

ISTANBUL

METROPOLITAN

MUNICIPALITY

PUBLIC RELATIONS AGENCY

WHITE DESK ACTIVITIES

1- WHITEDESK

White Desk is the unit which has been working to evaluate and solve all the requests, complaints and suggestions reaching from the citizens of world metropolis and İstanbul since 1994.

White Desk has 107 staff members working with an understanding of 7/24



Whitedesk;

is conducting its activities in 3 sections;

Whitedesk Front Office

Alo 153 Call Center

Whitedesk Solutions Team



a) Whitedesk Front Office;

- attends to the people or institution representatives applying to the white desk in person,
- directs all applications to the related municipal or governmental institutions.
- finds immediate solutions for applications

b) Alo 153 Call Center;

- aims to serve Istanbul's citizens with the latest communication tools in order to provide municipal services easier and faster.
- is at service 7/24 with 18 staff members










c) Whitedesk Solutions Team;

- is made up of 30 experts of public relations who are providing the people of İstanbul with most qualified services
- reviews all applications that the Whitedesk receives,
- contacts related units or institutions to find solutions
- informs applicants about solutions.

Application Process Stages:

- Incoming application is recorded by the staff.
- The application is entered to the computer and sent to the solutions team
- Member of the solutions team reviews the application and contacts related units or institutions
- S/he starts the relevant process towards the solution
- S/he gives preliminary information to the applicant about the stages of the process
- After the application is resolved, the staff member closes the document by receiving confirmation from the applicant

Ways of Applying to Whitedesk

| | | | |
|---|---|--|---|
|  | In Person | Through White Trip Program |  |
|  | Metropolitan Operator (0212 455 13 00) | Via Internet www.ibb.gov.tr |  |
|  | Whitedesk (Call Center) 153 | Via Fax (0212 455 26 76) |  |
|  | Through Branch Offices | By Mail |  |
| | Otogar-Aksaray-Üsküdar-Kadıköy | 153 SMS Line |  |

As of 2009;

- Total number of applications to White Desk is 3.410.324
- 3.083.443 of these applications were answered verbally
- 326.881 of the applications were registered,
- And 325.867 of those were solved.

| White Desk | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|--|---------|---------|---------|---------|---------|---------|------------------|
| Number of Applications solved verbally | 568.704 | 600.258 | 739.224 | 477.112 | 366.959 | 331.186 | 3.083.443 |
| Number of Applications Registered | 23.671 | 29.764 | 49.352 | 48.194 | 73.488 | 102.412 | 326.881 |
| Number of Applications solved | 23.671 | 29.764 | 49.352 | 48.194 | 73.488 | 101.398 | 325.867 |
| Total Number of Applications | 592.375 | 630.022 | 788.576 | 525.306 | 440.447 | 433.598 | 3.410.324 |

- **Average number of applications received daily is 1.579**
- **About 151 of those are registered and solved**
- **And about 1.428 of those are responded verbally**

| White Desk | Annual average | Monthly Average | Daily Average |
|--|----------------|-----------------|---------------|
| Number of Applications solved verbally | 513.907 | 42.826 | 1.428 |
| Number of Applications Registered | 54.480 | 4.540 | 151 |
| Number of Applications solved | 54.311 | 4.526 | 151 |
| Total Number of Applications | 568.387 | 47.366 | 1.579 |

2- WHITE TRIP

White Desk is arranging white trips in luxury buses and with public relations experts with the aims of

- Creating awareness of urban culture in İstanbul
- Promoting İstanbul Metropolitan Municipality's investments actively and on – site



As of 2009;

31.394 fellow townsmen of İstanbul experienced Municipal Investments and Projects On the Site

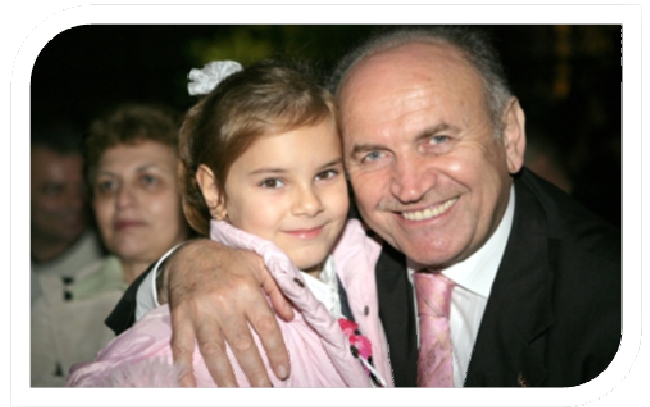
| White Trip | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|------------------|-------|-------|-------|-------|-------|-------|---------------|
| Number of Groups | 35 | 66 | 207 | 207 | 184 | 82 | 781 |
| Number of People | 1.643 | 2.621 | 8.436 | 8.525 | 6.887 | 3.282 | 31.394 |

3- WHITE CARNATION

Hospitals, rest homes and children protection institutions are visited within the white carnation program. During visits, Mayor of Istanbul Kadir Topbaş's wishes for health are delivered to elders, patients and children. Their requests and complaints are listened, registered and solved.

