

**Call for Participation:**  
**Bootcamp on Hope-Based Communications in Istanbul**



**Third Sector Foundation of Türkiye (TÜSEV)** is delighted to host a three-day bootcamp, bringing together civil society professionals and communication experts from Türkiye and the Western Balkan countries (from North Macedonia, Albania, Bosnia and Herzegovina, Kosovo, Serbia, and Montenegro) supported by EU Technical Assistance to Civil Society Organisations in the Western Balkans and Turkey – EU TACSO 3. The regional bootcamp will take place from **May 20-22, 2025**, in Istanbul, Türkiye.

The bootcamp's primary goal is to foster dialogue and collaboration around reimagining civil society's reputation and developing innovative communication strategies. This dynamic and participatory bootcamp will provide a creative space for national and international participants to explore how civil society organizations can amplify their impact and best practices through hope-based communication approaches. By rethinking narratives and focusing on positive, solutions-driven storytelling, the bootcamp aims to empower civil society to strengthen its role in fostering social change and promoting a hopeful vision for the civic space.

**Participants will:**

- Gain fresh insights into hope-based communication strategies and their application to civil society's advocacy and visibility efforts.
- Build practical skills through interactive discussions, hands-on labs, creative campaigning methods, and case studies.
- Connect with a diverse group of professionals, fostering peer learning and collaboration at both national and international levels.
- Explore new approaches to communication and advocacy that inspire creativity and collective action.

**The Bootcamp at a glance:**

- Introduction to using hope-based communications and reframing exercises for value-driven messaging
- Creative campaigning: strategies for utilizing hope, art, play, and humor in strategic comms
- Case studies and practical tactics for effective campaign design
- Visual framing: aligning messages with visual representation
- Hands-on experimentation, co-creation and prototyping messages and tactics

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- Applying hope-based and creative principles to real-world scenarios
- Workshop: Collaborative Handbook - Designing a roadmap for reputation management and comms strategies.

If you are interested in this bootcamp, join us to explore, learn, and innovate together for a more hopeful and impactful civic space!

Apply [here](#) now!

The application deadline is **22 April 2025 at 17:00 (CET)**.

**Please note that participation is limited to 2 participants per country. Applicants will be selected based on their professional profiles, organizational focus, and alignment with the bootcamp's objectives.**

The bootcamp will be conducted in English. Accommodation and flight expenses will be fully covered for all participants. Any expenses other than these will be covered by the participants themselves.

#### Application criteria

- Currently employed at a civil society or international organization in North Macedonia, Albania, Bosnia and Herzegovina, Kosovo, Serbia, or Montenegro.
- With at least 5 years of work experience in organizations focused on areas such as human rights, climate change, gender equality, youth empowerment, education, or related crosscutting fields.
- Holds a communication-focused position (e.g., Communication Expert, Specialist, or similar role) or a program officer/coordinator role with responsibilities for the organization's communication and reputation efforts.
- Committed to exploring and applying new communication strategies in their work.
- Eager to enhance their organization's reputation and visibility within their country and the broader region.
- Motivated to actively engage with and learn from international experts and peers.
- Able to participate in the three-day bootcamp on May 20-22, 2025, in Istanbul, Türkiye.

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**About TÜSEV**

Founded in 1993, the Third Sector Foundation of Türkiye (TÜSEV) aims to develop solutions to the common and current problems faced by civil society organizations (CSOs) in Türkiye. With over 30 years of experience and support primarily from our Board of Trustees, we continue our activities with the goals of:

- Creating an enabling and supportive legal and fiscal environment for CSOs,
- Promoting strategic and effective giving,
- Ensuring dialogue and cooperation between the public sector, private sector, and civil society,
- Promoting Turkish civil society internationally and establishing cooperation,
- Enhancing the reputation of civil society,
- Conducting research on civil society and increasing knowledge,

We continue our activities for a stronger, more participatory and reputable civil society in Türkiye.

*This activity was funded by the European Union. Its contents are the sole responsibility of the Third Sector Foundation of Türkiye (TÜSEV) and do not necessarily reflect the views of the European Union.*