THIS REPORT INCLUDES AN EVALUATION OF TURKEY’S CHANGEMAKERS PROGRAM CARRIED OUT FROM OCTOBER 2016 TO JUNE 2017.

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Turkey’s Changemakers is a program initiated by the 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 development in Turkey, and to encourage people to be more sensitive and active citizens.

This evaluation report covers the basic activities, outputs, outcomes, and assessments associated with Season 8 of Turkey’s Changemakers Program carried out from October 2016 to June 2017.

Within the scope of Turkey’s Changemakers Program, people/institutions use the website farkyaratlanlar.org to nominate themselves or other people/institutions they know as Changemakers in the categories of Environment, Education, Economic Development, Health, Social Justice, and Civic Participation.

Sabancı Foundation Team reviews the applications based on a set of selection criteria and a short list of candidates determined by a preliminary evaluation is presented to the Advisory Board. Comprised of experts in civil society, media, communication, and academy, the Board convenes regularly to assess the candidates and select those who are to be involved in the program.

Works of those individuals and institutions that contribute to social development are publicly shared by posting videos prepared by Dipnot Production and narrated by Cüneyt Özdemir on social media, TV, various online news platforms, and via press releases.

To date; as a result of the announcements made through different channels 500 people and institutions in Season 1, 300 in Season 2, 150 in Season 3, 125 in Season 4, 130 in Season 5, 268 in Season 6, 320 in Season 7, and 469 in Season 8 and in total 2,262 people and institutions have been nominated as Changemakers. 160 of them have been selected as Changemakers.

We have covered 125 thousand kilometers for the shootings.

Our videos have reached 16.5 million views in total via social media and the website.

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We have covered 125 thousand kilometers for the shootings.

Our videos have reached 16.5 million views in total via social media and the website.
The videos prepared for Season 8 of Turkey’s Changemakers Program by Dipnot Production and narrated by Cüneyt Özdemir consist of 15 episodes, with subtitles in both Turkish and English, and aired every fifteen days from October 28, 2016 to May 12, 2017 on Changemakers channels on YouTube, Facebook, Twitter, and Instagram, and webpages including farkyaratanlar.org and sabancivakfi.org, and news sites including t24.com.tr, onedio.com, hurriyet.com.tr/video, hurriyetdailynews.com and dipnot.tv. These Changemakers videos were also broadcast during CNN Türk’s show 5N1K on the last Sunday of every month from October 2016 to May 2017.

Objectives

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

Activities

1. Candidate Application
2. Candidate Selection
3. Program Production and Communication

Outcomes

- From 53 provinces, 469 candidates applied.
- 15 Changemakers from 6 provinces of Turkey, got involved in the program, through their work that spread around Turkey.
- 250,000 followers on the internet and social media leading to a total of 16.5 million video views.
- 46 stories appeared in the print media.
- 2 special news, 2 radio shows, 1 TV show are made about changemakers

Final Outcomes

- The Sabancı Foundation contributed to a wider coverage of civil society activities in the media thanks to Turkey’s Changemakers Program.
- The regular announcements and communications enabled the Sabancı Foundation to promote its civil society activities.
- Changemakers have gained credibility with the good name of the Sabancı Foundation as a significant reference, and after the Program,
- a positive effect has been created, especially on its relations with decision-makers.
- Turkey’s Changemakers Program has reached 250,000 followers on social media.
- The videos have been watched 16.5 million times on social media.
- The TV broadcasts of Turkey’s Changemakers Program during CNN Türk’s show 5N1K have reached up to 1.5 million viewers.
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Completed Activities

1. Regular call for applications were made via Turkey’s Changemakers social media accounts (Facebook, Twitter and Instagram) as well as on CNN Türk’s show 5N1K.

2. Sabancı Foundation Team closely monitored current news and events and directed those Changemakers meeting the criteria to the program website for applications.

