

Gürok Group Sponsors the Sustainability Conferences

Gürok Group continues to support knowledge sharing, cross-sector dialogue, and concrete transformation steps in the fields of green transition and sustainability. Placing sustainability at the core of its long-term business strategy, Gürok Group became the main sponsor of the Istanbul event of the “Sustainability Conferences on the Road to COP31,” one of the key platforms contributing to Türkiye’s green transition agenda ahead of COP31, which will be held in Antalya this November.

At the event, GCA—Gürok Group’s glass packaging brand—participated as an Official Sponsor, while another group brand, AVOYA, was positioned among the session sponsors. The first gathering of the conference series, organized by the Green Business Platform, was held on April 8 at Mövenpick Hotel in Pendik, Istanbul.

Bringing Together Business, Academia, and Civil Society

The conference brought together representatives from the business world, academia, public institutions, and civil society. It was organized around two main sessions titled “Sustainability in Production” and “Sustainability in Energy.” Key topics discussed included the circular economy, waste management, low-carbon production technologies, sustainable supply chains, and energy efficiency.

With its multi-sector structure, transformation vision, and sustainability-driven practices, Gürok Group took its place among the key stakeholders of this important gathering.

“Sustainable Transformation Is a Key Driver of Long-Term Value Creation”

Highlighting the importance of collaborations that contribute to Türkiye’s sustainable development goals, Vice President of the Board at Gürok Group, Esin Güral Argat, stated:

“Sustainable transformation in the business world is no longer just an environmental responsibility; it is also one of the fundamental drivers of competitiveness, efficiency, and long-term value creation. As Gürok Group, we take a leading role in transforming business and production through our sustainability-focused investments and long-term strategies. As we move toward COP31, we consider platforms like this—bringing together diverse stakeholders around a shared vision for the future—to be extremely valuable.”

Organized to strengthen Türkiye’s sustainability ecosystem, evaluate climate policies, and foster collaboration between the business world and academia, the Sustainability Conferences on the Road to COP31 will continue with upcoming events in Bursa on April 29 and Adana on May 13.