



ISTANBUL ON THE PATH TO EU TOWN TWINNING FORM

Important Note: This form is jointly prepared by district governorate and municipality.

THE TOWN OF GÜNGÖREN	
Number of Inhabitants: 309.135	
Name of Representative (District Governor and/or mayor): District Governor: Mr. Zafer ORHAN Mayor: Mr. Şakir Yücel KARAMAN	
Websites of district governorate and/or municipality: www.gungoren.gov.tr / www.gungoren.bel.tr	
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MAIN CHARACTERISTICS (GEOGRAPHICAL LOCATION, HISTORY....)

Güngören is surrounded by the districts of Bahçelievler and Bakırköy in the south and the south-west, by Zeytinburnu in the south-east, by Esenler in the north and the north-east, and by Bağcılar in the west. The surface area of Güngören is 7.2 square kilometers. The lowest altitude is in Merter, which is 19 meters, and the highest is on the ridges of Gençosman Quarter, which is 78 meters. The hill on which Davutpaşa Kışlası is located is 70 meters high above the sea. Having a population density ratio of 42,935 people per kilometer, Güngören is one of the biggest districts of Europe. It has 11 quarters.

ECONOMIC SITUATION

In Güngören, there are no heavy industries or large-scale factories. On the other hand, in the textile sector there have occurred great developments in recent years. There have been observed increases in the number of businesses and employees. The ready wear and the fabric which are manufactured by the textile sector is mostly exported. The rest is consumed in the domestic market. In the district, manufacturing sector is considerably developed. There are businesses operating in 57 different manufacturing sectors in the district, and 80% of these businesses deal with textile, textile by-products, accessories etc. A considerable part of the businesses in İstanbul that operates in the industry of textile products and ready wear is located in Güngören. In this respect, Güngören is proportionately at the top among the districts of İstanbul. It is regarded strategically important that the businesses in the district are supported in order to achieve institutionalization and brand. So they are getting more qualified and functional. Now, the region's transformation is towards a fashion and trade center. So, this transformation process increases the recognizability of the region both in the national and international arena. Güngören Municipality considers this is an important opportunity to support all efforts of public and private or non-governmental institutions, which help Güngören to become fashion and trade center. Güngören has concrete objectives which are also addressed in near future plans.

PROVIDED SERVICES

GÜNGÖREN DISTRICT GOVERNORATE: Provides administration, coordination and supervision of all the institutions and organizations in Güngören district. It ensures the enforcement of the laws in the district. It provides the coordination between various public institutions in the district. It listens to the complaints, determines the needs and takes necessary measures to fulfil.

GÜNGÖREN MUNICIPALITY: Provides services in city infrastructure, urban planning, zoning, economy, education, social works, transportation, sportive and cultural activities, agriculture and veterinary services, and financial and legal fields. The diversity of the services can be detailed as follows: Building roads, squares and parks, collecting garbages, cleaning roads and streets, taking measures to protect public health, providing public security services, preparing zoning plans, granting construction permits, auditing the constructions, establishing market places, regulating street trading, establishing small industrial zone bazaars, providing tourism activity, organizing vocational training courses, providing health, religious and wedding services, helping poor families, building cheap houses, providing services to protect human and animal health, arranging green areas, collecting local taxes and municipality fines and conducting nationalisation processes.

ONGOING PROJECTS

Güngören District Governorate is a partner for a youth project supported by European Union Education and Youth Programmes. The project of Güngören Municipality, which is called Ecological Architecture and Transformable Buildings, has been implemented by the Presidency of European Union Education and Youth Programmes within the Program of Leonardo Da Vinci Mobility-VETPRO.

