



People thought that we were working on a whim but they were wrong. After the Program, people from the Ministry of Industry and Settlement General Directorate of Cooperatives called us. I went to a village to ask for support after Changemakers Program, everybody living there knew who I was. Changemakers Program was a source of inspiration for us. We expanded our Project to 18 schools after the Program. Changemakers increased the value of our project. We were very proud of being selected as a Changemaker and followed by Sabancı Foundation. Being a Changemaker lays more responsibilities on people. People are very important to make a difference in civil society but that difference is never a personal success story. A reporter from the International French Radio showed us on Changemakers Program. Thanks to the Changemakers Program, our 12 students won a scholarship of one-week training in İzmir Space Camp. The word "Changemaker" is already remarkable. When you add the name of Sabancı Foundation next to it, it gains much respect. I understood the importance of our struggle and I became self-confident.

SABANCI VAKFI **TURKEY'S CHANGEMAKERS**

JULY 2012

PROGRAM IMPLEMENTATION AND EVALUATION REPORT

This report which includes the evaluation of Changemakers program corresponding to the November 2011- May 2012 season, has been written by Filiz Bikmen, Sabancı Foundation Director of Programs and International Affairs; Cihan Yavuz, Programs Consultant; and Ayşegül Balta, Programs Staff.

EXECUTIVE SUMMARY

The Turkey's Changemakers project was initiated by the Sabancı Foundation in 2009 in order to **create awareness** and **encourage** more **sensitive and active citizenship** by enhancing the visibility of the stories and work of those who contribute to **social development in Turkey**.

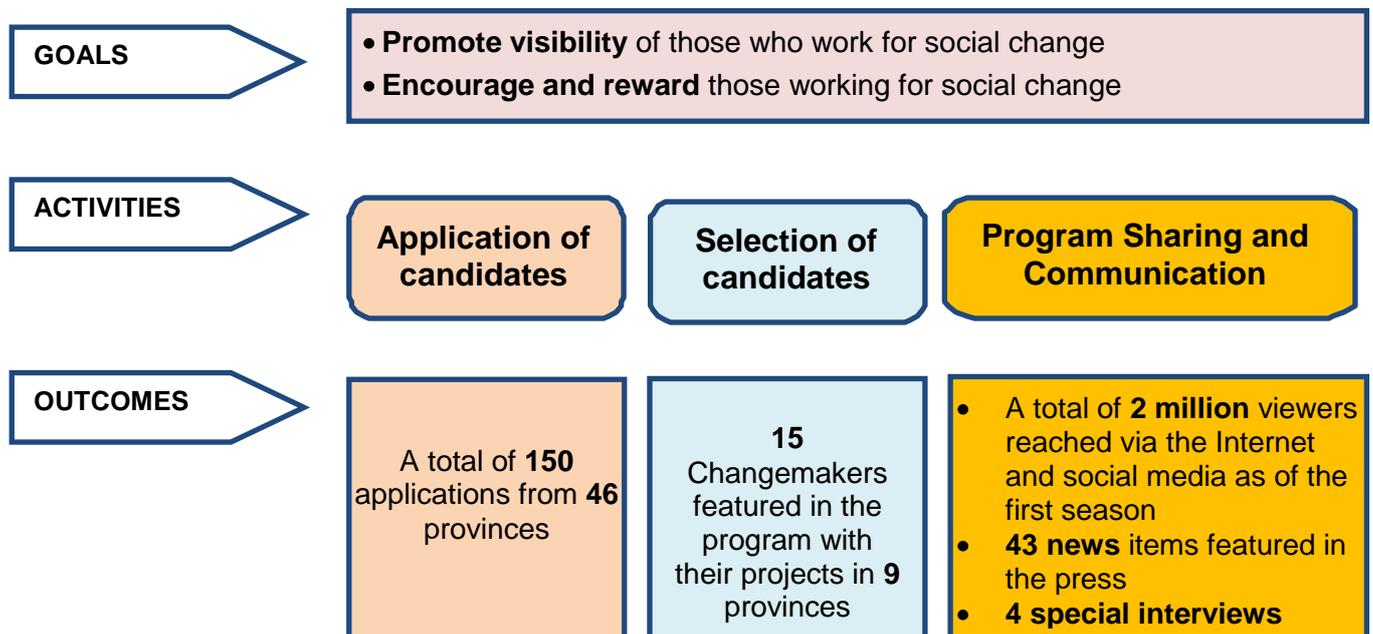
Sabancı Foundation Turkey's Changemakers project was designed to publicize these stories through social media and web site broadcasting. www.farkyaratanlar.org, a web site launched to serve that goal, invites the public to nominate new Changemakers under the categories of **Environment, Economic Development, Education, Health, Art-Culture, Social Justice, and Civic Participation**. In the wake of announcements in various media channels, a total of **950** individuals and organizations have been nominated as Changemakers with 500 nominations in the first season, 300 in the second, and 150 in the third.