Outcomes (Season 8)

- On a regional basis, the highest number of applications, 192, were made from the Marmara Region, followed by the Central Anatolia Region, which submitted 82 applications.
- The region which submitted the lowest number of applications was the South-Eastern Anatolia Region with 13 applications.
- The most socio-economically developed provinces in Turkey were also the provinces that submitted the largest number of applications. Istanbul ranked first with 106 applications, followed by Balikesir with 52, Ankara with 41, and Izmir with 38 applications. Below these metropolitan cities ranked Kırıkkale with 22 applications.
- The applications mainly concentrated on education with 290 applications while the categories of health and economic development ranked at the bottom of the list with each having 18 applications.

Turkey’s Changemakers Map

For the 8 seasons, we had a total of 2,262 nominees from 75 provinces across Turkey. As a result of the evaluations, 160 people and institutions from 43 provinces across Turkey were selected as Changemakers.
CANDIDATE SELECTION

Completed Activities

1. The nominees went through a preliminary evaluation by the Sabancı Foundation Team based on the main selection criteria.

Main Selection Criteria
- An innovative and solution oriented approach
- Creating a social impact / tangible change
- Sustainable and scalable work
- Transparency and reliability

2. After the preliminary evaluation, a candidate pool was created and the candidates’ profile information compiled 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. As for the selection of board members, a great emphasis was put on their representative role in civil society, media, communication, and academy.

Outcomes (Season 8)

- 15 Changemakers selected out of 469 candidates were included in the program with their works in 6 provinces.
- The selected candidates mostly undertook work in the Marmara Region, and the Central Anatolian Region.
- A breakdown of candidates by area revealed social justice, education and environment as the prominent themes. At least one candidate was selected from each area.
- A breakdown by profession showed that the percentage of candidates from the NGO sector has been the highest so far, as it was in Season 7. The breakdown by profession was as follows:

  - 60% Non-Governmental Organizations (Associations, foundations, cooperatives, collectives, solidarity networks)
  - 27% Social Entrepreneurs
  - 6,5% Teachers
  - 6,5% University Research Centers
# CANDIDATE SELECTION
## TURKEY’S CHANGEMAKERS SEASON 8

### CHANGEMAKERS OF SEASON 8*

<table>
<thead>
<tr>
<th>CHANGEMAKER</th>
<th>AREA</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Sustainable Living Film Festival</td>
<td>Environment</td>
</tr>
<tr>
<td>2. Map of Needs</td>
<td>Citizen Engagement</td>
</tr>
<tr>
<td>3. Tics and Tourette Syndrome Volunteers of Turkey</td>
<td>Health</td>
</tr>
<tr>
<td>4. DemGoodCoffee</td>
<td>Social Justice</td>
</tr>
<tr>
<td>5. “Refugees”, We Are, “Neighbors” Solidarity Network</td>
<td>Social Justice</td>
</tr>
<tr>
<td>6. Ahmet Naç</td>
<td>Education</td>
</tr>
<tr>
<td>7. What’s On the Hanger</td>
<td>Social Justice</td>
</tr>
<tr>
<td>8. Good4Trust</td>
<td>Economic Development</td>
</tr>
<tr>
<td>9. Give Sound of Your City</td>
<td>Environment</td>
</tr>
<tr>
<td>10. Living Museum</td>
<td>Economic Development</td>
</tr>
<tr>
<td>11. Robohand Turkey Association</td>
<td>Health</td>
</tr>
<tr>
<td>12. ÇABA-ÇAM</td>
<td>Education</td>
</tr>
<tr>
<td>13. Art On the Street Association</td>
<td>Social Justice</td>
</tr>
<tr>
<td>15. Earth Association</td>
<td>Environment</td>
</tr>
</tbody>
</table>

* Listed in the broadcast order
Completed Activities

Throughout Season 8, a total of 240 pages of script were written in Turkish and English, 6,000 km of distance was covered, 60 people were interviewed, and a series of videos were shot for 15 Changemakers. The total number of Changemakers of all Seasons reached 160 with this Season. By the end of Season 8, Turkey’s Changemakers videos reached 16.5 million views.

