



# Mediterranean Natural Life Association

[www.naturelder.org](http://www.naturelder.org) – [naturelder@gmail.com](mailto:naturelder@gmail.com)

Hello dear friend,

Thank you for considering us for your project. We always try to do our best and more.

We always open for partnership proposals. If you have any question do not hesitate to email us.

Do not forget to follow us on social media too.

Instagram: <https://www.instagram.com/naturelder/>

Facebook: <https://www.facebook.com/naturelder>

Twitter: <https://twitter.com/naturelder>

Regards,

H.Burak Taşyürek, Board Member

Organisation full legal name:	Akdeniz Naturel Yaşam Derneği
English name:	Mediterranean Natural Life Association
Acronym:	NATURELDER
Organisation ID:	E10205756
EuropelD:	TR-2015-FBV-0905866160
Type of organisation:	NGO – Non-Profit Association
Legal Status:	No
Is Public Body:	Yes
Is Non-profit:	
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Phone:	+90 324 606 0 516
Activity level:	International

## *Description of the organization*

NATURELDER is a civil society organization established in Mersin in 2013. Since 2013, NATURELDER has been working on rural development, youth, entrepreneurship, advocacy, environment, climate change, natural life, women and human rights, and aims to reach European Union standards and higher standards with these studies.

To achieve this goal, we have prepared and carried out many projects with the support of the European Union and with our own means, and we continue to work on new projects every day.

Our management, which has experience in projects even before the foundation of our association, and our young and dynamic project team work together to carry out our project activities with experience and energy sharing.

Thanks to the good relations we have established with ministries, municipalities, producer unions, municipalities, local and foreign non-governmental organizations and similar stakeholders, the fact that we bring the public and non-governmental organizations together in our projects and carry out an implementation process with the joint participation of each stakeholder is one of the biggest reasons why the success of our projects exceeds expectations.

## *What are the activities and experience of the organization in the areas relevant for this application?*

NATURELDER collaborates with other European organizations regarding the exchange of information and good practices on training and professional development in order to promote the European dimension and sustainable development.

NATURELDER provides education and necessary relations to people and in the society, especially women, youth and people with disabilities about agriculture and rural development, entrepreneurship, career guidance, ICT, VET and topics mentioned before.

NATURELDER has participated in many local, national and international level projects and has an excellent track record of success. In these projects, our association has attached great importance to gender equality, and even in some of our activities, the number of women's participation exceeded that of men.

In 2014, we organized **Citrus Farmer Training Project in the USA**. Our farmers have been trained in Citrus production in **Washington D.C., California and Florida**.

**EuropeAid** project "Rural Development with Local Products" (TR2011/0135.15-08/008) project which carried out under the Civil Society Dialogue IV program was selected flagship project by the **European Union Delegation to Turkey**. Thanks to the project, many women living in rural areas gained a new income item. In addition, with our project sustainability efforts, our women had the opportunity to produce and sell products such as marmalade from this fruit they had just learned.

We created a 3D entrepreneurship education game for our young entrepreneurs with the Biz4Fun project, a strategic partnership project implemented between 2018 - 2021.

As of April 1, 2021, Naturelder successfully carried out the "Civil Society Development in Rural Areas" project (TR2016/DG/03/A3-01/018), another **EuropeAid** project within the scope of the **Civil Society Support Program III**.

## Learning and Training

NATURELDER firmly believes that every initiative commences with learning and progresses through training. Establishing partnerships with relevant institutions and organizations, NATURELDER is dedicated to providing comprehensive education and training opportunities. These efforts are aimed at empowering individuals to enhance their skills and knowledge. By fostering collaborations, NATURELDER actively contributes to the personal and professional development of people, promoting continuous learning as a cornerstone for individual and community growth.

## INNOVATION

Innovation is the driving force behind NATURELDER's quest for excellence across all realms of work, proving indispensable for sustainable development. NATURELDER forges partnerships with regional and national projects, cultivating groundbreaking concepts for application in business, local development, and individual self-improvement. Rooted in a commitment to dynamic problem-solving, these innovative endeavors represent NATURELDER's distinctive approach, amplifying its impact in fostering progress, economic vitality, and self-development within the communities it serves.