Following the preliminary evaluation by the Programs Team on the basis of specified criteria, a list of nominees is submitted to the **Advisory Board**. Comprising experts from NGO's, media, communication sector and academy, the Board convened in regular intervals, **screened the nominees and selected those that would participate in the program**.

Dipnot Production filmed 4-minute videos narrated by Turkish journalist Cüneyt Özdemir. The videos were broadcast every fifteen days in **15 episodes** between November 4, 2011- May 18, 2012 through Youtube, Facebook and Twitter Changemakers channels, www.farkyaratanlar.org and www.sabancivakfi.org web pages, as well as hurriyet.com.tr and radikal.com.tr news web sites. The programs were captioned and subtitled in Turkish and English.

The goals, activities and outcomes of Changemakers are summarized in the chart below while the details of each activity and information about the general impact of the program are outlined in the other sections of the report.

Changemakers - Season 3



OUTCOMES:

- **Sabancı Foundation** contributed to the allocation of more media space for civil society initiatives.
- **Turkey's Changemakers earned credibility; the name of Sabancı Foundation has provided an essential reference; and a positive impact has been achieved** in the aftermath of the program, particularly in terms of relations with decision makers.
- **Sabancı Foundation gained experience creating video productions to be shared via the Internet and social media. The program attracted 40.000 followers through social media, reaching nearly 2 million viewers.**
- **Turkey's Changemakers** included projects that received support from Sabancı Foundation's Social Development Grant Program, which led to the visibility of the **projects vis-a-vis broader masses.**
- The program brought to light substantial initiatives by **teachers and academicians in their local communities in Turkey.**
- Regular announcements and communication efforts **increased the visibility of the Sabancı Foundation initiatives in the civil society arena.**
- **Increasing visibility through the project made an immense contribution to the work of Changemakers.** While many declared an increase in funds and volunteers, they noted that the program created new opportunities for collaboration.
- **Broadcasting each episode with English subtitles** was an important step with regard to **publicizing the program in the international arena.**
- The current evaluation report comprises the main activities, output and appraisal of Turkey's Changemakers- Season 3, implemented during the November 2011- May 2012 period. Detailed information is provided under the subsequent headings:
 - **Activities and Outcomes:**
 - Application Process
 - Selection of Candidates
 - Program Production and Communication
 - **Impact:**
 - For Changemakers
 - For the Public
 - For Sabancı Foundation

