Drug Coalitions of America – CADCA (USA), Community Alliances for Drug-Free Youth – CADFY (USA), Çaşıl Ay Koomu (Kyrgyzstan), Drug Free America Foundation – DFAF (USA), Foundation for Drug Policy Solutions – FDPS (USA), European Federation of Therapeutic Communities – EFTC (Belgium), FORUT – Campaign for Development and Solidarity (Norway), Foundacioni Yesilay (Albania), Haugerud Idrettsforening (Norway), Karim Khan Afridi Welfare Foundation – KKAWF (Pakistan), Movendi International (Norway), National Anti-Drug Union – NAU (Russia), Pertubuhan Bulan Sabit Hijau Malaysia (Malaysia).

KEY PERSONNEL

Core Team

Name	Position / Role	Profile
Zahide Ökten	Manager	Currently pursuing a PhD in Management and Organisation at Marmara University. Before joining Yesilay, spent 16 years at Alcatel-Lucent and Nokia as a Project Administration Professional and Customer Supply Coordinator. In these roles, contributed to large-scale international projects and built extensive expertise in project management, stakeholder coordination, and supply processes. Brings this corporate and international background to Yesilay, where they serve as Programme and Project Development Manager. In this role, the organisation obtained three Erasmus+ accreditations and developed numerous project applications for EU funding programmes. It also gained experience in writing Horizon Europe project proposals as a partner organisation. Leads a dedicated and highly capable team of 10 professionals.
Emel Saçkesen	Deputy Manager	Built her career on large-scale, World Bank-supported public reform programmes: she served as Local Initiatives Specialist on the Prime Ministry's Social Risk Mitigation Project, as Monitoring and Evaluation Specialist on the Ministry of Youth and Sports' Youth Social Development Programme, and as Institutional Development Specialist on the Social Security Institution's Health Transformation Project. That grounding in local implementation, monitoring systems and institutional reform now carries into her work at Yesilay, where she is active of the institution's Erasmus+ programmes as well as its other projects, taking part at every stage — from writing and country coordination to implementation and mentoring partner organisations throughout the project cycle.

Name	Position / Role	Profile
Eslem Sümeyra Sayman Kaynar	Senior Project Specialist	Holds a BA in Political Science and International Relations and a second BA in Social Work, both from Istanbul University. Began her career at Yesilay, working in youth services and volunteer management, where she coordinated nationwide youth and volunteering programmes delivered through the branch network. Later worked at the Turkish Red Crescent on the technical management, monitoring and evaluation of large-scale humanitarian programmes, and at the Technology Transfer Office of Ankara Medipol University on research and innovation funding and university–industry project support. In these roles, built extensive expertise in project cycle management, fund development, and multi-stakeholder coordination with public institutions, universities and civil society organisations, working across funding mechanisms including IPA, Erasmus+, TÜBİTAK, KOSGEB and development agency programmes. Brings this background to Yesilay, where she serves as Senior Project Specialist, working on project development, fund management, implementation, reporting, monitoring and evaluation. Has also designed and delivered project management training programmes for institutional staff and external stakeholders throughout her career, at every organisation she has worked with over the past eight years.
Eda Demirkoparan	Project Specialist	Sociology graduate from Kırıkkale University with over five years of experience in the civil society sector, specializing in project and programme development. At the Turkish Green Crescent Society, she is involved in the development, funding analysis, application, implementation, monitoring, and reporting of social impact-oriented projects under national and international funding mechanisms. She has experience in assessing and developing project and programme proposals and structuring them in alignment with relevant funding mechanisms. She has expertise in project design, project cycle management, international partnerships, and stakeholder coordination, particularly within Erasmus+ and other grant programmes. She develops projects in the areas of youth, addiction prevention, social inclusion, volunteering, and capacity building, and delivers project development and project writing trainings for university students and young people.
Suna Kaya	Project Specialist	Holds a BA in International Relations from Eskişehir Osmangazi University (2020, with honors) and has nearly six years of hands-on experience in project management, including approximately four years at the Ministry of Family and Social Services and two years at Yesilay. During her time at the Ministry, she worked extensively on international cooperation projects and took an active role in field activities both in Türkiye and abroad, including projects supported by the United Nations High Commissioner for Refugees (UNHCR) and funded through the EU's Instrument for Pre-Accession Assistance (IPA). Through this work, she gained practical experience in managing different stages of large-scale international cooperation projects. At Yesilay, she has experience managing KA1 and KA2 Erasmus+ projects and ESC volunteering projects. She also manages ministry-funded national grant programmes, covering all stages from proposal development through implementation and reporting. Her experience across EU-funded, UN-supported and nationally funded programmes has given her practical expertise in a range of funding mechanisms and institutional frameworks.

