This report has been authored by Rana Kotan, Sabancı Foundation Director of Programs and International Relations; and Ayşegül Bayar, Program Specialist, to include the evaluation of Changemakers program carried out between October 2015 and June 2016.
EXECUTIVE SUMMARY

Changemakers is a project initiated by Sabancı Foundation in October 2009 in order to create awareness in society by making visible the stories and work of those that contribute to social progress in Turkey, and to encourage people to be more sensitive and active citizens.

This evaluation report covers the basic activities, outputs, outcomes, and assessments regarding Season 7 of Changemakers carried out between October 2015 and June 2016.

Sabancı Foundation Changemakers Project was designed to share the stories and work of people who contributed to society with the public opinion via videos on social media and various websites. Through www.farkyaratanlar.org, which was created to serve this purpose, people were invited to self-nominate or nominate Changemaker people/institutions they know in the categories of Environment, Education, Economic Development, Health, Social Justice and Civic Participation. As a result of announcements in all media outlets, 500 people in Season 1, 300 in Season 2, 150 in Season 3, 125 in Season 4, 130 in Season 5, 268 people in Season 6 and 320 people in Season 7 were nominated as Changemakers, totaling 1,793 people and institutions.

Pursuing a set of predetermined criteria, the Sabancı Foundation Programs Team conducted a preliminary evaluation and presented the list of candidates to the Advisory Board. Comprised of experts in civil society, media, communication, and academy, the Board convened regularly, assessed the candidates and selected those to take part in the program.


Changemakers Program Season 7

- To enhance the visibility of those engaged in social change
- To attract media attention regarding social responsibility issues
- To encourage and reward innovative and successful “civil” practices
- To inject confidence in civil society initiatives
- To influence decision-makers by promoting model projects

Applications

320 applicants from 46 provinces

Candidate Selection

15 Changemakers included in the program for their projects in 6 provinces

Program Production and Communication

193,000+ followers reached via the Internet and social media leading to a total of 4.5 million+ views

98 news stories appeared in the press

2 special interviews about Changemakers

1 Changemaker was a guest in a prime time news program
Program Production Process was as follows:

OUTCOMES:

- Sabancı Foundation contributed to a wider coverage of civil society activities in the media thanks to the Changemakers program.

- Changemakers gained credibility while the name of Sabancı Foundation provided a significant reference. Following the Program, it had a positive effect especially on its relations with decision-makers.

- Sabancı Foundation gained experience in carrying out a program shared on the Internet and social media. The number of its followers reached more than 193,000 on social media, and the Foundation achieved a video viewership of over 4.5 million.

- Through regular announcements and communication work, the Program enabled the promotion of Sabancı Foundation’s civil society activities.
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ABBREVIATIONS IN THE REPORT:

● NGO: Non-Governmental Organization
Completed Activities

- Changemakers made regular **calls for applications** via its Facebook and Twitter pages.
- Changemakers meeting the criteria were directed to the program web site for applications by the Programs Team that **closely monitored current news and events**.

Outcomes

- The total of 7 seasons equals 1,793 candidates from 73 provinces across Turkey. The Program received 500 applications from 54 provinces in Season 1, 300 applications from 48 provinces in Season 2, 150 from 46 provinces in Season 3, 125 from 34 provinces in Season 4, 130 from 34 provinces in Season 5, 268 participants from 48 provinces in Season 6, and 320 applications from 46 provinces in Season 7.
- In Season 7:
  - **On a regional basis, the highest number of applications** came from the **Marmara Region** with 115 applications, followed by the **Mediterranean Region** with 68 applications.
  - **The lowest number of applications** came from the **Southeastern Anatolia Region** with 7 applications.
  - **The highest number of applications on a provincial basis** was from **Istanbul, Antalya** and **Izmir**, the most socio-economically developed provinces of Turkey. Istanbul ranked at the top with 70 applications, followed by Antalya (50) and İzmir (27). Muş followed the metropolitan cities with 22.
  - The applications mainly concentrated in the **education** category with 217 applications, while **economic development** and **environment** applications ranked at the bottom of the list with each having 11 applications.