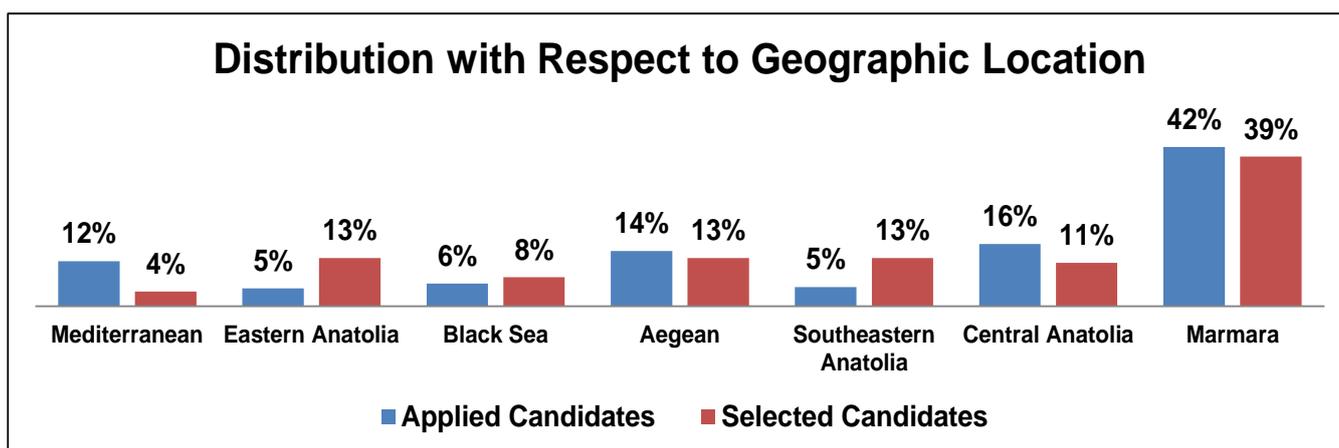
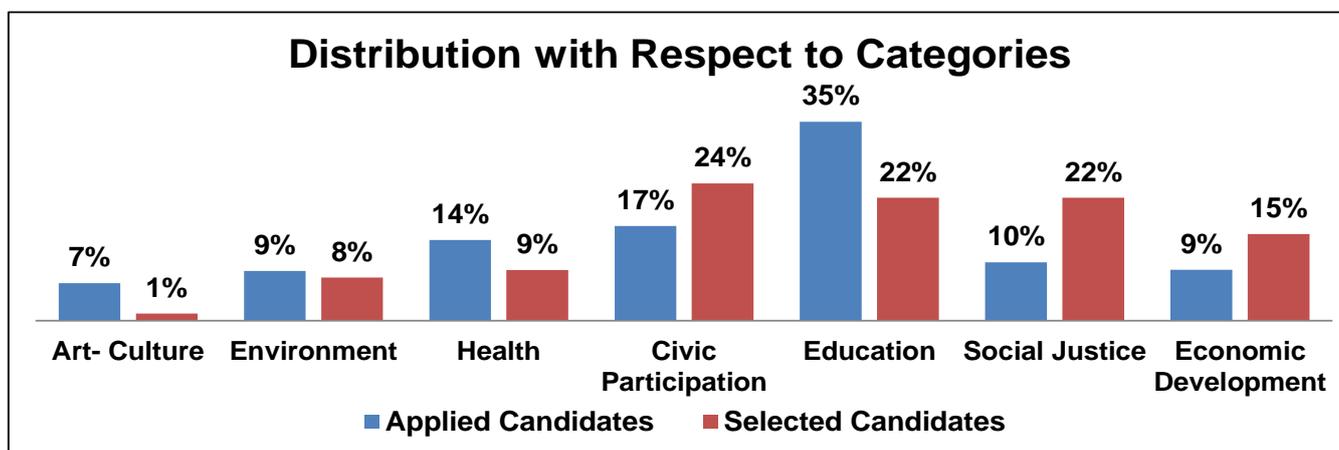


APPLICATION PROCESS

Activities and Outcomes

- Calls for applications were issued on a regular basis via Turkey's Changemakers web, Facebook and Twitter pages.
- Sabancı Foundation **called for applications for Changemakers via mail groups** consisting of project representatives from NGO's who receive support from the Foundation.
- The Programs Team **kept track of current news and events**, directing eligible Changemakers to the program web site to file an application.
- A **total of 950 individuals** from **67 provinces** of Turkey were nominated. The program attracted **500 applications** from **54 provinces** in its **1st season**, followed by **300 and 150 applications** from **48 and 46 provinces** respectively in its **2nd** and **3rd** seasons.
- In the 3rd season:
 - **Most of the applications** came from **the Marmara Region** with total of 69 applications, followed by **the Mediterranean Region** with 30 applications.
 - **The lowest number of applications** came from **the Black Sea Region** with 7 applicants.
 - **The highest number of applications** came from **Istanbul, Adana and Ankara provinces**, which stand as the major players in Turkey in terms of socioeconomic development.
 - **The most common category of work** was **education**, followed by civic participation and social justice.
 - **Health** attracted **the least number of applications**.

