



THE MAGNIFIC LOCAL COMMUNITY

The Magnific is a company with a strong involvement in the community in the places in which it operates and as such works to contribute to the improvement and enhanced well-being of its social surroundings, generating opportunities for economic and social development.

Commitments:

A-Integration: Respect, support and promote culture, regulations and preservation of the local environment.

B-Collaboration: Maintain a constant dialogue with the local community and social agents to be aware of their needs and contribute to their progress through responsible behaviour.

C-Purchasing: Prioritise the purchase of local products to strengthen the economic and social development of the community, provided that they guarantee the standards relating to quality, price and health and safety criteria.

D-Employment: Prioritize the recruitment of local staff to encourage the development of societies in which the company is present and the enrichment of the cultural diversity of our work teams.

E-Social investment: Establish a collaboration strategy with social entities with the following lines of action:

- Community support initiatives
- Biodiversity projects
- Children's health and well-being programmes
- Donations of rooms and services

Objectives:

The Action Plan sets the following specific objectives for this year:

-Boost measurements to support local communities, extending the field of action.

-Put in place protocols against the sexual exploitation of children.

-Ensure continuity of solidarity projects that have already been launched.

Measures:

To achieve the objectives, the Corporate Social Responsibility team will implement the following measures:

-Implementation of the 4857 Labour Law code and commercial sexual exploitation of children (CSEC) according to commitments.

-Sponsorship of associated entities.

-Raise awareness amongst staff about the work of sponsored entities.

-Support programs and initiatives of Local Community.

In 2016, significant achievements were made in the Community area of the CSR (Corporate social responsibility) Plan in a wide range of destinations and fields. The main ones were:

-Charity fundraising for the Bodrum Sağlık Vakfı and Bodrum Belediyesi Sosyal ve Kültür Müdürlüğü.

-Sponsorship of associated entities and social projects.

-Accommodation donations.