

# 2022 Q2 Customer Bulletin

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## Paris Agreement

The Paris Agreement, which first started in 1995 and was agreed upon at the 21st of the World Climate Summits, which is held regularly every year, is an agreement signed in 2015 within the scope of the United Nations Framework Convention on Climate Change (UNFCCC) and entered into force in 2016. Today, this agreement, to which 191 countries have joined, lays down principles on climate change mitigation, adaptation and financing. The aim of the agreement is to limit the global temperature increase to 2°C. If possible, limiting it to 1.5°C is considered important as it will reduce potential risks. In this context, it is aimed to balance the greenhouse gases emitted to the atmosphere until the end of the first half of the 21st century. In order to achieve these targets, the parties are expected to stabilize their carbon emission rates towards the middle of the 21st century. In this process, in accordance with the Paris Agreement, which sets out missions for development by adapting to the changing climate conditions, it is expected that the action plans prepared by the parties to reduce carbon emission rates and thus global warming and whether they comply with this plan are expected to be published periodically. The United States withdrew from this agreement in 2020 and rejoined in 2021.

## Kyoto Protocol

The Kyoto Protocol, signed at the 3rd World Climate Summit Conference held in Kyoto, Japan in 1997, within the scope of the United Nations Climate Change Environmental Convention, is the first and only international protocol to combat climate change. Within the scope of this protocol, the participating countries have promised to reduce the amount of carbon they emit to the atmosphere, which causes global warming, and to reduce the emission of five gases that cause the greenhouse effect, or to increase their rights through carbon trading if they cannot do this. The Kyoto protocol requires participating countries to reduce their carbon emissions to 1990 levels. Although the protocol was signed in 1997, it came into force in 2005. This was because each country that ratified this protocol had to have a carbon emission rate of 55% of the total emissions on earth in 1990. This ratio was reached when Russia signed this protocol in 2005 and the Kyoto Protocol entered into force in 2005. Currently, 160 countries have participated in this protocol, which covers more than 55% of global greenhouse gas emissions. According to the convention, it is expected from the parties to re-evaluate the legislation on fossil fuel-powered motor vehicles, the amount of greenhouse gases released into the atmosphere, efforts to increase energy efficiency, alternative energy sources research, waste management legislation of enterprises and taxation of enterprises that emit harmful gases to the atmosphere. This protocol is sponsored by states and administered globally by the UN.

The protocol has grouped the parties according to different principles. In general, countries that have agreed to reduce greenhouse gas emissions, countries that have not agreed to reduce greenhouse gas emissions, and countries that have agreed to reduce greenhouse gas

emissions are grouped as countries that will support them in financing. If the countries that have accepted the greenhouse gas emission have more emissions than the determined level, that country is penalized with a 30% more reduction in the next greenhouse gas emission reporting period. Countries that have not made a commitment to reduce greenhouse gas emissions, on the other hand, have to report and report their greenhouse gas emissions every year.

## World Wide Fund for Nature

The World Wide Fund for Nature was founded in 1961 by a group of passionate and determined individuals who sought to secure the necessary funding to protect places and species under human threat.

The World Wide Fund for Nature (WWF), which operates on a global scale, aims to protect the valuable natural habitats and species of countries. At the same time, it works to reduce human-induced pollution and human footprint in nature. Working to inherit a more conscious society and a more livable world to future generations by establishing a balance between human and nature, WWF carries out activities aimed at protecting biological diversity, using renewable natural resources in a sustainable way and reducing pollution and excessive consumption. WWF-Türkiye, which has a representative in Türkiye, continues to work in line with the mission of "providing the ecological integrity of Türkiye and creating a sustainable and safe future without exceeding the biological capacity of the people" for 2050. They chose 6 goals as the focus of their work:

- **Climate:** Create a climate-resilient, zero-carbon world powered by renewable energy.
- **Food:** Reduce the footprint used in food production.
- **Forests:** Protect the world's most important forests.
- **Clean Water Source:** Keep waters safe for people and nature.
- **Oceans:** Maintain healthy oceans and marine life.
- **Wildlife:** Protect endangered wildlife and wildlife habitats to sustain life on Earth.

## Digital Pollution and Carbon Footprint

When it comes to pollution, paper, plastic or metals that are tangible and thrown into nature come to mind first. But research shows that the actions we take in the digital environment can also increase digital pollution and carbon emissions into the atmosphere. An example of digital pollution is the accumulated and unnecessary e-mails in the inbox of our e-mails. Another example is files or photos that we store in cloud systems that are not necessary. The reason why this increase pollution and therefore carbon emissions can be summarized as follows;

When an e-mail or something is sent, the signals go forward from the energy-consuming electronic devices, and the wi-fi router transmits the signal to the local switchboard via cables. That local switchboard becomes owned by a telecom company, and those signals go to the technology company's headquarters. All of these processes are large processes that require electricity and produce carbon.