Communication Activities

- The number of news platforms covering Turkey’s Changemakers Program was increased. In addition to those on Hurriyet.com.tr, Hurriyetdailynews.com and Dipnot.tv, the Changemakers videos and stories were posted every two weeks on Onedio.com, T24.com.tr and Cumhuriyet.com.tr as well. This was an important step for the program to reach out to a wider audience. The number of video views increased from 4.3 million of Season 7 to 16.5 million by the end of Season 8.
- Turkey’s Changemakers videos were shared every two weeks throughout the Season through Turkey’s Changemakers channels on Youtube, Facebook, Twitter and Instagram, and posted on the web pages farkyaratanlar.org and sabancivakfi.org. Turkey’s Changemakers videos were also broadcast on CNN Türk’s show 5N1K on the last Sunday of every month.
- A total of 16 press releases about Season 8 of Turkey’s Changemakers Program were published, while the press released 46 news articles featuring the Sabancı Foundation and Changemakers. The Changemakers appeared in 2 special news.
- The closing event was held on June 22, 2017. During the event, Güler Sabancı and 15 Changemakers appeared live on Cüneyt Özdemir’s 5N1K TV show. The show aired on the TV channels Kanal D and-CNNTürk.
- An advertisement in English for the program was published in the March 2017 issue of Alliance Magazine.

Social Media Activities

- Turkey’s Changemakers Instagram account was created. By appearing on Instagram, in addition to Facebook, Youtube and Twitter, Turkey’s Changemakers Program has increased its visibility on social media.
- 15-day content plans were put together, and one post per day (a photo, video, or inspirational quote) was shared via Twitter, Facebook and Instagram accounts. The content of posts was selected to be particularly inspiring and intriguing.
- In order to increase the engagement on Turkey’s Changemakers Facebook account and reach out to a wider audience, a Facebook advertising project was carried out every time a new video was published throughout Season 8. Apart from the video ads, page like ads targeting a particular audience were quite successful and the total number of Facebook followers hit 227 thousand by the end of June 2017.
Outcomes

- As a result of all the foregoing activities, the total number of video views on the Internet and social media during Season 8 reached 16.5 million.

- Communication and social media activities restricted due to some incidents occurring in the media during the period of Season 8 caused a drop in the number of news articles in traditional media compared to Seasons 6 and 7.

In Season 6, the number of news pieces about Changemakers, featuring the name of the Sabancı Foundation, was 122 while this figure was limited to 59 in Season 7 and 46 in Season 8.

- In Season 8, Turkey’s Changemakers Program gained a significant social media power. As indicated by the graphs and tables below, Season 8 yielded positive and consistent results for the figures for social media followers and engagement:

**FACEBOOK PAGE LIKES**

![Facebook Page Likes Graph]

**TWITTER FOLLOWERS**

![Twitter Followers Graph]
PROGRAM PRODUCTION AND COMMUNICATION

INSTAGRAM FOLLOWERS*

YOUTUBE SUBSCRIBERS

* The Instagram account of Turkey’s Changemakers Program is open as of Season 8. November and December were used as a preparation period to increase the number of followers on Instagram. The statistical data has been collected starting from January.
Completed Activities

1. A Changemakers Meeting was held on May 24-25, 2017 at Taksim Nippon Hotel. 30 Changemakers from all seasons and Ayşegül Bayar, Deniz Başkan, Özen Pulat, Rana Kotan, Zerrin Koyunsağan and Zeynep Arslan from the Sabancı Foundation attended the meeting.

2. An introduction and evaluation session was moderated by Gülesin Nemrut Ünal on May 24, and on May 25 a workshop on Social Media and Technology Tools was facilitated by Kenan Dursun.