Season 3 Analysis:



SELECTION OF CANDIDATES

Activities and Outcomes

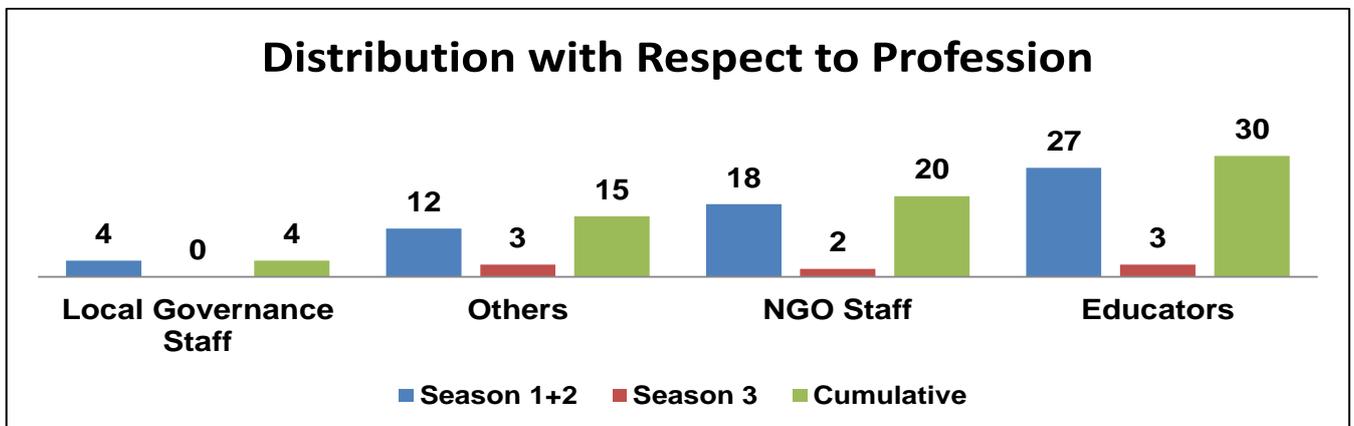
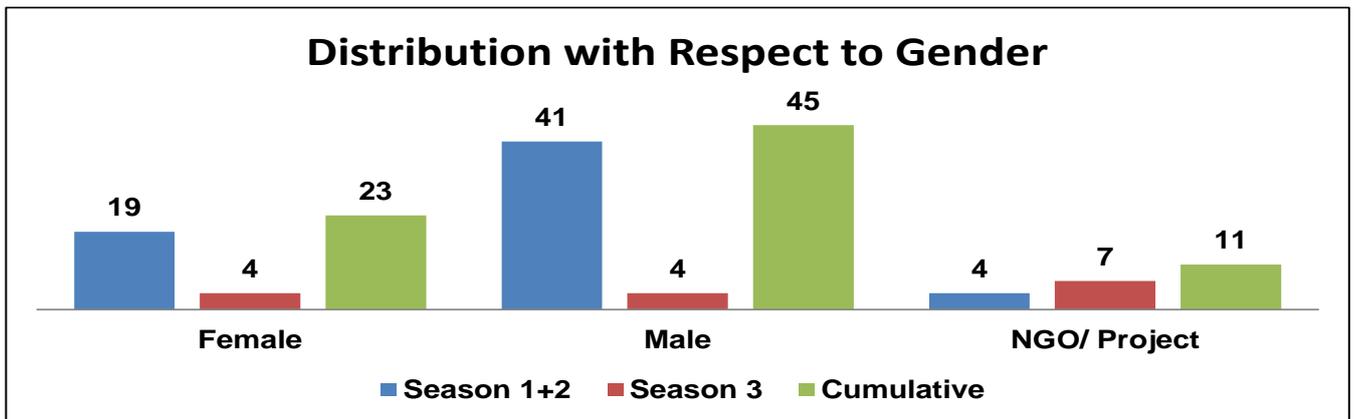
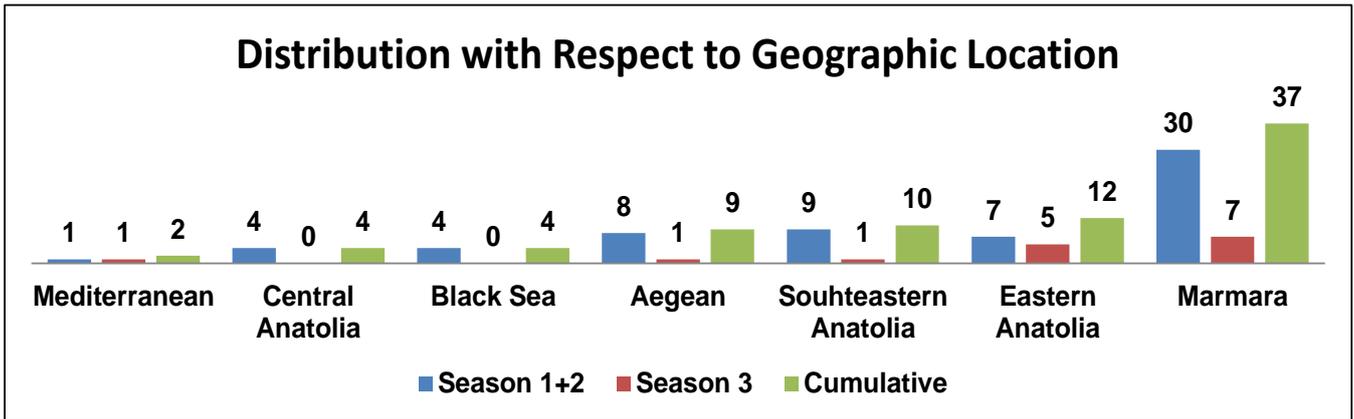


