

Terms of Reference

Evaluation of the DW Akademie Project

Youth Voices Matter! Supporting independent youth media in Cambodia
funded by the European Union

DW Akademie is requesting interested and qualified persons and organizations to apply for the evaluation of the project “Youth Voices Matter! Supporting independent youth media in Cambodia”, financed by the European Union (EU) under the European Instrument for Democracy and Human Rights (EIDHR). These Terms of Reference are to be taken as the basis for the evaluation.

1. Preliminary remarks concerning DW Akademie

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Together with our partners around the world, we work to promote freedom of expression, human rights and the development of functioning media systems.

Our work centers on Article 19 of the International Covenant on Civil and Political Rights which proclaims freedom of expression and access to information as a basic human right. Free expression is the prerequisite for people to use reliable information and exchange ideas with others. We believe that journalism, education and culture improve people's lives. People need reliable facts presented independently, fair moderation and universal access to knowledge.

DW Akademie is working with partners to enable an exchange of ideas based on reliable information. For a constructive dialogue to take place, it is important to listen to one another, accept other opinions and, despite differences, communicate respectfully with each other. This contributes to an active and informed civil society.

2. Background and Project Description

“Youth Voices Matter!” is a three-year EU-funded project (2020 to 2022) focusing on supporting young Cambodians to fully enjoy their human right to freedom of expression through the use of independent media online and offline. Activities of the project evolve around strengthening the principles of Access to Information (AtI) and Freedom of Expression (FoE) through three core aspects of media and information literacy (MIL): *awareness, access, and action*. Its target group are both rural and urban Cambodian youth, with a dedicated focus on gender.

Throughout the Action, participating youth develop an awareness of available channels that allow them to seek information and express themselves. Information units developed as part of the project strengthen this awareness. Amid the abundance of media outlets, participants learn how to identify and access high-quality information that offers fact-based content and context without bias.

Additionally, live discussion forums across all target regions of the project (provinces of Battambang, Siem Reap and Kampong Thom) offer a space for dialogue between youth and community leaders. They address questions such as: To what extent are youth topics part of the local agenda? How can relevant issues be addressed? And what role could the media play in accessing and sharing that information? The aim is to recognize the role and potential of the media in democratic processes.

Eventually, participants also develop skills in producing media content on their own, both for traditional and for social media. All this empowers young Cambodians to actively participate in the public dialogue - safely and responsibly.

The project is being implemented by the national partners Cambodian Center for Independent Media (CCIM) and Women's Media Centre of Cambodia (WMC), together with the German media development organization DW Akademie. Outreach on a local level was conducted by two youth-focused civil society organizations, Khmer Youth Association (KYA) and the Youth Council of Cambodia (YCC).

The **specific objective** has been defined as follows:

Cambodian young women and men (15-30 years) hold awareness and understanding of independent media and the right to freedom of expression in the process of democratization, have access to a variety of options regarding independent media formats and programs, and take action in creating online and offline media content, and thereby participate in the public debate.

Three envisaged outputs reflect the architecture of the action – addressing the needs and constraints of the target groups and final beneficiaries.

While Output 1 lays the foundation for all target groups to improve their understanding of the underlying concepts of the action – Access to Information and Freedom of Expression – Output 2 is aimed at creating new channels of information that offer a viable alternative to Cambodian youth, compared to existing outlets. Output 3 is set to strengthen the participation particularly of rural youth, as a segment of society that traditionally has little visibility in the Cambodian media landscape.

OP1 – A youth education campaign on freedom of expression and access to information has been developed and implemented.

OP2 – New youth media programs and formats have been developed and broadcast.

OP3 – Rural youth reporters have been trained and youth reports aired regularly.

3. Aim of the Evaluation, Principles and Criteria

The external evaluation aims to assess lessons learned beyond the internal monitoring and evaluation process that is part of the project cycle. Moreover, the evaluation shall assess to what extent the objectives of the project were achieved. That includes focus group discussions with rural and urban youth and university students on how they have improved awareness of FoE and increased access to more independent youth media programs. In addition, a survey should determine to what extent selected and trained youth, university students and media professionals engage more actively in the public debate.

