TURKEY’S CHANGEMAKERS
SEASON 9

THIS REPORT INCLUDES AN EVALUATION OF TURKEY’S CHANGEMAKERS PROGRAM CARRIED OUT FROM OCTOBER 2017 TO JUNE 2018.

AUTHORS:

ZEYNEP ARSLAN
Program Specialist

RANA KOTAN
Director of Programs and International Relations
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 report covers the basic activities, outcomes, and assessments associated with Season 9 of Turkey’s Changemakers Program carried out from October 2017 to June 2018.

Within the scope of the Sabancı Foundation’s Changemakers Program, people/institutions use the website farkyaratanlar.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.

The 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.

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, 469 in Season 8, and 334 in Season 9, a total of 2,596 people and institutions have been nominated as Changemakers. 175 of them have been selected as Changemakers.

We have covered 140 thousand kilometers for the shootings.

Our videos have reached 25 million views in total via social media and the website.
The 15 Changemakers videos prepared during Season 9 of Turkey’s Changemakers Program by Dipnot Production and narrated by Cüneyt Özdemir, with subtitles in both Turkish and English, and aired every 15 days from October 27, 2017 to May 11, 2018 on Changemakers channels on YouTube, Facebook, Twitter, and Instagram, and websites including farkyaratanlar.org and sabancivakfi.org, and news outlets including T24.com.tr, onedio.com, sabah.com.tr, hurriyet.com.tr and dipnot.tv. These Changemakers videos were also broadcast by CNN Türk on the last Sunday of every month from October 2017 to May 2018.

### 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

### Outcomes

- From 59 cities, 334 candidates applied.
- 15 Changemakers from 8 cities got involved in the program with their work that spread around Turkey.
- 250,000 followers on the internet and social media.
- 25 million video views.
- 72 stories appeared in the print media.
- Turkey’s Changemakers reached the TV audience with eight episodes broadcast during CNN Türk’s show 5N1K throughout the season.
# TABLE OF CONTENTS

<p>| | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CANDIDATE APPLICATIONS</td>
</tr>
<tr>
<td>2</td>
<td>CANDIDATE SELECTION</td>
</tr>
<tr>
<td>3</td>
<td>TURKEY’S CHANGEMAKERS SEASON 9</td>
</tr>
<tr>
<td>4</td>
<td>PROGRAM PRODUCTION AND COMMUNICATION</td>
</tr>
<tr>
<td>7</td>
<td>EXPERIENCE-SHARING MEETING</td>
</tr>
<tr>
<td>8</td>
<td>COMMENTS FROM CHANGEMAKERS ABOUT THE PROGRAM</td>
</tr>
<tr>
<td>10</td>
<td>ACHIEVEMENTS OF CHANGEMAKERS</td>
</tr>
<tr>
<td>11</td>
<td>COMMENTS FROM THE PUBLIC FOLLOWING THE PROGRAM ON SOCIAL MEDIA</td>
</tr>
<tr>
<td>12</td>
<td>STATISTICAL ANALYSIS: DISTRIBUTION BY TOPIC</td>
</tr>
<tr>
<td>13</td>
<td>STATISTICAL ANALYSIS: DISTRIBUTION BY REGION</td>
</tr>
<tr>
<td>14</td>
<td>STATISTICAL ANALYSIS: CHANGEMAKERS DISTRIBUTION BY SECTOR AND GENDER</td>
</tr>
<tr>
<td>15</td>
<td>SEASON 9 EXAMPLES OF PRESS COVERAGE</td>
</tr>
</tbody>
</table>
Completed Activities

1. Regular calls for applications were made via Turkey's Changemakers pages on Facebook, Twitter, Instagram, and the TV broadcast of Changemakers during CNN Türk’s show 5N1K on the last Sunday of every month.

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

Outcomes

Upon a review of the applications only received for the last season:

- On a regional basis, the highest number of applications, 145, were made from the Marmara Region, followed by the Aegean Region, which submitted 49 applications.
- The region which submitted the lowest number of applications was the South-Eastern Anatolia Region – 16 applications.
- Istanbul ranked first with 98 applications, followed by Izmir with 36, Ankara with 13, and Kocaeli and Mersin each with 12 applications.
- The applications mainly concentrated in education with 182 applications, followed by environment which received submitted 43 applications.

As of the end of Season 9, we had a total of 2,596 nominees from 78 cities across Turkey. As a result of the evaluations, 175 people and institutions from 43 cities were selected as Changemakers.