As of 2009

39.742 elders, patients and children are visited and gifts, toys, flowers have been presented..



| White Carnation | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|------------------------|-------|-------|-------|-------|-------|-------|---------------|
| Number of Institutions | 25 | 45 | 70 | 77 | 79 | 72 | 368 |
| Number of People | 4.100 | 7.037 | 8.500 | 7.235 | 4.623 | 8.247 | 39.742 |

3- WHITE CONDOLENCE

Relatives of those who died in Istanbul are called and the Mayor of Istanbul's condolences are expressed.

As of 2009

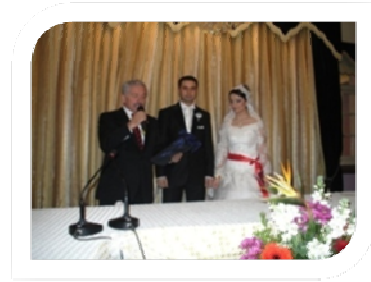
*We reached
88.154
families,
expressed our
Mayor's
Condolences
and resolved
their problems...*



| WHITE CONDOLENCE | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|------------------|-------|-------|--------|--------|--------|--------|----------------|
| Called | 8.446 | 1.050 | 26.709 | 36.921 | 35.372 | 35.835 | 144.333 |
| Reached | 6.548 | 828 | 16.471 | 22.995 | 21.087 | 20.225 | 88.154 |

5- WHITE CONGRATULATION

We are delivering "Gift Sets" to the new married couples in Istanbul.



As of 2008

210.000

couples received our gift sets



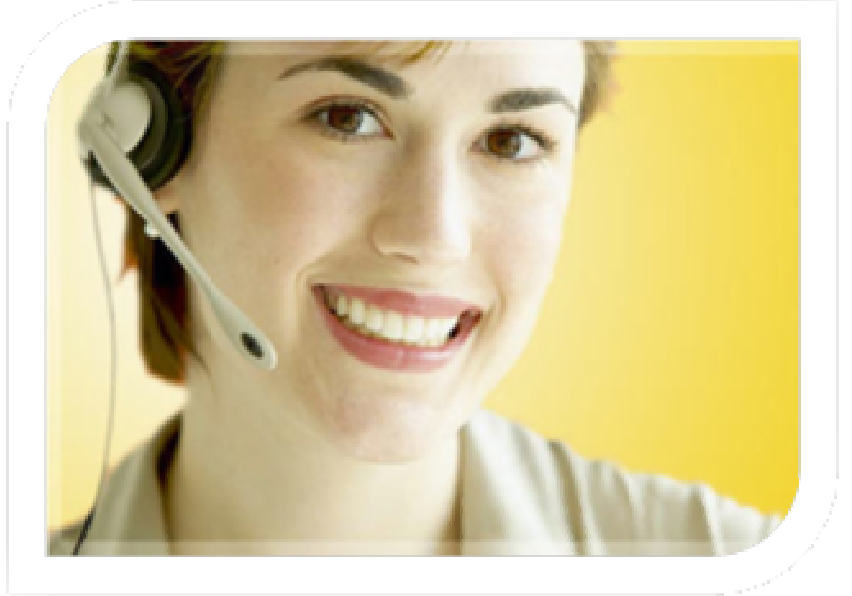
We shared their happiness...

| | 2006 | 2007 | 2008 | Total |
|----------------------------------|---------------|---------------|---------------|----------------|
| WHITE CONGRATULATION | | | | |
| Number of Gifts Delivered | 69.745 | 81.510 | 58.745 | 210.000 |

6- WHITE STRING BAG

Within the White String Bag Program, we are giving information to the residents of Istanbul about Consumer Rights, guiding them to the relevant institutions (Governor's Office, District Municipalities, Chamber of Commerce, Arbitration Committee for Consumer Problems, Associations and Foundations for the Protection of Consumers) and follow the outcomes of complaints.

As of 2009, we solved 1.909 Consumer Problems



| White String Bag | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|------------------------|------|------|------|------|------|------|--------------|
| Number of Applications | 200 | 272 | 220 | 153 | 463 | 609 | 1.917 |
| Solved applications | 200 | 272 | 220 | 153 | 463 | 601 | 1.909 |

7- REEVES OFFICE

We are visiting headmen of neighborhoods in Istanbul in order to determine problems in neighborhoods and help solve them.

As of 2009

We have visited 970 neighborhood headmen and found solutions for problems on site.



| Istanbul Point Point | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|---------------------------|------|-------|-------|------|------|--------------|
| Number of Headmen visited | 50 | 282 | 312 | 970 | | 1.614 |
| Applications recieved | 12 | 3.076 | 1.007 | 264 | 423 | 4.782 |
| Applications solved | 12 | 3.076 | 1.007 | 264 | 412 | 4.771 |
| Applications followed | | | | | 11 | 11 |

In 2006 and in 2007 ;

We achieved to gather headmen and municipal bureaucrats at breakfasts. Over 970 headmen participated in these breakfasts and expressed their requests and concerns.



