

APPENDIX-C

Details of Each Platform's Assessment, e.g. News, Twitter, Facebook, Instagram, YouTube

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SOCIAL MEDIA / PRESS RELEASES

Introduction

This section covers the analysis of the public and media's perception on geothermal power plant projects located in Aydın province, especially in Germencik and Efeler Districts. Public perception and media coverage are significant factors to assess in order to continue to facilitate geothermal energy development in Aegean Region with peace. It is important to assess the state of acceptance among the local public in order to understand potential circumstances and constraints that may affect prospective geothermal power plant projects and the future of existing power plants.

The objective of this study is to:

- Understand how local public feel regarding the GPPs in general,
- Assess which social media platforms are used the most to discuss GPP related matters,
- Evaluate the most important impact discussed among the data derived.

In order to do so, the main news media channels and social media applications were assessed through certain keywords or *hashtags*. Table 1 below presents the name and type of each search source with number of data assessed by the social experts, respectively.

Table 1 Sources Assessed within the Scope of the Study

Source	Number of Data Assessed
Local and National News Website	80
Twitter	54
Facebook	17
Instagram	25
YouTube	30
Total	206

Before moving forward, it is important to explain the importance of *hashtag* for media analysis. Hashtags became popular through Twitter and now is spreading to other social media platforms. Hashtags indicate topics or themes, and they represent an important innovation in social media communication.

When assessing, the focus was to design a database that will be able to gather categorical information on each source besides their different structure to form a conclusion from the generated outcomes, as much as possible. Therefore, following items were commonly used to collect data during the study for each source as;

- Publish / post date,

- Name of the Project,
- Approach,
- Category.

Other elements that will be discussed below are designed for each source individually to gain the most information possible.

Media / Press Releases

This section provides media review to understand the local and national news made regarding on the geothermal power plant projects, especially in Germencik and Efeler Districts. In order to do so, following keywords were searched in news section of Google as:

- Guriş Geothermal Energy,
- Gürmat Geothermal Energy,
- Germencik Geothermal,
- Efeler Geothermal.

The study derived from 80 news articles, which lie between the years of 2009 and 2019. The social team focused to derive sources from different media channels to prevent bias perspective. All of the sources derived during the study were assessed in terms of context, year and the content of the news.

The chart below presents the percentage of news assessed by the year, respectively.

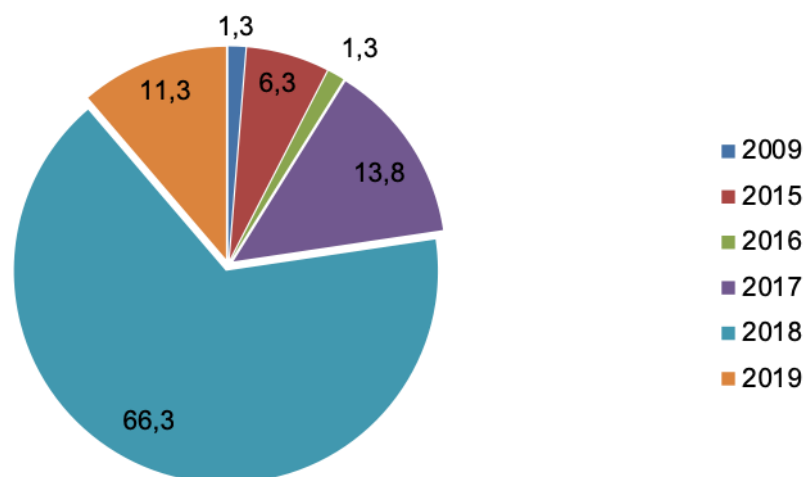


Figure 1 News Distribution (%) according to the Years

Within the 80 news sites that have been assessed 21.3% of them derived from the local media, whereas 78.7% were from national media.