## Information Communication Technology (ICT)

Recognizing the pivotal role of Information Communication Technologies in contemporary life, NATURELDER is dedicated to integrating and imparting ICT knowledge across all its projects. Understanding the transformative potential of digital literacy, the organization strives to harness the power of ICT to enhance project effectiveness and community engagement. By incorporating ICT into its initiatives, NATURELDER seeks to bridge technological divides, empowering individuals and communities with the tools and skills essential for navigating the challenges and opportunities of the modern world.

## Youth

NATURELDER recognizes the immense potential inherent in young individuals and is committed to providing them with opportunities for entrepreneurship and career guidance. Understanding that the youth represent the future of society, NATURELDER organizes activities and projects designed to not only unlock their economic and social potential but also foster cultural interaction. Through these initiatives, the organization strives to introduce young people to natural life experiences and economic prospects, contributing to their holistic development and preparing them for active roles in the broader community.

## Entrepreneurship

According to NATURELDER, entrepreneurship stands as a vital catalyst for both economic growth and a sustainable solution to unemployment. In alignment with this perspective, NATURELDER actively endeavors to propagate the spirit of entrepreneurship through innovative projects leveraging Information Communication Technologies (ICT). By nurturing a culture of innovation and enterprise, the organization aims to empower individuals, fostering not only economic development but also a dynamic response to the evolving challenges in the community. NATURELDER's commitment to disseminating entrepreneurship reflects its dedication to cultivating resilience and ingenuity within the regions it serves.

## Agriculture and Rural Development

Agriculture stands as the primary economic pillar in southern Turkey, and NATURELDER places paramount importance on advancing farming and irrigation techniques to enhance the region's prosperity. Beyond agricultural improvements, NATURELDER actively engages in comprehensive development initiatives aimed at rural areas. These efforts extend to fostering sustainable practices, community empowerment, and holistic growth to fulfill NATURELDER's overarching objectives in the agricultural and rural landscape.

## Women

NATURELDER has consistently prioritized the active participation of women in social life and their ongoing development. As an organization, we are steadfast in our efforts to inclusively involve women in the projects we develop and collaborate on. Our support for women is proactive and positive, aiming to create opportunities for their advancement. Through these initiatives, NATURELDER seeks to foster an environment where women can flourish, contributing to the overall growth and prosperity of the communities we engage with.

## Beekeeping

Recognizing the crucial role of bees in ecological balance and agricultural sustainability, NATURELDER actively promotes beekeeping initiatives. The organization may conduct training programs, establish partnerships with beekeeping associations, and implement projects to support beekeepers. This could involve educating communities about the importance of bees, providing training on beekeeping techniques, and supporting the establishment of beehives for sustainable honey production.

## Water

Given the significance of water resources for both agricultural development and overall community well-being, NATURELDER places emphasis on water-related projects. This may involve implementing initiatives to improve water management, irrigation systems, and conservation practices. NATURELDER may collaborate with local authorities, communities, and experts to address water challenges, ensuring sustainable use and conservation of this vital resource. Additionally, educational programs may be conducted to raise awareness about water conservation and efficient usage in agriculture and daily life.

## Climate Change

Recognizing the urgent global need to address environmental challenges, NATURELDER is actively engaged in initiatives to mitigate and adapt to climate change. The organization views climate change as a critical factor influencing various aspects of life, from agriculture to sustainable development. NATURELDER works to raise awareness, implement sustainable practices, and collaborate with stakeholders to promote resilience in the face of climate-related impacts. Through its commitment to environmental stewardship, NATURELDER endeavors to contribute to a more sustainable and resilient future, advocating for responsible practices that safeguard the planet for generations to come.

## *What are the skills and expertise of key staff/person involved in this application?*

NATURELDER has a young and dynamic staff. So, its' staff get the competences and experience through the energy field and learning methods. The staff who are going to be involved in this project have a large experience, and skills to develop this project. They have a large experience in social, education, economic development, and employability. Our team improves new skills for future projects. We help each other finding new ideas on our own. Key staff involved earlier and, in this project, will be:

### **Avni Taşyürek**

Chairman of NATURELDER, holding Degree in BUSINESS ADMINISTRATION within 16-years experience in the internationalization of the company's field and a solid background as a business administrator and leader with excellent skills in managing and coordinating. He has excellent capabilities in supporting entrepreneurs in their business development, working with vulnerable groups of youngsters and adult being involved in many local actions supporting their development and inclusion. He worked as a manager at various levels of the Ministry of Agriculture for 11 years and also served as the General Secretary of the Mezitli City Council for 5 years. He represented the Presidency of Bozyazı Chamber of Agriculture for 5 years. Because he has served in various positions, he is an effective manager who has prestige among public and civil society organizations working in the fields of Agriculture and Rural Development in Turkey

### **H.Burak Taşyürek**

Board Member and project manager of NATURELDER, has 2 certificates about LONG-TERM PROJECT CYCLE MANAGEMENT and has 8 years of project management experience. He took part in all projects managed by Naturelder and partnered with Naturelder and took on the task of project manager. He is an Electrical and Electronics Engineer and an expert on ICT and WEB DEVELOPMENT with the knowledge of agriculture and rural development. He is young yet very self-developed person with trainer/researcher and technician experience about 8 years. He takes an active role in youth work, protection of natural life, healthy food, information technologies and advocacy and still develops himself.

### **Ahmet Mellaş**

Volunteer of NATURELDER, retired Agricultural Engineer. He has long-standing experience in agricultural production, rural development and farmer training. Throughout his career, he worked directly with producers, supported the implementation of modern cultivation techniques and contributed to improving agricultural productivity in various regions. He has strong knowledge of plant production, irrigation and field management. With his practical background and community-focused approach, he plays an important role in NATURELDER's rural development and environmental activities.

### **Barış Kılınç**

Volunteer of NATURELDER, Food Engineer with experience in food safety, quality control and sustainable food systems. He has worked on topics such as hygienic production processes, food preservation, HACCP procedures and nutritional awareness. Barış actively contributes to projects related to healthy food, rural product development and local food value chains. His technical expertise and analytical approach support NATURELDER's initiatives in agriculture, environmental sustainability and community education.

### **Mehmet Babür Çiftçi**

Volunteer of NATURELDER, has a degree of Agricultural Engineer. He has 15 years of experience on agriculture and nature. In addition to his deep knowledge, he is an instructor on agriculture and nature.

### **Havva Gökçe SERİN**

Volunteer of NATURELDER, has degree of Agricultural Engineer and has many project experience. She is an educator in our association, which is very well understood with young people and women.

Legal Representative	
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**As in the new call, the project proposals should be developed under the lump sum rules, so we are attaching the daily rates for each staff category in our organization:**

Staff Category	Daily Rate
Manager	<b>200 EUR</b>
Researcher/Trainer	<b>180 EUR</b>
Technical	<b>160 EUR</b>
Administrative	<b>140 EUR</b>

Some Projects Funded by the EU				
Programme or initiative	Year	Identification/contractnumber	Applicant/Beneficiary Name	Title of the project
European Union Civil Society Programme	2017	TR2011/0135.15-08/008	Mediterranean Natural Life Association	Rural Development with Local Products
Erasmus+	2018	2018-1-SK01-KA202-046271	Nitra Slovak Agricultural University	Let's have fun with the business start-up
Erasmus+	2020	2020-2-IT03-KA105-018963	Cooperativa sociale META Onlus	GREEN GO
Erasmus+	2020	2020-1-SI02-KA105-015477	Mladinska zveza Brez izgovora Slovenija	Rešimo naš planet
EuropeAid - Civil Society Support Program III	2021	TR2016/DG/03/A3-01/018	Mediterranean Natural Life Association	Civil Society Development in Rural Areas
Erasmus+	2021	2021-1-ES02-KA153-YOU-000011004	Asociación para el Desarrollo Juvenil y Cultural Almenaras	Rural Boosters
Erasmus+	2023	2023-2-SK01-KA210-ADU-000176244	New Edu,n.o	FIVE MATTERS OF ECO-LOVE
Erasmus+	2024	2024-1-ES02-KA153-YOU-000231267	Creando Floresta	Sustainability on Stage 2.0
Erasmus+	2024	2024-1-FR02-KA153-YOU-000233693	Regain	Growing Together
Erasmus+	2025	2025-1-PL01-KA220-VET-000350136	Uniwersytet Przyrodniczy we Wrocławiu	Strengthen of the Beekeepers Generation Bridging [BEEBRIDGE]

To see our other projects please visit our website.