According to Berners Lee's book "The Carbon Trace of Everything," a regular mail releases about 0.3 grams of CO<sub>2</sub>. But when a large file is attached to the e-mail, this number can go up to 50 grams. According to Statista, half of the millions of e-mails sent every day in the world are mostly unsolicited e-mails (spam). Anneli Ohvril, one of Digital Cleanup Day's project leaders, said: "If every British adult refrains from sending a 'Thank you' email, we would save more than 16,000 tons of CO<sub>2</sub> per year. 16.00 tons of CO<sub>2</sub> is equivalent to 81,000 flights from London to Madrid. Are all the emails we send really necessary?". Considering that the population of England is 67 million, it can be observed that these figures are terribly high.

## Glass Recycling

On average, recycling a glass bottle means;

- Running a washing machine for 10 minutes less
- Running the TV for 20 minutes less
- Running the computer for 25 minutes less
- To save 0.0084 kWh of energy
- Emitting 0.063 kg less carbon to the atmosphere
- Using less than 0.001 gallons of oil
- Using less land 0.003m<sup>3</sup>
- 1 hour less burning of a 100-watt light bulb

At the same time, according to a calculation made, as a result of converting 1 ton of glass, 42 kWh of energy, 0.12 barrels of oil, 70 pounds of pollutant particles and 2 cubic yards of land use can be saved. That's why we have to be very sensitive and careful about recycling all kinds of materials. It has become necessary to take massive measures in such matters for a sustainable world and to reduce global warming.

## Customer Project Coordinating in GCA

Customer Satisfaction is the most important performance measure for any industry. Customers, who add value to the company, create value for the company and are the ultimate goal of all operations, are also of great importance to GCA. In this context, GCA has implemented the Customer Project Coordinator application.

With the Customer Project Coordination Application, GCA aims to identify the areas that are open to improvement in its products and increase customer satisfaction by supporting its customers after the purchase. GCA's client project coordinators conduct regular site visits to their clients, seeking ways to make clients' filling processes even more efficient. At the same time, GCA tries to keep customer satisfaction at the highest level by reflecting the feedbacks it receives from its customers on its products. GCA examines the technical compatibility of its customers' processes with glass packaging and integrates improvement aspects into products. This integration process is a continuous process and with this integration process, GCA shows its customers that it is open to endless development.

## Simple Tips for Recycling

Today, recycling has gained great importance for the solution of increasing environmental pollution and problems arising from sustainability. As a result of increasing production and consumption habits, waste materials have also become a growing problem. The recycling of these waste materials is of vital importance for both the environment and humanity. We can support the solution of these problems with simple but effective methods in our daily life.

- You can use biodegradable and reusable cloth bags instead of nylon bags.
- You can classify the items to be thrown as paper, glass, plastics and metals and throw them into the relevant recycling bins.
- Donating old and unread books to libraries or charities helps that book reach more users by using less raw materials.
- Instead of throwing away your old, unworn or unworn items, you can throw them in the clothes collection boxes or sell them in the second hand markets.
- You can take care to buy the largest size product by thinking long-term in the packaged products you buy while shopping.
- You can avoid using disposable products.
- In order to raise the awareness of recycling to your children, you can give them a different perspective by making creative designs from old cardboard and plastics.

## Increase in Oil Prices

In today's world, fossil fuel oil is used as an energy raw material. Oil reserves, which are limited in our planet, are decreasing day by day and therefore the demand for oil is increasing. Prices are increased to reduce the increasing demand. Thus, the supply-demand balance is tried to be achieved. Although these increases, which are due to the nature of oil, are known as normal, there are other factors behind the exorbitant increase in oil prices recently. In terms of oil production in the world, the USA comes first, Saudi Arabia and Russia come second. Russia is also in a very large position globally in the export of natural gas, which is an oil derivative. European countries such as France and Germany import most of their oil and natural gas from Russia. With the start of the war between Russia and Ukraine, serious fluctuations are seen in oil prices as a result of the sanctions of European Countries and the USA against Russia, "Not to Buy Oil from Russia". As a result of these events, Brent oil prices, which saw its historical peak, rose up to 140 dollars. It is believed that the serious fluctuations in oil prices that emerged as a result of this geopolitical tension between Russia and Ukraine will be resolved with a peace between Russia and Ukraine.

## VALUE = GCA

Working with a customer focus, GCA keeps its word and works very devotedly to establish trust bonds with its customers in the sector. The reason for this is that they see their customers as business partners or stakeholders. Knowing that the most important way to grow and develop in the sector is through customers, GCA tries to keep customer satisfaction at the highest level in this context. Keep up with technological developments by constantly improving itself for customers. GCA also does important work to give confidence to its customers with its employee capacity and quality. Working solution-oriented with its modern and disciplined staff that can adapt to the requirements of the age, GCA is very determined to make its employees effective and knowledgeable in solving problems both in the workplace and in their own lives by constantly training their employees in adapting to changes in an agile manner. In this way, GCA takes firm steps forward to become the most effective and efficient company in its field by demonstrating concretely that it values its employees and customers.