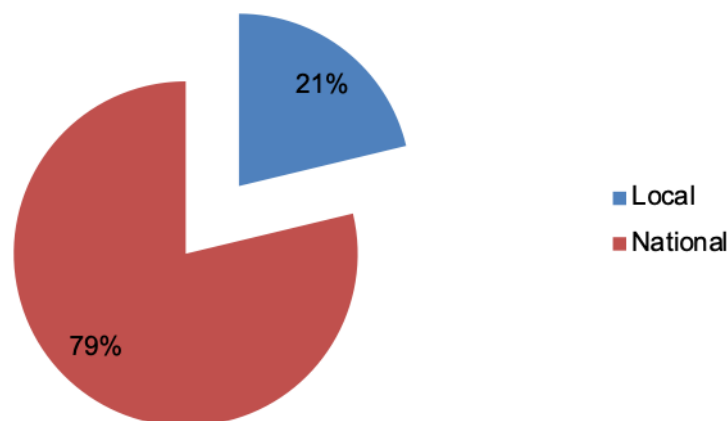


Figure 2 Distribution of the News in the Local Newsagents and National Newsagents

Throughout the Google search, 'Evrensel' news site was the most found news sources to include articles with the selected keywords by 18.8%, which is a national news site. In terms of local media site, 'Aydin Denge' site was found to have the most related articles with 13.8%. newspapers.

Table 2 provides the number of the news according to the newspapers.

Table 2 Distribution of the News according to the Name of the Newspaper

Name of the Newspaper ¹	Number of the News	Percentage through All News
Aydin Denge	11	13.8
Aydin Haber	1	1.3
Aydin Kulis	4	5.0
Bianet	1	1.3
Birgün	3	3.8
Bölge G	1	1.3
CNN Türk	2	2.5
Cumhuriyet	1	1.3
Diken	1	1.3
Dünya	3	3.8
Enerji Gündemi	3	3.8
Evrensel	15	18.8
Gazete Karınca	5	6.3
Haber Sol	1	1.3
Habercin	1	1.3
Haberler	4	5.0
Habertürk	5	6.3
Hurriyet	5	6.3
Jeotermal	2	2.5
Milliyet	3	3.8
Ses Gazetesi	5	6.3
T24	2	2.5
Yeni Akit	1	1.3
Total	80	100.0

¹ The names of the websites are not translated to address direct source of the data.

Evrensel, Hurriyet, Cumhuriyet, Birgün, Milliyet, Habertürk and CNN Türk news sources are quite popular internet sites on both national and local levels and most of the readers of these news sites tend to re-share the news articles in their social media accounts. On the local level, Aydın Denge, Aydın Kulis and Aydın Haber are quite effective to reach the locals for topics directly related to Aydın Province. Also, in terms of updates on geothermal projects in the region, aforementioned local news sites place further details on each of their news article.

45% of the news sources that have been assessed were specifically dedicated to Sari Zeybek GPP, which is not part of this Project, 13.5% of the news sources were directly related to Efeler GPP, whereas 32.5% of the news were regarding the general information on the GPPs located in the Aegean Region.

20% of the news that covered Efeler GPP was from local channels, whereas, remaining news sources derived from the national channels. From the desktop assessment, it could be stated that the Project Company has targeted national media channels than the local media channels so far.

80% of the news that were directly related to Efeler GPP, covered positive impacts of the Project, especially on how the Project will address the national energy demands and the current stage of the proposed Project. On the other hand, remaining 20% of the news were regarding on how Efeler GPP may cause further negative impacts on the regional agriculture, based on the past experiences caused by the other projects in the same region.

Among the news that covered Efeler GPP, more than half of the news were dated on between October and November 2018, and mainly focused on how this Project will address national economy and energy demands. The oldest news was on Efeler GPP derived from May 2015 from a national media channel and the view of the news on the Project was positive. The most recent news published regarding the Efeler GPP was on November 2018 from a local media informing on the Project's capacity and benefits.