Changemakers Map
Completed Activities

- Candidates went through a preliminary evaluation by Sabancı Foundation Programs Team in accordance with the main selection criteria:
  
  - **Profile**: Sensitivity to pressing problems, opting to be part of the solution when faced with problems, inspiring others with their story and setting an active citizenship example.
  
  - **Quality of Work**: Adopting a creative approach, bringing a ‘new solution to the old problem’ through their work, allowing for dissemination.
  
  - **Themes**: Environment, education, economic development, health, social justice, civic participation.

- After the preliminary evaluation, a candidate pool and candidates’ profile information were prepared to be presented to the Advisory Board. Through regular meetings, the Advisory Board used the same criteria to evaluate the candidates and selected the Changemakers. Great emphasis was put on the representative role of the board members in civil society, media, communication, and academy.

Changemakers Season 7 Advisory Board

<table>
<thead>
<tr>
<th>Name</th>
<th>Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alpay Filiztekin</td>
<td>Sabancı University</td>
</tr>
<tr>
<td>Ayşen Özyeğin</td>
<td>AÇEV</td>
</tr>
<tr>
<td>Hülya Denizalp</td>
<td>Açık Radio</td>
</tr>
<tr>
<td>İltr Erhart</td>
<td>Bilgi University/Adım Adım (Step by Step Initiative)</td>
</tr>
<tr>
<td>Meral Tamer</td>
<td>Milliyet Newspaper</td>
</tr>
<tr>
<td>Serra Titiz</td>
<td>Mikado Consultancy</td>
</tr>
<tr>
<td>Suat Özçağdaş</td>
<td>Sosyal İnovasyon Merkezi (Social Innovation Center)</td>
</tr>
<tr>
<td>Yasemin Salih</td>
<td>Sabah Newspaper</td>
</tr>
<tr>
<td>Yörükl Kurtaran</td>
<td>Bilgi University</td>
</tr>
<tr>
<td>Zerrin Koyunsağan</td>
<td>Sabancı Foundation</td>
</tr>
</tbody>
</table>

Outcomes

In Season 7:

- **15 Changemakers** selected among 320 candidates were included in the program with their projects in 6 provinces.

- **Selected candidates mostly** undertook work in the **Marmara Region** and different from previous seasons, the **Central Anatolian Region** followed the Marmara Region.

- The breakdown by theme revealed civic participation and education as the prominent themes. At least one candidate was selected from each theme.

- The breakdown by gender indicated that 2 out of 15 candidates were men, 4 were women, and 9 were projects and institutions.

- The breakdown by profession showed that the percentage of candidates from the NGO sector has been the highest so far as it was in Season 6. The breakdown by profession was as follows:
  
  - 60% NGO staff (Employee, founder or president of associations, foundations, and cooperatives)
  - 26% Educator (Faculty members and teachers)
  - 7% Doctor
  - 7% Journalist-radiobroadcaster
<table>
<thead>
<tr>
<th>Changemakers of Season 7</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Çağan Hakkı Şekercioğlu</td>
<td>Environment</td>
</tr>
<tr>
<td>2 Ayşe Tükrükçü</td>
<td>Social Justice</td>
</tr>
<tr>
<td>3 Nurten Akkuş</td>
<td>Education</td>
</tr>
<tr>
<td>4 Doğruluk Payı</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>5 Ayça Arslan Ergül</td>
<td>Education</td>
</tr>
<tr>
<td>6 SosyalBen Derneği (SosyalBen Association)</td>
<td>Education</td>
</tr>
<tr>
<td>7 Yuvarla (Yuvarla Social Startup)</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>8 Açık Radio</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>9 Oy ve Ötesi (Vote and Beyond)</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>10 Derviş Baba Kahvehanesi (Dervish Father Coffeehouse)</td>
<td>Social Justice</td>
</tr>
<tr>
<td>11 Temel İhtiyaç Derneği (Basic Needs Association)</td>
<td>Economic Development</td>
</tr>
<tr>
<td>12 Kanserli Çocuklara Umut Vakfı (The Hope Foundation to Children with Cancer)</td>
<td>Health</td>
</tr>
<tr>
<td>13 Fatma Ayan</td>
<td>Education</td>
</tr>
<tr>
<td>14 Basri Köylü</td>
<td>Health</td>
</tr>
<tr>
<td>15 Espedal Derneği (Co-Pedal Association)</td>
<td>Social Justice</td>
</tr>
</tbody>
</table>
Completed Activities

Program Production

- Throughout Season 7, a total of 30 pages of script were written, 5,000 km distance was covered, 40 people were interviewed and 15 new programs were filmed. The total number of Changemakers reached 145 by the end of the season.