8- BRANCH OFFICE SERVICES

There are 5 branch offices all around Istanbul. The aims of branch offices are

- To make the services more accessible to the people of Istanbul
- To improve face to face relations between the public and the municipality



9 – INFORMATION UNIT

Istanbul Metropolitan Municipality Department of Media and Public Relations, Directorate of Public Relations launched the Information Unit in 01-07-2004 under the Right to Information Act No.4982. The mission of Information Unit is to present every information citizens desire.

Applicants may use Right to Information Application Form at Metropolitan's web page www.ibb.gov.tr to reach the Information Unit. They may use their right to information by directing questions about works, projects and investments of Istanbul Metropolitan Municipality through filling in this form. Besides the internet, applicants can also use fax or mail, or they can apply in



person to benefit from this service.

As of 2009

We responded 45.146 applications...

| Right to Information | 2004 | 2005 | 2006 | 2007 | 2008 | 2009 | Total |
|------------------------|-------|-------|-------|-------|-------|-------|---------------|
| Number of Applications | 1.140 | 5.676 | 9.862 | 9.887 | 9.703 | 8.878 | 45.146 |

10- METROPOLITAN FAMILY BULLETIN



We are publishing
Metropolitan Family Bulletin
for the personnel working in
Istanbul Metropolitan
Municipality.

11- FOLLOWING MAYOR'S PROGRAMS



We are following Mayor's programs (openings, ceremonies, organizations etc.) in order to receive requests and complaints.

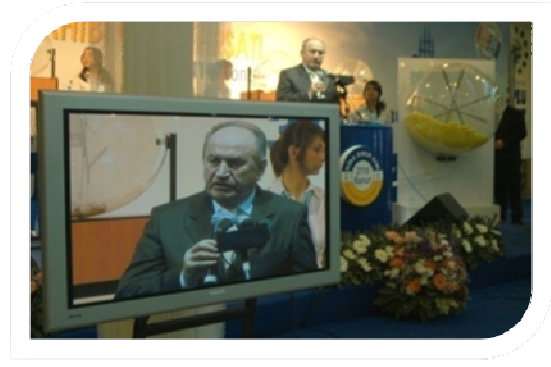


12- BİMER

Istanbul Metropolitan Municipality lunched Prime Ministerial Communication Center (BİMER) and ALO 150 line. Residents of Istanbul may apply to prime ministry, ministries or governorships through BİMER and ALO 150 Line.



13- HOUSING CAMPAIGN WITH COOPERATION OF IMM - TOKİ



4.872 people of Istanbul owned a new house through Istanbul Metropolitan Housing Projects.

| İMM-TOKİ | 2005 | 2006 | 2007 | 2008 | Total |
|-------------------------------|-------------|-------------|-------------|-------------|--------------|
| Number of Applications | 22.908 | 17.332 | 4.124 | - | 44.364 |
| Owners of a new house | 1.118 | 3.116 | 638 | - | 4.872 |

1530 SMS LINE



Applicants can reach White Desk by sending an SMS (1530) from all gsm operators.

14- ACTIVITIES

We organized

- 9 major conferences called "Meetings at the center of the world"
- a panel called "Culture Art and Urban Development"



We have successfully organized
10 major activities that suit European
Capital Of Culture **2010**, Istanbul.

- **We realized a first in Turkey: CCI2007: 'Cities and Cultural Industries in the 21st Century' Symposium**



- **Chess Academy**

We delivered **210** thousand chess sets, **210** thousand chess training books and **210** thousand books of information for families to **210** thousand students.

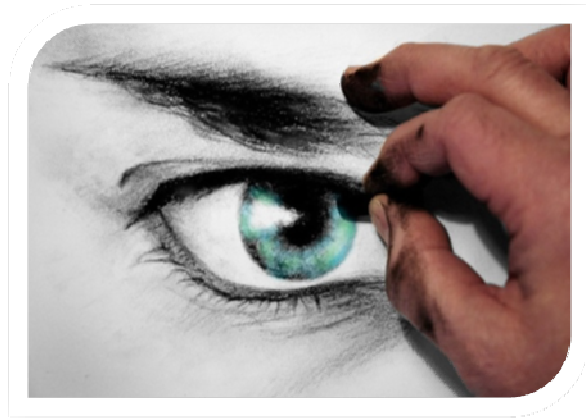


We put into service <http://www.genclikistanbul.com> internet web page.

Youth can find everything about chess, play chess online by entering their own login numbers and share information through forum site at the page.

- **Painting Classes**

We arranged Painting Classes.



We taught Painting to **400** students in 8 schools...



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