Outcomes

- Turkey’s Changemakers Program, as a communication project, was frequently stated to be a project that made a measurable difference in the lives and works of the participants.
- Speakers indicated that once the videos had been broadcast on TV or posted online, more and more people and institutions contacted them and the trust put in the Changemakers had increased.
- The meeting was highly regarded by the participants as it allowed them to meet with other Changemakers and encouraged them to do some collaborative work.
- The Changemakers stated they, thanks to this meeting, could develop some sensitivity to areas other than their own field of activity.
- The Changemakers attending the workshop on Social Media and Technology Tools said that they would use their learning in their professional lives, especially in order to enhance the visibility of their own projects. The participants also indicated they would share what they learned from the workshop with their volunteers who provided social media support back at their own institutions.
- The meeting achieved its objectives in the sense that it provided the participants with opportunities to meet, to share their thoughts on being a Changemaker, to evaluate Turkey’s Changemakers Program together, and to develop some suggestions for the future vision.
Completed Activities

1. The closing event of the season began with a dinner organized in Mercure Istanbul City Bosphorus Hotel on June 21, 2017. Before the dinner, Dipnot TV team made interviews with the Changemakers about “how being selected as a Changemaker contributed to their work”.

2. On June 22, 2017, as part of the closing event for Season 8 of Turkey’s Changemakers Program, an experience-sharing 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 how the program could be improved, and to build partnerships. The event started with a few opening speeches, which also included meeting and ice-breaking games. Later, some information regarding Season 8 of Turkey’s Changemakers Program was shared, and some feedback received from the Changemakers.

3. Certificates in English/Turkish prepared for the Changemakers were handed over to them during the closing meeting. The texts on the certificates were written both in Braille and in printed letters, with an aim to raise awareness about accessibility for all individuals.

4. The shooting of the closing event of Season 8 was made on June 22 2017. Before the shooting, which was broadcast during the show 5N1K presented by Cüneyt Özdemir, the Changemakers gathered to get to know each other. A special episode of 5N1K dedicated to Turkey’s Changemakers aired on CNNTürk at 8 pm on Saturday, June 24, and on Kanal D at 3 am on Monday, June 25.
STAKEHOLDERS COMMENTS
ABOUT THE PROGRAM

“We have accepted many compliments after our video was posted on social media. A number of broadcasting organizations have approached us for interviews and stories. Since the video was broadcast on TV, the number of applications for request has significantly increased. Our phones have not stop ringing, and requests for help in particular have increased.”

“I was discovered by Tedxreset committee as a member of Turkey’s Changemakers and spoke during the events of May 2017 at Maslak Tim Center.”

“We have got positive feedback in general. It has been a reference for those who did not know about our project. Being selected as a Changemaker has created a prestigious effect.”

“After the broadcast, the growth of our volunteer pool has accelerated. The usual growth trend has entered into a new phase of rise. We now have more than 1,500 volunteers. However, the number of our active volunteers we need to implement our projects, has not increased. The number of those teams which take initiative and assume responsibility move at the same pace as before.”

“It has effects in terms of visibility and acceptance of our institution. We realize that being chosen by the Sabancı Foundation is perceived as proof that our work is social utility.”

“Turkey’s Changemakers Program has had positive impacts on our work in terms of visibility. Following the videos posted on social media and the season closing event broadcast during the TV show 5N1K, our visibility and recognition by different groups have increased. Correspondingly, the volunteering and supports we get have become diversified.”

“We have got feedback from the viewers that the video was full of life and they enjoyed it very much. They reported us that they were full of hope for life again.”

“It has created positive impact on both the public and private sectors. Especially, at the school where I work, it has cleared the way for the activities of other teachers, as certain environmental conditions which could constitute some hurdles have been cleared by showing this video.”