- The closing event for Season 7 was held on June 21, 2016. Prior to the program, which was broadcasted live on 5N1K TV show hosted by Cüneyt Özdemir, Changemakers convened for an introduction meeting. 5N1K show’s special episode on Changemakers aired on CNNTürk at 21.00 Sunday night on June 26 and on Kanal D at 03.45 on 27 June.

- Just like last year, special certificates in Turkish and English were issued for Changemakers, and presented to Changemakers at the closing event.

- All texts prepared throughout the program were translated into English, videos were subtitled and broadcasted in Turkish and English every two weeks on www.farkyaratanlar.org, www.sabancivakfi.org, www.hurriyetdailynews.com, www.hurriyet.com.tr, www.dipnot.tv, Facebook, Twitter and YouTube pages throughout the season.

Communication Activities

- Program videos were shared on the program website (www.farkyaratanlar.org) and on the website of Sabancı Foundation.

- A total of 16 press releases about Season 7 of Changemakers were published, while the press released 98 news articles featuring Sabancı Foundation and Changemakers.

- The closing event was held on June 21, 2016. During the event, Güler Sabancı and 15 Changemakers appeared live on Cüneyt Özdemir’s 5N1K TV show. The program aired on Kanal D and CNNTürk TV channels.

- Mesopotamian Dolls, a Changemaker whom we also give grant support, appeared as an on-air guest in the program hosted by Mirgün Cabas on CNNTürk on October 9.

- The Program’s advertisement in English was published in the March 2015 edition of Alliance Magazine.

- In Season 7, as of October 30, 2015, the new logo of Changemakers began to be used.

- Terror events surging since 2014 and their effects on the agenda caused us to limit our communication activities now and again.

Social Media Activities

- 15-day content plans were put together, and one content per day (a photo, video or inspirational quote) was shared via Twitter and Facebook accounts. The content was selected to be particularly inspiring and intriguing. Video clips were kept brief for ease of viewing and sharing.
- **All videos** were broadcasted on the Changemakers channel on YouTube as well as [www.farkyaratanlar.org](http://www.farkyaratanlar.org) website, and archived. Playlists were created for each category of the program, and the videos were categorized on that basis. The videos were also directly uploaded on Facebook. Direct sharing of videos on Facebook significantly increased the interaction rates on the page.

- In order to increase the interaction in Changemakers Facebook account and spread it to wider masses, a **Facebook advertising project** was carried out every time a new video was published throughout Season 7. Apart from the video ads, low-budget page like ads targeting a particular audience were quite successful and the total number of Facebook followers hit **193,000 at the end of June 2016**.

- **Terror events** surging since 2014 and **their effects on the agenda** caused us to limit our social media activities now and again in line with the agenda.

**Outcomes**

- As a result of all activities, the total number of views of the videos on the Internet and social media reached **4.5 million**.

- Communication and social media activities limited due to terrorist incidents occurring at the time of Season 7 **caused a drop in the number of news articles in traditional media compared to Season 6**. In Season 6, the number of news pieces about Changemakers, featuring the name of Sabancı Foundation, was **122** while this figure was limited to **98** in Season 7.

- In Season 7, Changemakers program gained a significant social media power. As indicated by the graphs and tables below, **Season 7 yielded positive and regular outcomes in social media follower figures and interaction figures**:

**Social Media Follower Figures**
Completed Activities

- The closing event of the season began with the dinner organized in Hilton ParkSA on June 20, 2016. Before the dinner, Dipnot TV team made interviews with Changemakers about “the contribution of being selected as Changemakers to their work.