- The candidates were subject to a **preliminary evaluation** process based on basic selection criteria by the **Programs Team** (Dipnot Production and Sabancı Foundation):
 - **Personal Profile:** Has a social entrepreneurship spirit, honest and trustworthy, has an inspiring story
 - **Quality of Work:** Has a creative approach, solves 'old problems with new methods', has replicable programs
 - **Themes:** Environment, education, economic development, art- culture, health, social justice, civic participation
- Following the preliminary evaluation, a **pool of nominees** and **nominee profile information** was submitted to the Advisory Board. The members of the **Advisory Board** were carefully selected to **represent civil society, media, communication sector and academy**:
 - **Ayşen Özyeğin**, Mother Child Education Fdn.
 - **Hülya Denizalp**, Açık Radio
 - **İtir Erhart**, Adım Adım
 - **Korel Göymen**, Sabancı University
 - **Osman Kavala**, Anadolu Cultural Association
 - **Tosun Terzioğlu**, Sabancı University
 - **Yekta Kopan**, NTV
 - **Yörük Kurtaran**, Community Volunteers Fdn.
 - **Zerrin Koyunsağan**, Sabancı Foundation
 - **Zeynep Meydanoğlu**, ASHOKA
- **15** Changemakers appeared on the show with their projects taking place in **9 provinces**.
- **Selected candidates carried out most** of the work in Marmara region followed by Eastern Anatolia.
- **Civic participation** stood out in **the breakdown of selected themes**. No candidates were selected in the art-culture, health and environment categories.
- **As for gender breakdown**, 4 of the 15 selected candidates were females, 4 were males and 7 were projects and organizations.
- With regard to the profile of professions, excluding the 7 projects and organizations, the majority of Changemakers had noticeably focused on the education sector in resonance with previous seasons. The breakdown of professions was as follows:

- **38% educators**
(Academicians and teachers)
- **38% other professions**
- **25% NGO workers** (Staff from associations, foundations, cooperatives; founder or president)

Season 3- Changemakers		Project Field
1	Abbas Türnüklü	Education
2	AtiYouth and Sports Club Association	Civic Participation
3	Ayşegül Güzel	Civic Participation
4	Celal Karadoğan	Social Justice
5	Enver Özkahraman	Economic Development
6	Young Voice of Erciş	Civic Participation
7	Association of Persons with Visual Impairments	Civic Participation
8	İstanbul'a Çık	Civic Participation
9	İzev - Down Cafe	Civic Participation
10	Life in May Cooperative	Education
11	Mehmet Münir Cura	Civic Participation
12	Melahat Aydın	Education
13	Meral Kekeçoğlu	Economic Development
14	Nurcan Baysal	Social Justice
15	Sulukule Children's School of Art	Social Justice

Cumulative Analyses:



Map of Turkey's Changemakers:



PROGRAM PRODUCTION AND COMMUNICATION

Activities and Outcomes

- Over the course of 3 seasons, a total of **50 pages** of program text were written, **11.000 km of distance** was covered, **150** individuals were **interviewed**, and **15 new videos** were produced.
- On March 8, International Women’s Day; May 16, Disability Awareness Week; and May 19, Youth and Sports Festival, all Changemakers operating in these areas have been highlighted through **Special Episodes**.
- In June, July and August of 2012 “**Changemakers- Before& After**” initiative was launched, re-visiting some of the former Changemakers to report on their new developments since first being filmed.
- The 20-minute long videos from the 1st season were shortened and broadcast anew.
- The texts have were **translated into English**, **captions were added** to the videos and **broadcast weekly in Turkish and English** throughout the season, on www.farkyaratanlar.org www.sabancivakfi.org, www.hurriyetdailynews.com, Facebook, Twitter and Youtube pages. Furthermore, www.hurriyet.com.tr and www.radikal.com.tr circulated news about the program.
- **4 special interviews** that were broadcast via national press reached a total of **3.3 million** readers.
- A **DVD** comprised of Season 3 episodes was shared in various events with **nearly 450 people including representatives from the public sector, NGOs, media and private sector**.
- A total of **17 press bulletins** pertaining to Season 3 of Changemakers were released. Written **press** featured **43 news stories while 26** Changemakers news stories were published on **Internet news portals**.
- **The closing event** was held on **May 23, 2012** with **230** participants. **Journalist Cüneyt Özdemir** hosted **Sabancı Foundation Chairman Güler Sabancı** and 17 Changemakers two of which were from previous seasons in his show 5N1K during live broadcast on CNN Turk.
- The program was publicized **in English in Alliance** magazine in June, 2012.
- As Season 3 of Sabancı Foundation’s Changemakers came to a conclusion, a meeting was held on May 23, 2012 to **introduce Changemakers to one another, and to allow sharing of experiences and program development suggestions and building collaborative relations**.
- **Social media content** was **managed professionally**. **15-day content plans** were created, with **two entries of content** (photos, videos and inspirational quotes) shared on Twitter and Facebook on a daily basis.
- **Approximately 2 million people** viewed Turkey’s Changemakers videos since 2009- nearly **500.000 of these views were achieved during** Season 3.
- The decision to broadcast solely through internet and **social Media yielded positive results in terms of the number of social media followers and interaction**, as displayed in the following table:



	Beginning of Season 3 (26.09.2011)	End of Season 3 (06.06.2012)	Increase in Percentage	
Facebook Followers	8.774	32.788	274%	
Twitter Followers	2.971	7.512	153%	
Total Video Viewing	943.641	1.432.456	52%	
Facebook Comments	139*	496	257%	*Measurement of interaction on Facebook began as of 4.12.2011.
Facebook Likes	832*	5.475	558%	
Facebook Sharing	143*	1.138	696%	