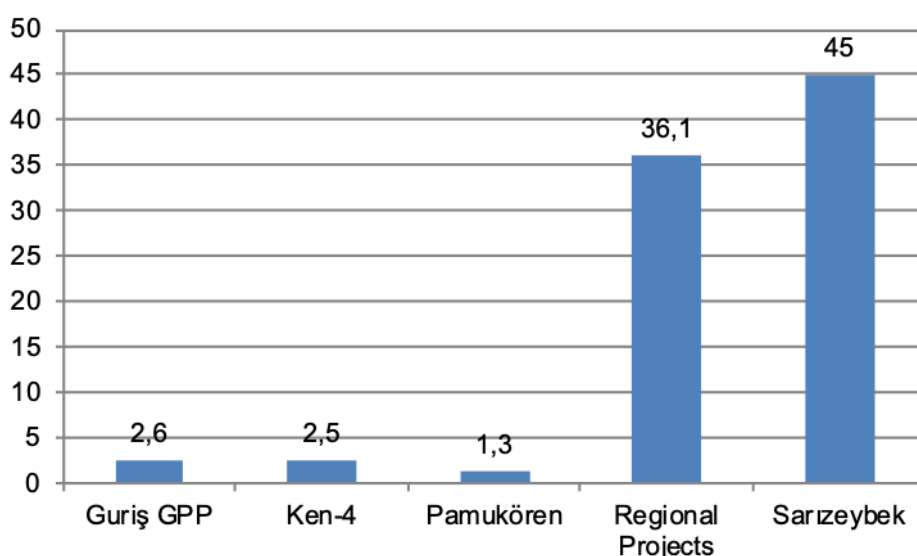


Figure 3 Name of the Projects addressed by the News

In terms of assessing the context of the news in general, majority of the context (23.8%) were regarding the public reaction against the Sari Zeybek GPP. 20% of the news were based on the energy development information in Turkey.

In terms of the GPP impacts on the articles, 15% were regarding the negative impact on environment; 12.5% were based on negative impact on local agriculture and 10% were regarding the violence of the gendarmerie against the local residents due to construction of Sari Zeybek GPP.

Among the news that has been searched, 66.3% of the articles were published after the dispute between project officials and locals communities for the Sari Zeybek GPP (2018). The local and national news started to increase article numbers regarding the negative impacts of the Sari Zeybek GPP on September 2018, parallel to growing tension between local community and project officials. Eventually, the peak number of news articles on Sari Zeybek GPP was derived from archives dated on December 2018.

During this period, many protests occurred among locals, local politicians and NGOs based in Aydin and neighbouring provinces against the Sari Zeybek GPP

It is important to note that, there were no direct protests against the Efeler GPP by the local stakeholders.

Twitter

This section provides tweets that are posted through Twitter regarding on Efeler GPP and other GPPs in the Germencik and Efeler Districts. In order to do so, following keywords and hashtags were search in Twitter respectively as;

- Guriş Geothermal Energy,
- Gürmat Geothermal Energy,
- Germencik Geothermal,
- Efeler Geothermal.

The study was derived from 54 tweets² which lies between the years of 2014 and 2019. From the keywords above, it was observed that three main subjects were discussed by the users. Therefore, tweets were categorized under three subjects to be assessed as Efeler GPP, Sari Zeybek GPP and Regional Projects.

The usernames of the Twitter accounts are kept confidential and categorized as Business, News, Organization, National Authority and Personal instead.

² A tweet is a post on Twitter. The act of writing a tweet is called tweeting or twittering.

Business accounts: refers to private companies'/ businesses accounts,

News: refers to local, national and web based news accounts,

National Authority: refers to accounts managed by the local and national governmental bodies,

Organization: refers to accounts managed by NGOs, community based accounts, web-groups and associations,

Personal: refers to individual accounts.

The social team focused to derive sources from different type of accounts to provide general outlook of the Twitter users.

Table 3 below presents the type of accounts that have been assessed within the scope of the study, respectively.

Table 3 Types of Twitter Accounts Assessed

Type of Account	Number of Data Assessed
Business	3
National Authority	2
News	20
Organization	11
Personal	18
Total	54

Among the tweets that have been assessed, 46.6% of them were posted in 2018 (especially on the months of October and December) and were regarding the activities against the Sarı Zeybek GPP. The escalation of tweets has started in 2017 and peaked in 2018, whereas, first quarter of 2019 has low mentions of the keywords with 7.4% of the total assessed posts. The least number of tweets within the selected keywords were posted in 2014 with 1.9% of the total assessed posts.

In terms of interaction between Twitter users, Sarı Zeybek GPP was observed to have the most number of interactions in terms of number of likes and re-tweets. Majority, whereas, Efeler GPP has the least number of interaction among Twitter users.

Figure 4 presents the general approach on GPPs by the tweets assessed.