“After we were selected as one of the Changemakers, we have used the video in our presentations and wherever we went for promotional purposes.”
COMMENTS FROM
THE PUBLIC FOLLOWING THE PROGRAM ON
SOCIAL MEDIA

“It is a very useful project. I cannot exactly tell how much I got excited when I read the story. I am grateful to those who have implemented and supported this practice. I hope it gets more widespread.”
(for the Guide Dogs Association of Turkey)

“We have visited the museum. It is very nice. One can go to Beypazarı just to visit the museum!”
(for the Living Museum)

“This a great way to bring the great beauty to everyone. Bringing art to the doorstep of those who do not or cannot go to art... Reminding people about that art offers an option to see and interpret life from a different perspective... Congratulations. Things you do for others warm others inside, eliminate prejudices, and make you see the potential of humanity. Congratulations.”
(for the Art On the Street Association)

“I congratulate it with all my heart. As a producer, I also would like to take a place on your platform as soon as possible. Long live favors and good people.”
(for Good4Trust)

“Congratulations! Although I sometimes get desperate, I remember that there are brilliant young people who create and realize such projects and I overcome my despair.”
(for Give Sound of Your City)

“It was a beautiful show. Many thanks. It increased our motivation. The good will win. Warm regards. @cuneytozdemir @cnnturk @farkyaratanlar”
(for the Changemakers episode of CNNTürk 5NIK)

“What a useful activity. I congratulate all of those who have made an effort. I would like to get involved in this activity as well.”
(for the Tics and Tourette Syndrome Volunteers)

“It is a very nice video, very good publicity. As people are scared of what they do not know, they can be hard on or unkind to those who are aware of things. This project can make people wonder and trigger the urge to further investigate deeply or learn more, to say the least. Thanks.”
(for the Tics and Tourette Syndrome Volunteers)
The Sabancı Foundation’s interviews with the Changemakers reveal the fact that the interest in and support for their projects have significantly increased with the program. The Changemakers shared their opinions about the program as follows:

<table>
<thead>
<tr>
<th>ACHIEVEMENTS</th>
<th>SEASON 1-2</th>
<th>SEASON 3</th>
<th>SEASON 4</th>
<th>SEASON 5</th>
<th>SEASON 6</th>
<th>SEASON 7</th>
<th>SEASON 8</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>100%</td>
<td>Turkey’s 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>100%</td>
<td>93%</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>69%</td>
<td>73%</td>
<td>One of the notable impacts of Turkey’s 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>77%</td>
<td>61%</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>85%</td>
<td>60%</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>77%</td>
<td>55%</td>
<td>In the aftermath of the program, public sector, civil society, private sector and individuals contacted Changemakers for cooperation, at rates that are higher than all other 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>69%</td>
<td>54%</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>54%</td>
<td>50%</td>
<td>More than half of the Changemakers selected in Season 8 gained trust in the eyes of decision-makers.</td>
</tr>
</tbody>
</table>
Developments in Communication

- Turkey’s Changemakers Program which was broadcast on TV in Season 2 the last time, started to be broadcasted again in Season 8. Every month from October 2016 to June 2017, two Changemakers videos were posted on social media and the same videos were aired during CNN Türk’s show 5N1K on the last Sunday of that month. The TV broadcasts have played an important role in announcing the program to a wider audience.

- The number of news platforms covering Turkey’s Changemakers Program was increased. In addition to those on Hurriyet.com.tr and Hurriyetdailynews.com, the Changemakers videos and stories were posted every two weeks on Onedio.com, T24.com.tr and Cumhuriyet.com.tr as well. This was an important step for the program to reach out to a wider audience.

- Turkey’s Changemakers Instagram account was created. By appearing on Instagram, in addition to Facebook, YouTube and Twitter, Turkey’s Changemakers Program has increased its visibility on social media.

- A separate plan for social media contents was made for the closing event. These contents and announcements of broadcast for the event were shared on social media, and thereby, page engagements significantly increased.

- Advertising activities on social media continued. We used ads for page likes and video engagements. Thanks to the ad campaign during which the total budget was equally divided between all the Changemakers, the accessibility of the videos increased to a great extent.