Changemakers Map

[Map showing Changemakers selected between 2009 and 2018]
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 9)
- 15 Changemakers from 8 cities were included in the program.
- 7 out of 15 selected Changemakers undertook work in the Marmara Region, followed by 2 Changemakers from each of the Mediterranean, Aegean and Central Anatolian Regions. 1 Changemaker from the Eastern Anatolia Region and 1 from the South-Eastern Anatolia Region were selected.
- A breakdown of candidates by area revealed health and social justice, each having 4 Changemakers, as the prominent themes. At least one candidate was selected from each area.
- 7 out of 15 Changemakers selected this year were civil society organization while 5 others operated as a social entrepreneur and 3 as a platform/formation.
## Turkey’s Changemakers
### Season 9

**Implementation and Evaluation Report**

**September 2018**

<table>
<thead>
<tr>
<th>Changemaker</th>
<th>Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Mediterranean Conservation Society</td>
<td>Environment</td>
</tr>
<tr>
<td>2. Belki de Sensin</td>
<td>Health</td>
</tr>
<tr>
<td>3. Boğatepe Environment and Life Association</td>
<td>Economic Development</td>
</tr>
<tr>
<td>4. E-Bursum</td>
<td>Education</td>
</tr>
<tr>
<td>5. Hands Speak</td>
<td>Social Justice</td>
</tr>
<tr>
<td>6. Whole Surplus</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>7. Animal Rights Watch Committee</td>
<td>Social Justice</td>
</tr>
<tr>
<td>8. Art Anywhere Association</td>
<td>Social Justice</td>
</tr>
<tr>
<td>9. Leyla’dan Sonra</td>
<td>Health</td>
</tr>
<tr>
<td>10. Midnight Library</td>
<td>Civic Participation</td>
</tr>
<tr>
<td>11. Otsimo</td>
<td>Health</td>
</tr>
<tr>
<td>12. Youth Approaches to Health Association</td>
<td>Health</td>
</tr>
<tr>
<td>13. Refreshment University</td>
<td>Education</td>
</tr>
<tr>
<td>14. Wheelchair Dance Project</td>
<td>Social Justice</td>
</tr>
<tr>
<td>15. Yeşilist</td>
<td>Environment</td>
</tr>
</tbody>
</table>
Completed Activities

- Throughout Season 9, 135 pages of script were written in Turkish and English, 15,000 km of distance covered, 76 people interviewed, and a series of videos shot for 15 Changemakers.

- 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, sabancivakfi.org. Turkey’s Changemakers videos were also broadcast during CNN Turk’s show 5N1K on the last sunday of every month.

- Turkey’s Changemakers videos and stories were posted on hurriyet.com, onedio.com, T24.com.tr, and sabah.com.tr. This was an important step for the Program to reach out to a wider audience.

- 15 press releases were published throughout the Season.

- An advertisement in English for the program was published in the March 2018 issue of Alliance Magazine.

- One post per day was shared via Turkey’s Changemakers Twitter, Facebook and Instagram accounts. All contents were supported with ads to increase the engagement with the social media accounts.

- The annual closing event could not be broadcast this year due to the busy agenda of elections which coincided with the closing. Yet, an experience-sharing meeting was held to gather the 15 Changemakers of this season.

Outcomes

- The total number of Changemakers of all Seasons reached 175 with this Season.

- The number of video views increased from 16.5 million of Season 8 to 25 million by the end of Season 9.

- 72 stories about Turkey’s Changemakers, featuring the name of the Sabancı Foundation, appeared in the print media.

- By the end of Season 9 the results obtained for the figures for social media followers and engagement were positive and consistent. The total number of our social media followers reached 260,000.

- Eight TV shows, broadcast regularly, enabled Turkey’s Changemakers to reach diverse audiences in addition to the followers on social media.
Completed Activities

- The closing event of Season 9 took place at Sabancı Center on June 21, 2018, in the presence of 30 people, and gathered the representatives of 15 organizations selected as Changemakers.

- This was an experience-sharing meeting organized to enable the Changemakers get to know each other, to build partnerships, and to share their suggestions about the program.

- At the very beginning of the event, the Changemakers were interviewed on how the program had contributed to their work.

- The event started with the opening speech of Zerrin Koyunsağan, Sabancı Foundation’s General Manager, and an activity for acquaintance. Then, Rana Kotan, Director of Programs and International Relations, made an informative presentation on the projects of the Sabancı Foundation and Turkey’s Changemakers Program.

- Each and every Changemaker briefly presented their work to the others.

- Plaques and certificates in English/Turkish/Braille prepared for the Changemakers were handed over to them at the end of the meeting.
“After the video was broadcast, we have received very positive feedback both internally and on our Society’s social media accounts. The promotion of the works done has been highly professional and effective.” (Mediterranean Conservation Society)

“It was impossible for us to create such a video to tell the society our work and perspective. The video was extremely important for us to express and promote our organization to the public. We happened to have this promotional video thanks to Turkey’s Changemakers.” (Belki de Sensin)

“We have been appreciated since our Changemaker video was broadcast. A lot of people have said they were inspired to implement similar projects.” (Midnight Library)

“Turkey’s Changemakers Program has enabled us to reach so many people that we would never be able to reach with our own efforts. Its effect on our work has been completely positive.” (Otsimo)

“We have used our Changemaker video as a tool to promote our Association before those funders we have applied to, which has improved our reliability and representation. Moreover, spread of the video through the platforms frequently used by young people in particular has made great contribution as our Association works with young people.” (Youth Approaches to Health Association)