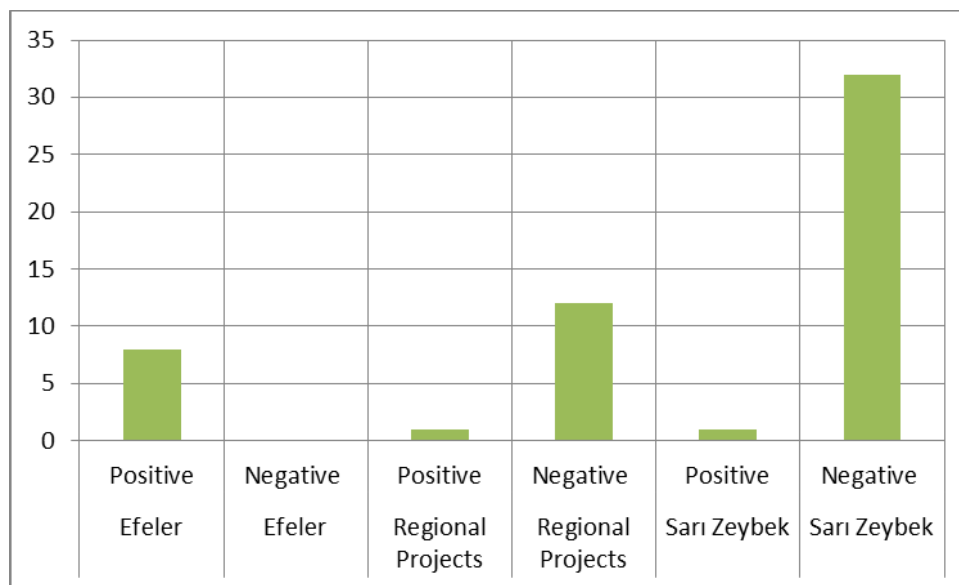


Figure 4 Distribution of Twitter User's Approach on GPPs

Efeler GPP

From the data that has been assessed, 14.8% of them were directly mentioning Efeler GPP with positive outlook, mainly posted by local news Twitter accounts. All of the business Twitter accounts that have been assessed were posted in the year of 2018 and directly mentioning Efeler GPP in regards to technical information of the Project and how the Project will benefit national energy development. Table below presents the topics that were tweeted directly related to Efeler GPP, in further detail.

Table 4 Type of Tweet Topics Assessed on Efeler GPP

Tweet Topics	% of Mentions	Number of Retweets	Number of Likes
National Energy Development	25%	4	30
Social Responsibility	12.5%	1	4
Technical Information	62.5%	7	17
Total	100%	12	41

Regional Projects

24.1% of the tweets that were assessed were related to regional GPPs owned by private sector investments in Aydın. Furthermore, 92.3% of these tweets had negative approach and mainly were focused on environmental impacts. The earliest tweet on regional projects was posted on 2014 by a personal account stating negative impacts on GPPs in Aydın. The year of 2018, on the other hand, observed to cover 61.2% of the tweet posted on regional projects.

Table below presents the topics that were tweeted directly related regional GPPs, in further detail.

Table 5 Type of Tweet Topics Assessed on Regional Projects

Tweet Topics	% of Mentions	Number of Retweets	Number of Likes
Negative Environmental Impacts	92.3%	135	247
Technical Information	7.7%	4	20
Total	100%	139	267

Sarı Zeybek GPP

Sarı Zeybek GPP covers the 61.1% of the total tweets that have been assessed. 96.7% of the tweets had negative approach on the Sarı Zeybek GPP and 33% of the negative tweets were related to public reaction to Sarı Zeybek GPP. 81.8% of the tweets on Sarı Zeybek were posted in 2018 (especially on November and December) and majority of the tweets were posted by the News accounts and Personal accounts.

Table presents the topics tweeted directly related Sarı Zeybek GPP, in further detail.

Table 6 Type of Tweet Topics Assessed on Sarı Zeybek GPP

Tweet Topics	% of Mentions	Number of Retweets	Number of Likes
EIA Protest	21.2%	54	104
Negative Impact on Agriculture	12.1%	21	26
Negative Environmental Impacts	9.2%	25	9
Negative Impact on Health	3%	54	100
National Energy Development	3%	4	16
Public Reaction to Sarı Zeybek GPP	33.3 %	507	1,115
Use of Excessive Force of Gendarmerie	18.2%	40	53
Total	100%	705	1,423

The tweets regarding to Sarı Zeybek GPP also included photos from protests of locals as well as use of excessive force of gendarmerie, in which had the most number of likes and re-tweets. The photos are taken from the locals and mainly captured the local women protesting or resisting force. Majority of the retweeted tweets were spreading the images taken from the dispute.

Facebook

This section provides updates and posts from Facebook Efeler GPP and other GPPs in the Germencik and Efeler Districts. In order to do so, following key words were search in Twitter respectively as;

- Guriş Geothermal Energy,
- Gürmat Geothermal Energy,
- Germencik Geothermal,
- Efeler Geothermal.