- On June 21, 2016, at the closing event for Season 7 of Sabancı Foundation Changemakers program, a meeting was held at Sabancı Center for Changemakers to get to know each other, to share news about their work and their experiences, to share their suggestions about program development, and to build partnerships. The event started off with opening speeches, and meeting and ice-breaking games. Later, information regarding Season 7 of Changemakers was shared, and feedback was received from the Changemakers.

- Following the meeting where constructive feedback was shared, the filming of 5N1K started.
Views of Changemakers

“Changemakers Program increased the recognition of my project. I was working for my project to be implemented at schools in different provinces and different regions. I disseminated my project but thanks to this program, I had the chance to reach wider masses.”

“Changemakers Program had significant effects on making our voice heard and on trust. Two institutions contacted us by watching the video. Now, they are continuing to support us in various issues.”

“After I was chosen as a Changemaker, I received a lot of media attention. 3 TV channels and 1 newspaper came to interview us. They visited Destek Market and reported it as news.”

“The Changemakers video is the main video that we use while promoting our institution. We have used this video of ours in all meetings with corporate companies and public institutions and in voluntary orientation meetings.”

“I think Changemakers Program is a very nice family. We had the chance to meet extraordinary people that created a difference in people’s lives in different fields, met some of the Changemakers and also had the opportunity to gather under the roof of Sabancı Foundation’s Changemakers.”

“Various national radio programs, women’s programs and the press gained even more interest in the project. It also boosted self-confidence of fathers and increased their desire to join in the project.”

“Some Changemakers supported our work. In addition, some Changemakers supported me by voting for me to receive the awards for the most extraordinary training manager of the year and the awards for social responsibility. I try to communicate with the Changemakers who are in contact as much as possible and enjoy getting to know them.”

“We got good comments from those who already knew our work and received best wishes and nice comments on learning about our services from those who did not know about our work.”

“Being selected as a Changemaker definitely had a positive contribution. We strengthened our trust relationship in a social context with the program audience. It has become a point of reference for the institutions wishing to establish a cooperation.”
Views of Public Opinion Following the Program on Facebook

“We, my friends and I, have become hopeful that good things can still happen thanks to your existence and this exhilarated and excited us. I’d like to thank all who contributed to this program. With love and respect...” (For Changemakers Program)

“I think every movement that features SABANCI in itself crates a difference.” (For Changemakers Program)

“I attended their shows and when I got to know those people that we approach with prejudice, I saw that they are no different than us. When we asked how they achieved this, they said they did by socializing thanks to theater. So let’s also not approach them with bias and let’s support them. I’d like to extend my respect to Mr. Doctor.” – (For Basri Köylü)

“I’d like to congratulate Ümmiye Koçak, one of the successful women of the countryside. Desiring, daring, realizing a dream. My best wishes for the number of those like Ümmiye Koçak to increase.” – (For Ümmiye Koçak)

“It is the modernized version of the village institutes that were closed down and their adaptation to our day. I wish it was practiced in all our schools.” (For Fatma Ayan)

“Thank you Turkey's Changemakers @KACUV1 @farkyaratanlar. It is promising that such a projects is realized in our country.” (For The Hope Foundation to Children with Cancer)

“Congratulations. As someone who did NGO donation planning for years, I congratulate this project wholeheartedly.” (For Basic Needs Association)

“My universal radio, one that I take everywhere I go, one that I recognize by its style, my culture, my Istanbul, my music, my news... That is to say, Ömer Madra. I’d like to thank you, Levent Öğet and many broadcasters. So glad to have you.” (For Açık Radio)

“Congratulations. Children in all schools lack self-confidence. tüm okullardaki çocuklarda özgüven eksikliği var. You tended to this problem. I wish you continued success.” (For Ayça Arslan Ergül)

“The youth, so glad to have you. You boost our morale. Thank you for your invaluable and good work...” (For Doğruluk Payı)
Achievements of Changemakers

Sabancı Foundation’s interviews with Changemakers revealed the fact that the interest and support for the projects significantly increased following the program. **Changemakers shared their views about the program as follows:**