- Our Twitter engagement numbers increased by Cüneyt Özdemir’s retweets of the Changemakers tweets and sharing his comments on the program with the hashtag @farkyaratanlar.

- By increasing the diversity of platforms employed, during Season 8 we achieved a figure for video views that is greater than the sum of those in all 7 seasons. The number of video views increased from 4.3 million of Season 7 to over 16.5 million by the end of Season 8.
Developments about Support to the Changemakers

- A Changemakers meeting for all seasons was held to evaluate the program and offer thematic workshop. This meeting enabled the participants of this season and of other seasons to meet and cooperate. The meeting also achieved its objectives in the sense that it provided the participants with opportunities to share their thoughts on being a Changemaker, to evaluate Turkey’s Changemakers Program together, and to develop some suggestions for the future vision.

- The “Online Gender Equality Training” prepared under the Sabancı Volunteers program was made available to all Changemakers.

- An archive update was conducted by an online questionnaire and phone conversations in order to compile any developments in the work of previous Changemakers and continue keeping in touch with them.

- In addition to the Changemakers Google group, a Whatsapp group was created.

- Badges and plaques were prepared to be presented to Changemakers from all seasons.
Developments in the Process

- The texts on the certificates presented during the Changemakers closing meeting were written both in Braille and in printed letters, not just for the visually impaired Changemakers, but also for all seasons’ Changemakers. Just like the case for the Sabancı Foundation business cards, the aim was to raise awareness about accessibility to the works of the Changemakers. Positive feedback about this was received from the Changemakers.

- One week before the Changemakers videos were shot, the Changemakers and the representative of the Sabancı Foundation and Dipnot gathered to discuss the video scenario. Having brought representatives from communication and civil society together, this meeting was useful in the sense that a common language could be created and mutual expectations were understood. It contributed to create a more satisfying video for both parties and prevented any disagreements on the day of shooting.

- A guide booklet was prepared to summarize the stages of Changemakers selection, the process of video shooting and the cooperation between the Changemakers.

- The contact details and contact persons of the Changemakers of all seasons were updated. An inventory of Changemakers, containing data such as the fields, sectors, types of institution, locations etc. of the Changemakers was created. This inventory is being improved by means of the questions in the questionnaire for archive update.

- As in Season 7, a representative of the Sabancı Foundation participated in the Changemakers shootings, and thereby, the Changemakers had the opportunity to meet the employee of the Sabancı Foundation with whom they are to keep in touch after the program ended. This also reinforced the perception about the link between Sabancı Foundation and Turkey’s Changemakers Program.

- As in Season 7, the preliminary research on the candidates was conducted by the Sabancı Foundation, rather than the production company. In this way, Sabancı Foundation team played an active role in every stage of the candidate evaluation.
STATISTICAL ANALYSIS
STATISTICS OF ALL SEASONS BY TOPIC AND REGION*

* The area of culture & arts is no longer available since the end of Season 2.
The candidates selected for this area are included in the category of environment for the purposes of this section.
STATISTICAL ANALYSIS
CHANGEMAKERS DISTRIBUTION
BY SECTOR AND GENDER

DISTRIBUTION BY SECTOR

- NGO: 49%
- Social Entrepreneurs: 14%
- Teachers: 13%
- Public: 4%
- Other: 20%

DISTRIBUTION BY GENDER

- Male: 39%
- Female: 26%
- Institution/Project/Team: 35%
### Social Media Followers

<table>
<thead>
<tr>
<th>Platform</th>
<th>Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>226,372</td>
</tr>
<tr>
<td>Twitter</td>
<td>16,190</td>
</tr>
<tr>
<td>YouTube</td>
<td>3,155</td>
</tr>
<tr>
<td>Instagram</td>
<td>2,863</td>
</tr>
<tr>
<td><strong>Social Media Followers in Total</strong></td>
<td><strong>248,580</strong></td>
</tr>
</tbody>
</table>