The study derived from 17 publicly shared updates and posts which lies between the years of 2014 to 2019. From the keywords above, it was decided to categorize subjects into four groups as Efeler GPP, Sarı Zeybek GPP and Galip Hoca GPP and Regional Projects.

Facebook account information of each data is kept confidential and categorized as News, Community Groups, Business and Personal instead. The social team focused to derive sources from different type of accounts to provide general outlook of the Facebook users.

Table 7 below presents the type of accounts that have been assessed within the scope of the study, respectively.

Table 7 Type of Facebook Account Assessed

Type of Account	Number of Data Assessed
Business	3
News	1
Community Groups	3
Personal	10
Total	17

From the posts that have been assessed, 11.8% were uploaded on 2019, 35.3% on 2018, 29.4% on 2017 the remaining posts were equally distributed between 2015 and 2016.

In terms of interaction between Facebook users, Sarı Zeybek GPP was observed to have the most number of interactions in terms of number of comments and shares. On the other hand, the Galip Hoca GPP has the least number of interactions among the Facebook users.

There is also several Facebook Community Groups that are either focused on regional geothermal projects or environmental matters, details of the groups can be found in the Table below.

Table 8 Project Related Regional Facebook Community Groups

Name of the Group	Number of Members
Germencik Association of Environment and Nature	2,764
Aydın Environment and Culture Platform	1,990
Aydın Environmental Resistance	10,510
Total	15,264

It is important to note that due to Facebook's privacy policies and users' preferences there were limited amount of public posts to be assessed for general search.

Efeler GPP

58.8 % of the posts that have been assessed are directly related to Efeler GPP with 70% of the accounts derived from Personal accounts. The remaining 30% of the accounts are Business accounts and the posts are dated on 2015 focusing Project updates. The oldest

post is dated on December 2014 from a Personal account indicating on how the Project will improve national energy development.

40% of the posts have a technical approach and focuses on Project updates. Whereas, 30% of the posts are mainly from Personal accounts and focuses on positive impacts of the Project.

The remaining 30% of the posts are regarding the negative impacts of the Project, especially impact on environment. The negative impacts were mainly posted on the beginning of 2017 by the Personal accounts. Table below presents the topics that were posted directly related Efeler GPP, in further detail.

Table 9 Type of Facebook Posts Assessed on Efeler GPP

Topics	% of Mentions	Number of Comment	Number of Shares
National Energy Development	30%	13	64
Project Update	40%	19	0
Negative Impact on Agriculture	10%	0	0
Negative Impact on Environment	20%	3	16
Total	100%	35	80

Galip Hoca GPP

Among the publicly available posts, approximately 12% were regarding the Galip Hoca GPP. The posts are uploaded on 2014 and 2017 and from Community Groups and Business accounts. Table below presents the topics that were posted directly related Galip Hoca GPP, in further detail.

Table 10 Type of Facebook Posts Assessed on Galip Hoca GPP

Topics	% of Mentions	Number of Comment	Number of Shares
Negative Impact on Environment	50%	2	9
Project Update	50%	19	0
Total	100%	21	9

It is important to note that the subject of Galip Hoca GPP has the least number of interactions found in this assessment.

Sarı Zeybek GPP

23.6% of the Facebook posts derived cover negative impacts on Sarı Zeybek GPP, mainly posted by the Personal accounts. The escalation of posts starts from May 2018 through December 2018. A local Community Group's post has the highest number of user interaction, which is dated on December 2018. All posts derived regarding to Sarı Zeybek GPP is negative and focused on the environmental impacts and local community's resistance against the project authorities.

Table below presents the topics that were posted directly related Sarı Zeybek GPP, in further detail.

Table 11 Type of Facebook Posts Assessed on Sarı Zeybek GPP

Topics	% of Mentions	Number of Comment	Number of Shares
Negative Impact on Environment	50%	21	242
EIA Protest	25%	1	2
Public Reaction to Sarı Zeybek GPP	%25	1	2
Total	100%	23	248

Facebook Community Groups

Through the desktop study, it was observed that there are several Community Groups in Facebook that gathers locals in Aydın or interested parties to spare information on GPPs and create events for protests. Brief information on each group will be given below, respectively.