Name	Position / Role	Profile
Elif Merve Koç	Project Specialist	Holds a PhD in History from Yeditepe University, with experience in academic research, project development, international cooperation, and civil society. Previously worked as a teacher and foundation coordinator, gaining field experience as a project implementer in various social and development projects across Africa and Asia. Experienced in project development, proposal writing, partnership building, and project coordination within Erasmus+, Horizon Europe, UNDP, and other international funding programmes. At Yesilay, contributes to the development of national and international projects, preparation of project proposals, management of international partnerships, and coordination of policy- and impact-oriented initiatives. Also has professional experience in academic and institutional publishing and editorial work.
Şevval Uçar Ayçiçek	Project Specialist	After graduating from Yıldız Technical University's Department of Psychological Counseling and Guidance, she completed her master's degree in psychology at Istanbul Aydın University. Project specialist and psychologist with experience in programme and project development, national and international funding mechanisms, youth work, and the civil society sector. At Yesilay, she is involved in project development and international programmes, contributing to project design, application development, partnership management, and implementation processes within Erasmus+, the European Solidarity Corps, and various other grant mechanisms. Her work focuses on youth, volunteering, addiction prevention, social impact, and capacity building. She also provides consultancy to various civil society organisations on project development and institutional capacity building. As a trainer, she actively delivers training sessions and workshops for young people and civil society professionals.
Zehra Sağlam	Project Specialist	Currently pursuing a master's degree in International and Comparative Education at Marmara University, holding double major bachelor's degrees in Psychology and Turkish Language and Literature from Istanbul Sehir University. Prior to joining Yesilay, built extensive field and leadership experience in the international humanitarian aid sector, serving in various capacities—including Head of Project—across domestic locations such as Mersin, Gaziantep, and Mardin, as well as internationally in the UK, Germany, and Zanzibar. Combining a solid project management background with co-psychotherapist qualifications, brings specialized expertise in Project Management, Mental Health and Psychosocial Support (MHPSS), Protection, Education, and Stakeholder Management. Brings this diverse international and multi-sectoral experience to Yesilay, where they currently serve as a Specialist.
V. Ecrin Erbilen	Assistant Specialist	Holds a BA in Psychology from Hasan Kalyoncu University (2021, with honors) and is currently pursuing a master's in clinical psychology at the same institution. A professional in program design and management, she focuses on addiction prevention, community resilience, and civil society strengthening. As Program and Project Development Junior Specialist at the Turkish Green Crescent Society headquarters, she handles grant writing, fund management, implementation, reporting, and monitoring and evaluation across international and national funding schemes, development agencies, and corporate partnerships. Previously, as Project Psychologist at Doctors Worldwide Türkiye, she provided individual and group therapy alongside emergency response teams, NGOs, and state institutions, and trained healthcare workers and other stakeholders on post-traumatic effects. Before that, she led the Psychology Unit at PERA Special Education Institutions in

