



# STRIVING *for* GOOD GOVERNANCE

## CIVIL SOCIETY STRENGTHENING *and* YOUTH EMPOWERMENT

*Newsletter No: 7*  
*February - March 2019*

While approaching the final phases of the project, new CSO Cliniques were offered as well as additional events promoting partnerships and creating discussion platforms. A "Discussion Paper Series" is under preparation in order to create a written medium to furnish the reader with food for thought on the role of civil society on specific thematic areas. As an example of promoting partnerships our Matra-funded project was presented as a case study at Yeditepe University.

### FEBRUARY AND MARCH CSO CLINIQUE TRAININGS

#### Effective Communication for CSOs

A training on the 'Effective Communication for CSOs' was held on 20 February 2019. Media Expert Özgür Gürbüz and Greenpeace Mediterranean Specialist for Digital Campaigns Barış Eceçelik led the training. In the first part, they gave a lecture on the basic strategies in communication and digital communication for CSOs.

In the second part of the training, a workshop was conducted in which all the participants created press statements and content for digital media for the pre-defined topics. The subjects covered clean water, drought, agriculture, and climate change. Participants were most interested in the effective formulation of sentences, content structure, and strategies to reach different audiences



'Project Management' has been one of the most demanded subjects since the inception of the project. This is clear based on the high number of applications to the previous trainings. It was also stated as the most important need for CSO professionals during the Needs Assessment Workshop. Therefore, two additional trainings were offered on project design, management, and its components. The first two were on 'Project Management'. The training was conducted by the



Chairwoman of Proje Evi, Ceren Uzel and Environmental Engineer and Waste Management Specialist Zeynep Boratav on 26 February 2019. The training program started with the definition of project components through a sample project. The program continued with interactive work focusing on developing the logical framework for projects. The training ended with a discussion on problems in project writing and the methods to solve these problems. The main questions

focused on how to read the calls, organizational relevance, how to conceptualize, analytically explain the aim of the project in line with the calls and how to present the solutions while writing the projects.

## Project Budgeting for CSOs

'Project Budgeting' was designed as a complementary training of the Project Management Training. It was conducted on 12 March 2019 by the EU Specialists and Advisors of Proje Evi, Esra Ege and Sibel Sesigür. The program began with the definition of the components of a budget through a sample project.

The training was finalized with a discussion session about the problems that arise in budget writing and the methods to solve these problems. The main issues the participants raised were how to detail the breakdowns in the budget, how to overcome new expenditures arising during implementation, and how to balance the amount among different budget lines.



## Campaign Design for CSOs



The Clinique on 'Campaign Design for CSOs' was the last one for the trainings on the subject of communication. Communication trainings, media relations, and campaign design was one of the most needed subjects revealed during the Needs Assessment Workshop and Advisory Committee



Meeting. The training on 'Campaign Design for CSOs' was conducted on 20 March 2019 by the CIES CSO and Media Relations Expert, Özgür Gürbüz. The program began with the introduction of fundamental strategies in civil society campaigns and followed by explaining the differences in advocacy, awareness raising and social media campaigns.



In the workshop as the second part of the Clinique, the participants learned how to use SWOT analysis to strengthen their campaign strategies.





The Discussion Paper Series is a new initiative designed to address the role of civil society with respect to certain thematic areas.

We live in an age where civil society is experiencing many changes nationally and internationally during the past decade. One objective is to initiate a discussion on how civil society organizations provide the building blocks to attain good governance. The overarching issues for each particular thematic area will be identified to facilitate a discussion on the different roles of CSOs, the challenges, strengths, and weakness, among other issues.

The Discussion Paper Series written by experts in their fields will cover the subjects of:

- Civil society and Migration - *Christina Velentza & Birce Altıok*
- Civil Society and Sustainable Development - *Sibel Sezer*
- Civil Society and Gender - *Mary Lou O'Neil & Hilal Tekmen*
- Civil Society and the Environment - *Barış Gençer Baykan*
  - Civil society and Human Rights - *İştar Gözaydın*
  - Civil society and the Media - *Özgür Gürbüz*
  - Civil Society and Youth - *Güzin Aycan Öztürk*

A workshop was conducted on 7 March 2019 to identify;

the main focus, structure and methodology in order to create a thought provoking discussion series. This meeting aimed to ensure the overall complementary and coherent structure of the discussion papers. The authors and the editors discussed the structure, content of their drafts and exchanged ideas on their individual papers and on the series in general. The discussion papers will be published on the website of the project. The E-publishing approach is meant to be environment friendly.



### Project Presentation at Yeditepe University

The project attracted interest by the academics working in the field of youth. Prof. Demet Lüküslü from the Department of Sociology at Yeditepe University proposed to present the project as a case study for the Project Design Course for the sociology students. Project Assistant Güzin Aycan Öztürk made the presentation to the students and explained its main aims, activities, management, outputs and positive impact in the field on 27 February 2019. There was a lively discussion following the presentation with a lot of interest from the students.



### Participation in the Women's Day Event at the Dutch Consulate

The General Consulate of the Kingdom of the Netherlands in Istanbul organized an event on 5 March 2018 in the eve of the International Women's Day. The event composed of panel sessions on women's rights and a reception. The Project Team participated in this event and would like to thank the Consulate for organizing the event.



## Upcoming Clinique Trainings (April 2019)

**APRIL**

Conflict Resolution

- Conflict Resolution and Negotiation for CSOs: 2 April 2019

Volunteer Management

- Volunteer Management and Motivation for CSOs: 16 April 2019

You can visit our website for further information and to apply these trainings:

[www.iyiyonetisim.org/announcements](http://www.iyiyonetisim.org/announcements)

## Other Trainings (April 2019)

- Advisory Committee Meeting: 11 April 2019 ●
- Press Conference, Panel and CSO Video Screening for Project Closing: 24 April 2019 ●



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