### Page Views

<table>
<thead>
<tr>
<th>Platform</th>
<th>Views</th>
</tr>
</thead>
<tbody>
<tr>
<td>T24</td>
<td>7,452,549</td>
</tr>
<tr>
<td>SabancıVakfı.org</td>
<td>240,191</td>
</tr>
<tr>
<td>Farkyaratlanlar.org</td>
<td>396,151</td>
</tr>
<tr>
<td>Dîpnot.tv</td>
<td>1,124,707</td>
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<tr>
<td>HürriyetDailyNews.com</td>
<td>852,357</td>
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<tr>
<td><strong>Page Views in Total</strong></td>
<td><strong>10,065,955</strong></td>
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### Video Views

<table>
<thead>
<tr>
<th>Platform</th>
<th>Views</th>
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<tr>
<td>Hürriyet.tv</td>
<td>1,541,352</td>
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<tr>
<td>Cumhuriyet.com.tr</td>
<td>946,153</td>
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<tr>
<td>YouTube</td>
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<td>Instagram</td>
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<tr>
<td><strong>Video Views in Total</strong></td>
<td><strong>16,513,082</strong></td>
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</table>
## STATISTICAL ANALYSIS
### COMMUNICATION ACTIVITIES

### COMMUNICATION ACTIVITIES

<table>
<thead>
<tr>
<th>Communication Activities of Changemakers</th>
<th>SEASON 6</th>
<th>SEASON 7</th>
<th>SEASON 8</th>
<th>TOTAL</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>Number of News Stories</td>
<td>Accessed by (million)</td>
<td>Stxcm</td>
<td>Number of News Stories</td>
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<tr>
<td>Changemakers Weekly Bulletins</td>
<td>93</td>
<td>17</td>
<td>14.716</td>
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<tr>
<td>Changemakers Closing Program</td>
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<td>6</td>
<td>3.667</td>
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<td>Total</td>
<td>122</td>
<td>23</td>
<td>18.393</td>
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### SPECIAL NEWS

<table>
<thead>
<tr>
<th>Special News on Changemakers Season 8</th>
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<tbody>
<tr>
<td>Changemaker</td>
</tr>
<tr>
<td>What’s on the Hanger? Oğuzhan Canım</td>
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<tr>
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<tr>
<td>Dilek Livaneli</td>
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</tr>
</tbody>
</table>

**Total Access**

*Access is the number of people calculated by “Circulation times Number of Readers”. The coefficient of number of readers is assumed to be 3 as the number of people reading one newspaper per day.*

1.92
SEASON 8
EXAMPLES OF PRESS COVERAGE

Ahmet Naç, an idealist teacher, who developed a different education model. His classroom has easels for painting, and a library, and students learn while singing rap music.

Refugees, We Are, Neighbors Solidarity Network, aims to create solutions to refugees’ problems while flourishing solidarity among refugees and Turkish people sharing the same neighborhood.

Map of Needs, an online platform, which creates a new model of solidarity by bringing together those who are in need and those who would like to respond to those needs.

Map of Needs, Refugees We Are Neighbors Solidarity Network and Ahmet Naç are among the 152 Sabancı Foundation’s Changemakers from across Turkey, whose remarkable efforts make a difference in the lives of many and are inspiration to us all.

Since 2009, Sabancı Foundation’s “Turkey’s Changemakers Program” received more than 1,900 nominations working in areas of Civic Participation, Economic Development, Education, Environment, Health and Social Justice.

Selected Changemakers are filmed and the videos are shared extensively using the power of the internet and social media. To date, the program has reached more than 19 million people.

We invite you to watch, share and be inspired with each new Changemaker story. Videos with English subtitles are available on www.sabancivakfi.org, www.farkyaratanlar.org and under the name “Turkey’s Changemakers.”
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instagram.com/farkyaratlanlar
youtube.com/user/turkeychangelmakers