Total of 3 Seasons (As of June 6, 2012):

NUMBER OF FOLLOWERS, SITE VISITS AND VIEWERS		
Social Media Followers	Youtube	181
	Twitter	7.512
	Facebook	32.788
	Total Number of Social Media Followers	40.481
Page Visits	Sabancivakfi.org	47.430
	Farkyaratanlar.org	141.959
	Dipnot.tv	158.102
	Total Number of Visits	347.491
Video Viewership	CNNTürk Video Viewing	50.280
	Farkyaratanlar.org	182.194
	Hürriyet.com.tr and radikal.com.tr	221.674
	Social Media (Youtube and Facebook)	397.263
	Hurriyetdailynews	581.045
	Total Number of Video Viewership	1.432.456
TOTAL	1.820.428	

IMPACT

Changemakers:

- As Season 3 of Sabancı Foundation's Changemakers came to a conclusion, a meeting was held on May 23, 2012 to **introduce Changemakers to one another, and to allow sharing of experiences and program development suggestions and building collaborative relations.**



- **An impact survey inquiring feedback from Changemakers brought forth the subsequent outcomes:**

- **100%** stated that the program enabled **visibility** of their work.
- **60%** emphasized the role of **Internet and social media** in attaining such visibility.
- **55%** noted having engaged in **communication with other Changemakers.**
- **77%** expressed that the program raised **credibility** of their work.
- **50%** stated that the public sector, civil society, private sector and individuals have contacted them seeking **cooperation.**
- **47%** mentioned an **increase in the number of volunteers and donations** in their institution.
- **55%** expressed **heightened attention by the media** following the program.
- **38% expanded** the scope of their work.
- **20%** remarked that the program **influenced decision-makers'** perception of their work.

Public Opinion:

Here is some of the public opinion feedback by the viewers of the program:

- *That's what I call a project, that's what I call a production. This is what scientific work and being a science woman is all about. I congratulate all our scientists and Dr. Meral Kekeçođlu for their support for social development. I hail the diligent and courageous people who have contributed to the development of institutionalization and awareness of production in the society. (hurriyet.com.tr - İhsan Şenel)*
- *We really do need idealist and patriotic people like Nurcan Baysal. As I hear about the presence of such people, I love my country and my people even more. I feel especially proud and happy to see our businesswomen undertake such terrific work. (hurriyet.com.tr – Adil Turan)*
- *I wish that the viewers of Changemakers come down with the germ of goodness that ends up in a contagion. Doing such good deeds will bode well for everyone! (farkyaranlar.org – Seher Arslan)*
- *You encourage people to engage in good deeds while you offer them opportunities at the same time. I believe that you instigate the change process. I started watching the program, and I make up for each of the missed episodes through Youtube; they are awesome. Congratulations and thank you. (Facebook - Saibe Can)*

Sabancı Foundation:

- Sabancı Foundation **earned experience in video production**, social media content management, banner work, and digital marketing.
- Sabancı Foundation **took a first step in brand awareness in social media channels, a.k.a. the new media** and among its users. It has come to be recognized as a Foundation in support of social development.
- Sabancı Foundation's **credibility as an institution trusted by everyone has played a key role in a given project** and it was realized that this credibility outweighed **grants or capacity building for the beneficiaries.**
- Sabancı Foundation assumed the role of a mediator between civil society and the media in this project.
- Sabancı Foundation's Changemakers team attended the annual experience-sharing meeting of **Arab World Social Innovators Program**, an event held in Jordan by the New York-based NGO, **Synergos.**
- Sabancı Foundation's 'Changemakers' took part in the 'New Urbanites' project launched by the **French NGO** "New CITYzens". Among the **40 projects generating solutions for social problems** in 15 countries across the world, projects by **Melek Erman Köni, Selim Çavuş and Tarlabası Community Center** were included.