**İSTANBUL BAŞAKŞEHİR FK KICKS OFF A FIGHT AGAINST CLIMATE CHANGE THROUGH THEIR ALTERNATIVE KITS IN 2020-21 SEASON**

***İstanbul Başakşehir FK, Turkey’s defending Champion has started an important social responsibility project through their 2020-21 alternative kits. The green designed 3rd kit will point out the importance of foresting against climate change and aims to raise awareness in this direction.***

**Septermber 2020** - After having finished the last football season as the Champion, İstanbul Başakşehir FK continues to make its good work also on out of field of play. The Turkish Club, links an important social project to its alternative kits in the 2020-21 season. The green coloured kits which is also the first kit that was produced by a local supplier to take place in the Champions League, will emphasize the importance of foresting in the fight of our planet against global climate change. Another remarkable detail on shirts is the jacquard owl, the official symbol of the Club.

The Club takes a digital step for the activation of the project and signed a protocol with a local start-up, ***Ecording***, develops technological methods to increase individual environmental awareness and offers environment-friendly solutions to people’s daily practices. The collaboration starts including 10.000 seed balls at the first stage and fans will be able to turn every green shirt they buy into a tree in nature. In addition, the Club will continue to spread seed balls into nature using its communication activities on its digital channels.

Göksel Gümüşdağ, the President of İstanbul Başakşehir FK expresses his excitement and satisfaction with the project:

“At the beginning of the last year, as a whole World, we entered an interesting period. We experience the results of global warming which we feel more, year by year, in a much more realistic and painful way in these days. It was important for us to finish such a difficult period as Champion, however, being visible on such big stages as the Champions League gives us both responsibilities and better opportunities to fulfill them. We have been working on this project over 6 months. There is about a year of work for the design of the green kit. In addition to the epidemic, we have recently been fighting against forest fires in our country and it is the same in the World. I believe it is the right time to start such a project and we made a good kick off for a good purpose for our Planet. Thus, I would like to thank Bilcee, our kit supplier, for their efforts in the design, Ecording, a young and successful initiative, for their contribution to and collaboration for the project and for last, congratulate our team for their good work. Although we will play behind the closed doors for a while more, I invite all fans to Başakşehir Store and trendyol.com to buy a green kit for a common goal.”

Mert Karslıoğlu, the founding partner of the young start up, Ecording expresses his happiness arising from the cooperation:

“We aim that our partnership with Medipol Başakşehir FC raises awareness on a global problem that we all face more and more day by day. With the alternative green kit we want to draw attention to one of the most important solutions to climate change which is afforestation works. For each sold Medipol Başakşehir FC green kit, we will throw a seed ball with the ecoDrone that our team develops and we will have an impact in afforestation works that way. You will be able to follow your seed ball’s journey by scanning the QR code on the kits. With the excitement that our solution to this global problem will be present on kits not only in Turkey but also in Europe including Champions League, we would like to thank Medipol Başakşehir FC because of the environmental responsibility that they have.”

Once fans have their green kits, after they scan the QR code provided, using their Smartphones, they will be directed to the project web page. Their tree’s journey will begin after they registered with their name, e-mail and selection of the seed kind. They will also be able to share the seeding video which is to be communicated to each afterwards, on their social channels.

**About Ecording:**

ecording is a social enterprise that aims to raise environmental awareness and develops new technologies to achieve that goal. ecording supports sustainable consumption by turning each product that has been sold in the retail industry into a seed ball that will be thrown by ecoDrone, which is an unmanned aerial vehicle developed by ecording. The production of the seed balls that ecoDrone throws, are made by women who are disproportionately affected by climate change. That way ecording helps women who face challenges because of climate change and also supports acting all together against a global problem.