Aydın Environmental Resistance: The Page is established on 2016 and includes 10,510 members. From the events section, it has been observed that there have been three events announced in 2018 by the Page to organize protests against the GPPs in the Region. The most recent event was on November 15, 2018 to inform the locals on how Aydın is affecting negatively due to GPPs.

The Page has approximately 1,000 shared photos that capture environmental impacts, public resistance and violence of gendarmerie for the Sarı Zeybek GPP. The Page also collects news from the local and national news and photos that have been sent by the locals in the Region. Almost all of the posts observed have an interaction between the Page members and the posts are updated on almost daily basis by the Page administration.

There are two posts that are directly related to Efeler GPP in the Page. First one is posted on October 18, 2018, regarding the updates on Efeler – 7. The post received 8 comments, 9 shares and 27 reactions from the members. The second post is on November 26, 2018, regarding on the Efeler Project's plans. The post received 14 comments, 89 shares and 131 reactions from the members.

Aydın Environment and Culture Platform: The Page is established on 2015 and includes 1,990 members. The Page is daily active and posts on local news, daily quotes and updates. Out of the 200 photos that include the daily quotes and photos, the Page also includes photos taken during the Sarı Zeybek protests. There are no direct posts on Efeler GPP, however, there are numerous amounts of posts regarding the GPPs in Germencik and Efeler District throughout the Page.

Germencik Association of Environment and Nature: The Group is established on 2015 and includes 2,764 members. The Group is daily active and posts news and local updates. In terms of GPPs in the region, the Group posts videos and photos on GPPs environmental impacts in Germencik as well as protests against Sarı Zeybek officials by the local

community. There are no direct posts regarding the Efeler GPP, however, the group is very active on following updates on GPPs in the region.

Instagram

Instagram posts are assessed through selection of 'hashtag's to find users outlook on Efeler GPP and other GPPs in the Project Region. Table 12 below presents the hashtags searched prior to filtering the appropriate data for this section.

Table 12 Searched Keywords on Instagram

Hashtag	Translation	Total Number of Posts
#efelerjes	#efelergpp	5
#gürmat	#gürmat	39
#güriş	#güriş	365
#kızılcaaköy	#kızılcaaköy	1,315
#jeotermalehayır	#notogeothermal	267
#jeotermal	#geothermal	4,089
#jeotermalenerji	#geothermalenergy	821

Within the hashtags stated above, there were total of 5 direct related Instagram posts regarding on the Efeler GPP, on the other hand, more than 1,000 of the posts were related to Sarı Zeybek GPP and other regional projects. It is important to note that, access to private accounts is not possible; therefore, the Table 12 above only provides figures of the public posts available.

Majority of the posts regarding on Sarı Zeybek GPP started from September 2018 and continues to this date. Since most of the posts consists same images or videos that are re-posted, the selection of data was narrowed down and eliminated same posts.

'#jeotermal' is observed to include captions from geothermal projects all over from Turkey, technical details of the geothermal power plants and updates on prospective projects within the borders of Turkey as well. Even though there are tagged posts from the Sarı Zeybek GPP in this hashtag, this caption is observed to have the most technical approach towards the GPPs.

To provide brief overview of Instagram user's approach on the Project and other projects in the region total of 24 posts were assessed in this sub-section, which only 5 of them consists Project specific posts.

Efeler GPP

All of the Instagram posts related to Efeler GPP are photos and includes positive captions. Table below presents the detail of the posts assessed in detail.

Table 13 Instagram Posts Related to Efeler GPP

Date	Post Type	Number of Likes	Category
26.06.2018	Photo	30	National Energy Development
05.11.2018	Photo	143	National Energy Development
11.12.2018	Photo	545	National Energy Development
11.12.2018	Photo	589	National Energy Development
25.02.2019	Photo	138	Information on Project

Regional Projects

Escalation of the posts on the GPPs in the region started by mid-September 2018 and has been continuing to this date. Majority of the posts are images that consists *likes* from 30 to 600 users. All of the posts are focused on the negative impacts of the GPPs in the region. There are also videos that were shared focusing on environmental impacts of the GPPs in which could lead up to 25,000 viewers. The main themes of the posts are on environmental impacts, court cases and agriculture impacts of the GPPs in the Region.