Evaluations of DW Akademie projects are based on principles that both the contracting authority and the contractor must adhere to. These principles stem from the Organisation for Economic Co-operation and Development (OECD), the Development Assistance Committee (DAC) and the German Association for Evaluation (DeGEval) and are as follows: Impartiality and Independence, Credibility, Usefulness, Participation, Feasibility, Fairness and Precision.

The criteria for this project evaluation are based on criteria developed by OECD/DAC:

- **Relevance:** Did the project address a key problem of the target group and society as a whole?
- **Effectivity:** To what extent were the aims and outcomes/outputs reached? Were the main goals of the project achieved?
- **Efficiency:** Were activities efficient from a cost-benefit perspective and of reasonable scope? Were the measures conducted in a timely manner?
- **Impact:** Are positive or negative effects on the final beneficiaries visible? Can possible long-term effects be identified? Has the project contributed to strengthening freedom of expression and/or access to information of its beneficiaries? To what extent?
- **Sustainability:** Did project partners take over responsibility in the sense of ownership? Were there activities to institutionalize the results and to make them financially independent? Did activities, outputs and outcomes lead to results or structural changes that will remain after the termination of the project?

4. Evaluation process and format

a) Process description

After selection of the evaluator and subsequent contractual formalities, DW Akademie will provide basic documents and information needed for the evaluation. Further details will be discussed, after which the evaluator shall receive more in-depth documentation. Based on this material, the evaluator presents a three-to-five-page inception report particularly detailing methodological strategies and the evaluation design. Beyond document analyses, the evaluator is expected to travel to the focus regions Battambang, Kampong Thom, Phnom Penh and Siem Reap in Cambodia. DW Akademie will provide logistical support in setting up the travel itinerary. However, the evaluator will conduct the trip and analyze the data collected independently. Evaluators will be requested to determine the detailed time schedule themselves, together with contact persons in Cambodia. The evaluation process will yield an evaluation report written by the evaluator.

b) Format of the proposal

The proposal should contain a coherent and concise concept for the evaluation of the project. It should detail the applicant's own evaluation expertise, address the context in the project region, as well as the evaluation goals, methodology, and the evaluation design. A preliminary time schedule will give an overview of the planned activities. A detailed cost summary will allow DW Akademie to assess human resources and material costs involved. The exact documents to be submitted are listed in section 5b.

c) Format of the evaluation report

The final evaluation report shall comprise no more than 20 pages and be written in English. Additionally, a two-page executive summary shall be handed in, as well as an annex containing additional information that is important for comprehending how the evaluation results were concluded. This includes research tools such as questionnaires, interview guides, etc. and a precise list of the activities conducted during the evaluation process. DW Akademie recommends a mixed methods design including both quantitative and qualitative techniques. The exact methods to be used and the evaluation design are to be detailed in the inception report.

5. Application requirements

a) Applicant's profile

Applicants should be experienced in conceptualizing and conducting evaluations in a development assistance context. They should be adept at gathering and processing information and data, with proven analytical abilities. Experience with media, regional expertise, Khmer language skills as well as experience in development assistance consultancy and/or EU-funded projects would be an advantage.

b) Documents to be submitted

The following documents should be part of the evaluation proposal:

- A cover letter in which the applicant conveys her or his motivation and suitability for the task at hand;
- A curriculum vitae, documenting relevant experience in the aforementioned fields (including reference persons);
- A proposal containing the evaluation design, including methodology, relevant evaluation questions and a preliminary time table;
- A detailed cost summary with all planned expenditures, with personnel and material costs listed separately and the projected sum of work days.

c) General Information

The estimated budget for the evaluation is set at a maximum of 10,000 Euros. This includes VAT, personnel, travel and materials.

Proposals should be submitted *in electronic form only* to Project Manager Andreas Grigo via e-mail at: dw-akademie.south-asia-and-southeast-asia@dw.com by November 14, 2022 at the latest. Consultants will be selected by November 18, 2022. The evaluation process is scheduled to start immediately thereafter. The evaluation must be completed by December 31, 2022.

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