Name	Position / Role	Profile
		Gaziantep. Following the February 2023 earthquakes, she coordinated a nationwide psychological first aid initiative whose network grew to nearly 500 mental health specialists, reaching thousands of survivors.
Arzu Nalbant	Assistant Specialist	She holds a BA in Psychology from Özyeğin University. Serving as a Program and Project Development Specialist Assistant at the Turkish Green Crescent Society headquarters, she specializes in project design, grant writing, and field implementation across international and national funding frameworks. Her institutional experience includes EU initiatives under Erasmus+, the European Solidarity Corps (ESC), as well as national development programs funded by development agencies. Complementing her institutional role, she is an active young social entrepreneur and the co-founder of a social enterprise, leading experiential learning modules, field logistics, and financial management in multi-stakeholder social projects. She is deeply committed to advancing social entrepreneurship, youth development, equal access to education, and rural community resilience through participatory, field-based interventions.
Ayşe Feda Kaya	Assistant Specialist	Graduated from the Sociology Department at Istanbul University. She has taken part in the international project departments of organizations. Kaya currently has an active role in the submissions of international projects with topics ranging from the migrant youths to the effects of disinformation.

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PROJECTS

KA1 – Learning Mobility of Individuals

Project Reference No	Project Title	Period	Role	Amount (EUR)
2026-1-TR01-KA121-ADU-000439115	Adult Education Accreditation	01.06.2026 – 31.08.2027	Coordinator	29.600
2026-1-TR01-KA151-YOU-000398592	Youth Accreditation	01.06.2026 – 31.08.2027	Coordinator	140.228
2026-1-TR01-KA153-YOU-000394272	Reconnecting Through Education	01.09.2026 – 31.08.2027	Coordinator	40.869
2026-1-TR01-KA152-YOU-000395194	In Ctrl – Youth Against Digital Gambling	01.12.2026 – 30.09.2027	Coordinator	21.090
2025-1-TR01-KA154-YOU-000304677	Addiction Awareness and Productive Digital Media Use Skills in Children under Protection	01.12.2025 – 31.08.2026	Coordinator	10.500
	Başakşehir Municipality's Erasmus Accreditation in Adult Education		Partner	7.595
2024-1-TR01-KA152-YOU-000239466	Unity in Youth: Sport, Health and Cultural Exchange	15.09.2024 – 14.07.2025	Coordinator	20.789
	The Turkish Red Crescent TeeNatural Life	2024	Partner	
2023-2-TR01-KA152-YOU-000168633	Health in Sport, Future in Life	31.12.2023 – 30.12.2025	Coordinator	17.776
2023-1-TR01-KA154-YOU-000147329	The Role of Young Volunteers in Tackling Addiction	31.12.2023 – 30.12.2024	Coordinator	50.340
2022-3-TR01-KA153-YOU-000096543	Life Is Yours, Live Healthy	01.03.2023 – 31.10.2023	Coordinator	24.160
2022-1-TR01-KA153-YOU-000071974	Green Entrepreneurship Youth	01.09.2022 – 31.05.2023	Coordinator	15.540
2021-2-TR01-KA152-YOU-000038281	Youth Take Initiative for Healthy Living	15.05.2022 – 14.11.2022	Coordinator	14.486

KA2 – Cooperation Partnerships

Project Reference No	Project Title	Period	Role	Amount (EUR)
2025-1-TR01-KA220-YOU-000356491	Mind Over Social Media – Innovative Training Development for Youth Workers	01.10.2025 – 31.03.2028	Partner	250.000
2023-2-TR01-KA220-YOU-000180027	Developing a Prevention Model Against Addiction for Migrant Youth	31.08.2024 – 30.08.2026	Coordinator	400.000
2014-1-TR01-KA204 013144	Drug Addiction Awareness on Adults	09.01.2015 – 15.06.2015	Coordinator	134.745

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ESC – European Solidarity Corps

Project Reference No	Project Title	Period	Role	Amount (EUR)
2026-1-TR01-ESC51-VTJ-000403978 2025-1-TR01-ESC50-QLA-000388852	ESC Volunteering Projects (ESC51-VTJ) ESC Quality Label (Lead)	1.11.2026 – 30.04.2028	Coordinator/Lead	103.600
2025-3-TR01-ESC30-SOL-000372460	In Solidarity: Freedom from Addictions	31.05.2026 – 30.05.2027	Coordinator	9.204
2021-1-TR01-ESC50-099213	ESC Quality Label		Hosting Supporting	