Sarı Zeybek GPP

Although general posts regarding the GPP Projects in Aydın observed to be negative, the posts usually do not address specific project's name in their description. However, Sarı Zeybek GPP is observed to be addressed directly in the Instagram posts especially from November 2018. More than 1,000 posts regarding to Sarı Zeybek project used a caption of '#kızılcaköy' in their description, whereas, '#notogeothermal' is began to be included in posts since October 2018.

Majority of the posts are derived from the same images from different users, mainly includes captures from locals protesting against the project or resisting through gendarmerie.

YouTube

In order to find specific data for Efeler GPP in YouTube, certain keywords were used in search section; however, no specific data was derived for the Project. On the other hand, videos regarding on regional projects, especially from Sarı Zeybek GPP was found. Following keywords were search in YouTube respectively as;

- Aydın Geothermal,
- Germencik Geothermal,
- Efeler Geothermal.

The study derived from 30 videos uploaded that lies between the years of 2015 to 2019. The social team focused to derive sources from different type of accounts to provide general outlook on the views and topics. Majority of the videos were uploaded from local news

YouTube channels with views below 1,000. The selection of samples included all types of channels without discriminating the number subscribers.

From the videos that have been assessed, 3.3% were uploaded on 2019, 56.7 % on 2018, 30 % on 2017, 3.3% on 2016 and 6.7% on 2015, respectively. Furthermore, the majority of the videos uploaded in 2018 were related to Sarı Zeybek GPP. On the other hand, all of the selected videos selected for the year of 2016 are about the regional GPPs.

Further information on selected data can be found in Table below.

Table 14 Data Results from YouTube

Year	Name of the Project	Approach	Category	Number of Views	Percentage of Videos
2015	Regional Projects	Negative	National Energy Development	1,168	50 %
	Regional Projects	Negative	Court Case	246	50 %
	Total			1,614	100 %
2016	Regional Projects	Negative	Public Reaction to GPPs	184	100 %
	Total			187	100 %
2017	Regional Projects	Negative	Court Case	415	11.1 %
	Regional Projects	Negative	Impact on Environment	1,424	22.2 %
	Regional Projects	Positive	Informative	68	11.1 %
	Regional Projects	Technical	Informative	457	11.1 %
	Regional Projects	Negative	Public Reaction to GPPs	1,396	44.5 %
	Total			3,760	100 %
2018	Regional Projects	Negative	Impact on Environment	499	5.9 %
	Regional Projects	Technical	Informative	121	5.9 %
	Regional Projects	Negative	Public Reaction to GPPs	574	11.8 %
	Sarı Zeybek GPP	Negative	Public Reaction to Sarı Zeybek GPP	10,203	47 %
	Sarı Zeybek GPP	Negative	Use of Excessive Force	2,954	29.4 %
	Total			14,351	100 %
2019	Sarı Zeybek	Negative	Impacts on Environment	163	100 %
	Total			163	100 %

As stated previously, during the year of 2018 local main channels and personal channels were uploading videos regarding on Sarı Zeybek GPP, majority of the videos observed to be published in December and mainly focused on public reaction of the stated project. Last, it is important to note that, between years of 2015 to 2017 there seemed to be less content regarding on specific GPPs in the region.

Conclusion

Twitter and Instagram applications are becoming preferred choice of spreading information among the social media users in Turkey. Considering the growing number of tweets and

Instagram posts regarding the opposition on regional GPPs, especially for Sarı Zeybek GPP, this Project should increase its social media involvement to spread information and clear any potential misunderstandings that may occur in the future. Furthermore, the growing negative outlook on Sarı Zeybek GPP in the region and through the news, lack of social involvement could lead to uncertainty about the Efeler GPP, negative perception and even opposition. Especially in terms of distinguishing Efeler GPP from the other projects in the region.

Considering the majority of the critical concerns of the news articles or social media posts are regarding to negative environmental impacts of the GPPs, prospective engagement methods should point out the good practices of the Efeler GPPs is committed to.

The negative public and media perception of the Sarı Zeybek GPP, even though this Project is distant in terms of location, puts a negative perception in all projects located in the Aydin Province. Especially in terms of lack of information on locals, project parties of each GPP, type of activities and cooperate level strategies of the each project. Given that thought, Efeler GPP may experience bias outlook due to misunderstanding or lack of proper information regarding the Project by the locals.

YouTube could be another source of media tool to be used to increase Efeler GPP's awareness as well, either through informative videos regarding the Project or even a small commercial of the Project with indication of commitment to good practices.