



# 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>

Youtube: <https://www.youtube.com/channel/UCdS2CjuUnUmHRnf1YZdyegA>

Regards,

H.Burak Taşyürek, Board Member

<b>Organisation full legal name:</b>	<b>Akdeniz Naturel Yaşam Derneği</b>
<b>English name:</b>	<b>Mediterranean Natural Life Association</b>
<b>Acronym:</b>	<b>NATURELDER</b>
<b>Organisation ID:</b>	<b>E10205756</b>
<b>EuropeID:</b>	<b>TR-2015-FBV-0905866160</b>
<b>Type of organisation:</b>	<b>NGO – Non-Profit</b>
<b>Legal Status:</b>	<b>Association</b>
<b>Legal address:</b>	<b>Merkez mah. Karanfil sok. 23/13 Erdemli</b>
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<b>Activity level:</b>	<b>International</b>



## *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 has been carrying 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 believes that every action begins with "learning" and continues with "training". NATURELDER establishes partnerships with relevant institutions and organizations and provides education and training for people to learn and develop themselves.

## INNOVATION



Innovation is the main instrument of competitiveness in every work area and critical for sustainable development. NATURELDER creates partnerships with regional and national projects and builds innovative concepts with the application for business, local development and even self-development. Partnerships with regional and national projects.

### Information Communication Technology (ICT)

NATURELDER understands that Information Communication Technologies is an important part of every piece of today's life and aims to use and teach it in all its projects.

### Youth

NATURELDER considers that young people have great potential and provides entrepreneurship and career guidance to young people in order to enable them to uncover their economical and social potential. Moreover, with the awareness that young people are the future of society, so NATURELDER organizes activities and projects that will increase the cultural interaction and introduce natural life and economic opportunities.

### Entrepreneurship

According to NATURELDER, entrepreneurship is an important component of economic growth as well as providing an important solution to the unemployment problem. In this context, NATURELDER is trying to disseminate entrepreneurship as much as possible through innovative projects using ICT.

### Agriculture and Rural Development

Agriculture is the largest source of income in south Turkey. The improvement of farming and irrigation techniques is vitally important for the advancement of the region. In addition to these agricultural developments, any development and development activities to be carried out in rural areas are of great importance for NATURELDER's objectives.

### Women

It has always been one of NATURELDER's priorities for women to have a place in social life and to develop themselves. As an association, we do our best to include women in the projects we have developed and partnered with, and we support women in a positive way.



## 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.

### Fatma Anar Mendil

Volunteer of NATURELDER and has a degree of Agricultural Engineer. Experienced in youth, agriculture, environmental studies. She is a strong advocate of gender equality and organizes studies on women, especially in rural areas.

### 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.

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Projects Funded by The EU				
Programme or initiative	Year	Identification/contract number	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

To see our other projects please visit our website.