<table>
<thead>
<tr>
<th>Achievements</th>
<th>First 2 Seasons</th>
<th>Season 3</th>
<th>Season 4</th>
<th>Season 5</th>
<th>Season 6</th>
<th>Season 7</th>
<th>Total</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Brought visibility to their work</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>Changemakers program had an incessant contribution to the visibility of the selected names.</td>
</tr>
<tr>
<td>Gained credibility in their work</td>
<td>81%</td>
<td>67%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>100%</td>
<td>91%</td>
<td>One of the most significant areas of impact on Changemakers was rendering them credible.</td>
</tr>
<tr>
<td>Increased media attention after the program</td>
<td>49%</td>
<td>80%</td>
<td>82%</td>
<td>83%</td>
<td>67%</td>
<td>80%</td>
<td>74%</td>
<td>One of the notable impacts of the Changemakers Program is the exponential increase in communication through increased media attention.</td>
</tr>
<tr>
<td>Disseminated their work</td>
<td>39%</td>
<td>33%</td>
<td>76%</td>
<td>67%</td>
<td>67%</td>
<td>67%</td>
<td>58%</td>
<td>In parallel with the increase of civil society perception in public, Changemakers disseminate their work at a higher rate.</td>
</tr>
<tr>
<td>Increased number of volunteers and donations at the institution they work for</td>
<td>49%</td>
<td>40%</td>
<td>76%</td>
<td>50%</td>
<td>58%</td>
<td>60%</td>
<td>55%</td>
<td>Some projects by Changemakers are not very suitable for volunteers or donation support. Yet, there was an increased number of volunteers and donations for projects that are suitable.</td>
</tr>
<tr>
<td>Invited to partnerships by public, civil society, private sector and individuals</td>
<td>48%</td>
<td>60%</td>
<td>47%</td>
<td>50%</td>
<td>50%</td>
<td>50%</td>
<td>51%</td>
<td>In the aftermath of the program, public sector, civil society, private sector and individuals contacted Changemakers for cooperation, at rates that are very similar across all seasons of the program.</td>
</tr>
<tr>
<td>Communicated other Changemakers</td>
<td>49%</td>
<td>80%</td>
<td>35%</td>
<td>33%</td>
<td>58%</td>
<td>53%</td>
<td>51%</td>
<td>It was observed that communication among Changemakers of this season was above the average of all seasons.</td>
</tr>
<tr>
<td>Influenced decision-makers in the respective field of work</td>
<td>14%</td>
<td>33%</td>
<td>%53</td>
<td>83%</td>
<td>58%</td>
<td>53%</td>
<td>49%</td>
<td>More than half of the Changemakers selected in Season 7 gained trust in the eyes of decision-makers.</td>
</tr>
</tbody>
</table>
ACHIEVEMENTS OF SABANCI FOUNDATION THROUGHOUT CHANGEMAKERS

Internet and Social Media

- A synergy was created between the social media accounts of Changemakers and the webpages of Sabanci Foundation. Followers of Changemakers were directed to Sabanci Foundation pages for joint content sharing. This synergy was strengthened thanks to the fact that the social media accounts of both Sabanci Foundation and Changemakers were managed by the same PR agency.

- In Season 7, an active social media activity in which content suitable for social media and rich in visuals was designed and shared, was carried out.

Conventional Media

- Members of the press who watched the program directly contacted Changemakers for news coverage, allowing Sabanci Foundation to present the best examples of social development in the media.

- Special interviews with Changemakers (individuals & institutions) appeared in conventional media.

- The broadcasting of the closing event of Changemakers on Kanal D in addition to CNNTürk helped the program reach wider masses.

- It became obvious that it is crucial to support social development work through a visual tool such as video.

Reputation Management

- Changemakers who work on a local basis yet suffer trust issues with regional decision-makers reported that after they were selected as a Changemaker the name of Sabanci Foundation facilitated their lives to a great extent, and that they could overcome the trust challenge with decision-makers and these decision-makers now started to trust them.

- Through Changemakers program, Sabanci Foundation realized that it could act as a major locomotive of social development by putting its name in numerous projects.
Examples of Press Coverage for Season 7