TOWN TWINNING EXPERIENCES

The activities that have been carried out so far and that still continue within the town twinning protocol signed with the city of Goražde of Bosnia-Herzegovina are as follows: The building of Gün-Gor Cultural Center and furnishing has been done by Güngören Municipality. The trainers who will deliver cultural, artistic and vocational educations in this center have been trained by Güngören Municipality. And the materials needed during the continuing education periods have also been supplied. A group of high school students from Goražde are hosted in our country during the month of Ramadan. In addition, a recreation area has been constructed by our municipality in order to contribute to the social life in the city, Goražde. When the project is completed, war weary people of Goražde will be able to attend social life in this park.

SITUATION ANALYSIS

PROBLEM AREAS

Güngören is the second district having the least surface area in İstanbul. According to the data from Ministry of the Interior, General Directorate of Civil Registration and Nationality, Address Registration System, by April 2011, the number of the houses in Güngören is 95,824. High population density and a long period of time unplanned urbanization are the main problems of the district. Nüfus yoğunluğu ve sınırlı arazi miktarı da gözönünde bulundurulduğunda ilçe genelinde yapılması planlanan kentsel dönüşüm çalışmaları zora girmektedir. Considering the population density and the limited amount of land, the urban transformation which is planned throughout the district is getting difficult. Also, access facilities to ease the disabled citizens to participate in the various areas of the social life are limited.

AREAS OF STRENGTH

Municipality's strong aspects are an institutional strategic management, performance management and process management which are successfully performed. The municipality has been rewarded an achievement award by national authorities. One of the best projects of Municipality is The "Günkart" Project which makes tax payments of residents easier and provides discount opportunity in municipality facilities and contracted merchants. There is a social solidarity center to meet the needs of those in need and the disadvantaged groups.

POTENTIAL AREAS OF COOPERATION

Güngören District of governorate and local municipality seeks for potential partners in the following areas to work on joint projects to exchange technical expertise and knowledge.

Areas of Cooperation		Areas of Cooperation	
Environment-Environment Protection		Tourism	
Urban Transportation		Citizen Participation	
Social Services	X	Local Social and Economic Development	

City Branding	X	Urban Planning	X
Energy Efficiency		Implementation of EU Projects	
Culture		Other	

Remarks (Information on Areas of Cooperation)

City Branding:

Branding is a new field of study which applies what has been learned from brand strategy and brand communication to the development of the city to gain measurable economic, social and cultural values to the city. It is a holistic and comprehensive process aiming at creating strong instruments which spread the spirit and positive sides and characteristics of the city to the target masses. City branding at the level of professional expertise requires a combined proficiency in the disciplines of “planning” and “marketing”.

Although we have the essential arguments for city branding we are not able to implement the necessary strategic approach and mold public opinion. As for Milan, the Fashion Capital; for Paris, the Romance Capital and for Cannes, the Centre of Film Festivals, our vision is Merter, the Center of Textile.

Social Services (women-disabled-children-youth):

It is observed that orthopaedics and dental sector have a considerable market share in the expenses of the Ministry of Health as 18 percent. Turkish companies manufacturing domestically in this field are not able to find qualified staff. Therefore, we would like to open the branch “MANUFACTURING PROSTHESIS and ORTHESIS”, a new sub-branch of Mechanical Department of Güngören Technical and Industrial Vocational High School. In Turkey, the closest field in Vocational and Technical Education is the field of Machine Technologies. The branch of prosthesis and orthosis can be opened as a sub-branch of the Machine Technologies. This branch should include technical design, development and model production of prosthesis and orthosis. In the manufacturing of prosthesis and orthosis, there are two approaches as expo and endo. In Turkey, technical training in prosthesis and orthosis is only in one school. And, this school trains only in the field of expo. The branch we want to open in our school has an exact equivalent in Europe. We would like to examine this branching model in European Union countries.

Urban Planning Energy Efficiency: Güngören is one of the most densely populated districts with its population of 309,135 people, and population density of 42,935 people/km. Because of the high population and completed settlement structuring, urban planning is one of the priorities of the district. On the other hand, the vision Güngören Municipality is to create a district which has less population density, high urban life quality, housing areas of low earthquake risk and balancedly distributed functions of trade, service and tourism.

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