“Once we were selected as a Changemaker, the number of applications received through our website for volunteer work has increased. The number of our social media followers has also gone up. By this means, we were able to have new stem cell donors, which is our most valuable outcome.” (Animal Rights Watch Committee)
“Turkey’s Changemakers Program has ensured media visibility. By this means, we can share our work with other people to reach out to many more children by getting moral and material support.”
(Art Anywhere Association)

“Being selected as a Changemaker has made a great contribution to our recognition and reliability.”
(E-Bursum)

“The interest shown on the social media, phone calls and messages after Turkey’s Changemakers’ support have made the team more hopeful.”
(Wheelchair Dance Project)

“We have implemented this project as an effort from heart by joining hands. Yet, you have provided the living power to it. I am sure that everyone in my country has better embraced the meaning of this project thanks to your support.”
(Refreshment University)

“We got the opportunity to introduce ourselves with our Changemaker video. Thus, we could explain the social transformation we wished for and have become a source of pleasure to those who already knew us and of excitement who did not know us.”
(Hands Speak)
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 &amp; 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>SEASON 9</th>
<th>TOPLAM</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>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>86%</td>
<td>92%</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>64%</td>
<td>72%</td>
<td>In the aftermath of the program, there was a significant increase in media attention to the people/institutions selected as Changemakers.</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>79%</td>
<td>63%</td>
<td>More than half of the Changemakers disseminated their work at a higher rate after they were involved in the program.</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>71%</td>
<td>61%</td>
<td>Some projects by Changemakers were not very suitable for volunteers or donation support. Yet, there was an increased number of volunteers and donations for projects that were 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>36%</td>
<td>52%</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>50%</td>
<td>53%</td>
<td>It was observed that communication among Changemakers of this season was close to 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>36%</td>
<td>48%</td>
<td>Nearly half of the Changemakers gained trust in the eyes of decision-makers.</td>
</tr>
</tbody>
</table>
COMMENTS FROM
THE PUBLIC FOLLOWING THE PROGRAM ON
SOCIAL MEDIA

“It is very nice that young people take part in such projects. which makes them stick harder to life and have good time. It makes us happy to know such good-hearted young people exist. Congratulations.” (for Leyla’dan Sonra)

“You are leading a very beautiful thing. The world will turn into a better place with you and I am hopeful... Thank you.” (for Otsimo and Turkey’s Changemakers Program)

“Kars is at the top of the list of Turkish provinces losing the greatest number of people due to migration. Such social projects help revive the region and start returns to village from city. Thank you.” (for the Boğatepe Environment and Life Association)

“For years, I have been serving as a chairman of different scholarship committees. I am well aware of how difficult it is to find the right students (who really need the scholarship and work hard) and to bring together volunteers to give scholarship. You have done a great job. I congratulate you.” (for E-Bursum)

“Thank you. When I prepared for the university entrance exam, a Midnight Library was what I needed the most. Thank you for your efforts you invested in my country and its students.” (for the Midnight Library)

“I loved it. Such projects should be conducted everywhere. I take this opportunity to strongly applaud the implementers of this project. Such efforts make people of any age stick to life. Congratulations.” (for the Refreshment University)

“Kind-hearted, working, intelligent youth. Well done! The humanity will be saved by youth, love, labor, and art. I am proud of you. You are our hope.” (for the Art Anywhere Association)

“I think changemaking in our age is one’s improving oneself and paying one’s debt to the environment one lives in. (for Turkey’s Changemakers Program)

“This is a very proper and nice initiative. Those who can afford if, please donate. It is ultimately about saving a life, which is such kind of happiness that is worth the world.” (for Belki de Sensin)
STATISTICAL ANALYSIS
DISTRIBUTION BY CATEGORY

APPLICANTS
BY TOPIC

CHANGEMAKERS
BY TOPIC
STATISTICAL ANALYSIS
DISTRIBUTION BY REGION

APPLICANTS
BY REGION

CHANGEMAKERS
BY REGION
STATISTICAL ANALYSIS
CHANGEMAKERS DISTRIBUTION
BY SECTOR AND GENDER

DISTRIBUTION BY SECTOR

- NGO: 85%
- OTHER: 35%
- SOCIAL ENTREPRENEURS: 28%
- TEACHERS: 21%
- PUBLIC: 6%

DISTRIBUTION BY GENDER

- FEMALE: 41%
- MALE: 62%
- INSTITUTION/PROJECT/TEAM: 72%
EXAMPLES OF PRESS COVERAGE

Her Yerde Sanat'la çocuklar çok mutlu

13 milyon liralık öğrenci bursu!

Yaşama sevinci asılıyorlar

Boğatpe fark yarattı

Müziğin gücüyle engeller kalkıyor
CONTACT
Sabancı Vakfı
Sabancı Center
4. Levent 34330 İstanbul
T. 0212 385 88 00
F. 0212 385 88 11

WEBSITES
sabancivakfi.org
farkyaratlar.org

SOCIAL MEDIA
facebook.com/FarkYaratlanlar
twitter.com/farkyaratlanlar
instagram.com/farkyaratlanlar
youtube.com/user/turkeychangementmakers