

WHO DID WHAT?

Make the Invisible Work Count

The Barrier That Hold Us Back: Unequal Household Responsibilities

Women in Turkey face significant barriers to workforce participation, with a **labor force participation rate of only 37.1%** compared to **72.4%** for men.



I don't know how to do it

She is better at it than me.

I already help!

It's harder to clean up after his help!

He would mess with my order of things

It's my duty as a wife



Empower. Equalize. Elevate

**Share Responsibility
with Home Management
EcoSystem**



**Make Chores Everyone's
Responsibility**

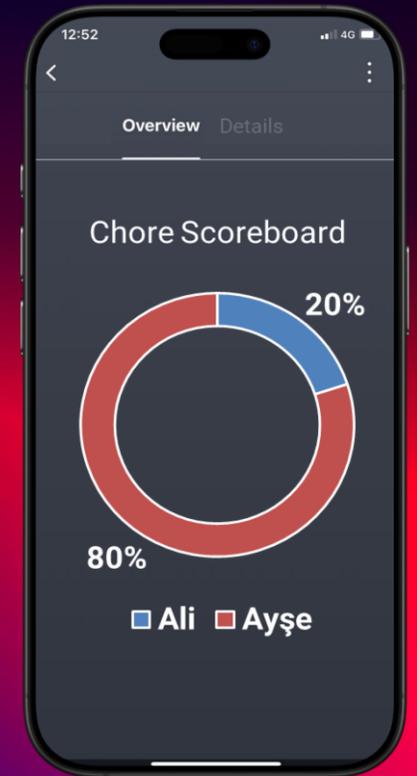
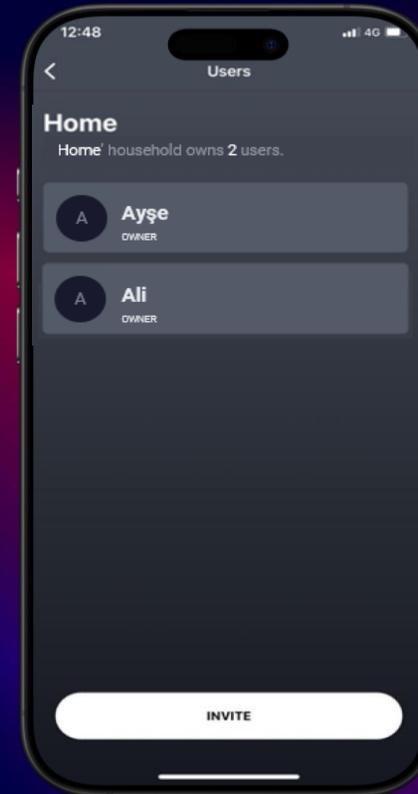


**Empower Women Through
Skills, Education, and
Opportunity**



From HomeWhiz to HomeWe

**HOMEWE APP WILL INCREASE
AWARENESS ON THE WHO CARRIES THE
INVISIBLE BURDEN OF HOUSEWORK**



Housework is Everyone's Work

ARÇELIK OUR HOME PROGRAMME
DRIVES EQUALITY THROUGH
EVENTS, INTERACTIVE STORE
EXPERIENCES AND THE #WHODIDWHAT
SOCIAL MEDIA CAMPAIGN



Empowering Women: In the Workplace & Beyond

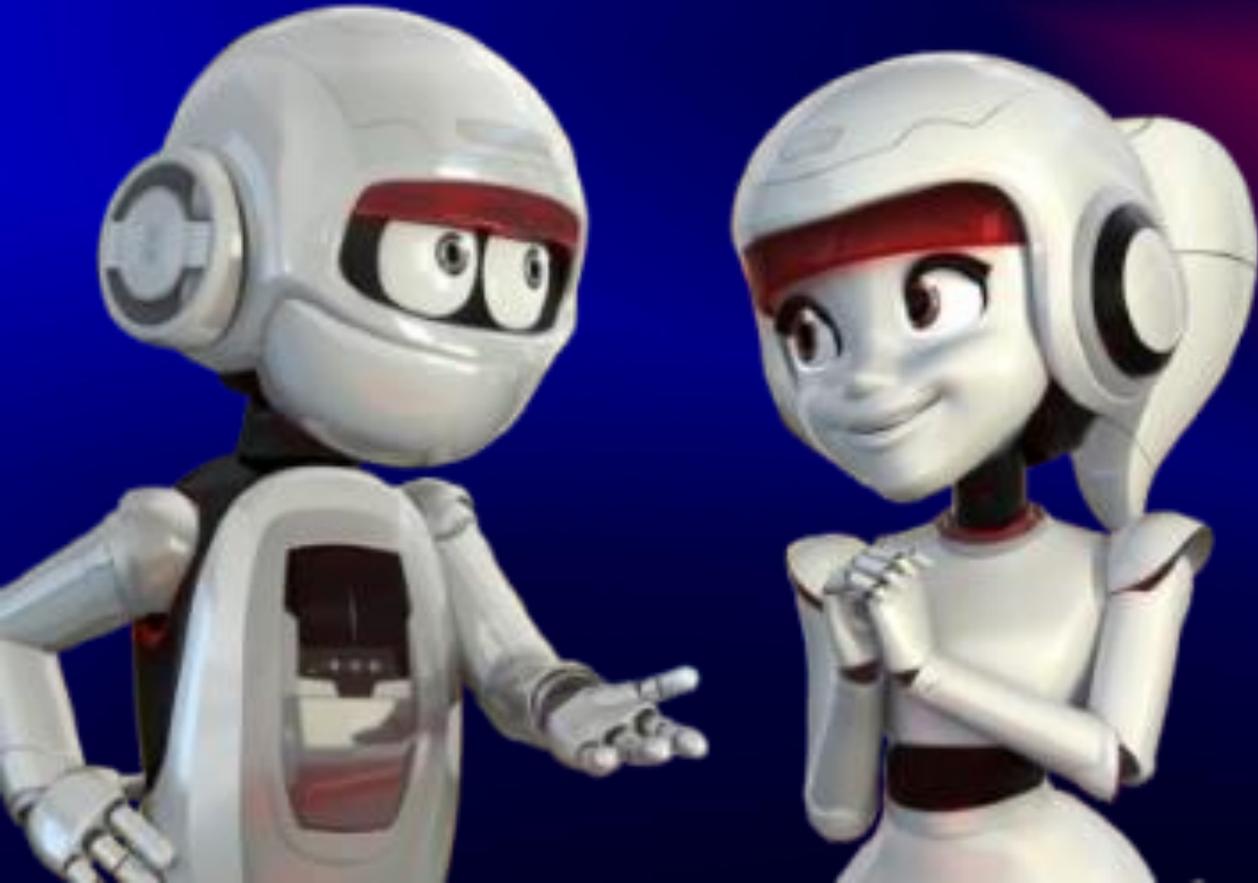
ARÇELİK SUPPORTS WOMEN THROUGH EDUCATION, ENTREPRENEURSHIP, AND ADVOCACY EQUIPPING THEM WITH SKILLS AND OPPORTUNITIES FOR A SUSTAINABLE FUTURE



Budget

	Application Development	- 1.5 M TL
	Production Budget	- 3 M TL
	Media&Outdoor Spending	- 7 M TL

Why This Will Work



- ❖ **Makes invisible labor visible**
- ❖ **Tech that drives real change**
- ❖ **Equality, gamified**
- ❖ **Seamlessly tied to our products**
- ❖ **A brand that leads in gender equity.**



THANK YOU