

## Call for Proposals

**Evaluation of DW Akademie's regional project  
"Displacement and Crisis Preparedness" in Africa,  
funded by the German Federal Ministry for Economic Cooperation  
and Development (BMZ)**

DW Akademie is calling for proposals for the evaluation of its regional project **Displacement and Crisis Preparedness in Africa** funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). DW Akademie invites interested and qualified persons to submit proposals. These Terms of Reference are to be taken as the basis for the evaluation.

### **Tender information**

**Title:** Evaluation of project “Displacement and Crisis Preparedness in Africa” with a focus on regionalization

**Type of contract:** service contract

**Type of evaluation:** remote

**Start Date:** 02 November 2023

**Duration of assignment:** The contract will be effective for 6 months from date of signing.

### **1. Introducing DW Akademie**

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information. DW Akademie empowers people worldwide to make independent decisions based on reliable facts and constructive dialogue. DW Akademie is a strategic partner of the German Federal Ministry for Economic Cooperation and Development. We also receive funding from the Federal Foreign Office and the European Union and are active in more than 70 developing countries and emerging economies.

DW Akademie strengthens the human right to freedom of expression. It enables people throughout the world to make decisions based on independent information, reliable facts and constructive dialogue. We stand for free media, free expression and free societies worldwide. We are journalists, consultants and experts in media and education. Together with our partners, we work to promote free expression, human rights and the development of functioning media systems worldwide. We believe that journalism, education and culture improve people's lives. Powerful stories support positive social dialogue. People need reliable facts, independent analysis, unbiased presentation and universal access to knowledge.

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.

In Africa, DW Akademie and its partners are implementing BMZ-funded projects in East Africa (Ethiopia, Kenya, Uganda with a regional component), West Africa (Ghana, Burkina Faso and Côte d'Ivoire with regional components) as well as in Southern Africa (Namibia with regional component). A regional Innovation Initiative has been implemented through project activities in these countries and will be one focus of this evaluation. In addition, the regional project “Displacement and Crisis Preparedness in Africa” was implemented.

## **2. The BMZ-funded project “Displacement and Crisis Preparedness in Africa”**

### **a) Context and project summary**

DW Akademie's regional project “Displacement and Crisis Preparedness in Africa” is currently being implemented over a three-year period from January 2022 to December 2024. During the last year of the project, an evaluation is scheduled to take place in time to provide actionable information for any subsequent proposals.

The regional project supports partner organizations in East Africa (Kenya, Tanzania, Ethiopia, Uganda) and West Africa (Burkina Faso). In those countries, DW Akademie supports local partners in establishing and running communication services in and around refugee camps. Community-based information services and feedback mechanisms facilitate effective two-way communication between affected populations and humanitarian service providers.

As part of a separate project line, DW Akademie supports the establishment of a national platform for crisis preparedness communication and will produce a media landscape analysis in a country (or countries) yet to be defined.

### **b) Project aims**

The theory of change of our projects includes inputs (activities), outputs (deliverables) and outcomes (project aims).

The expected outcome of the regional project are as follows:

“People affected by displacement have improved access to relevant information and are able to participate in decision-making about the crises affecting their lives.”

The country and regional projects in Africa contribute to a common overall regional objective for Africa (at impact level):

“African media actors are able to design inclusive communication structures that support free access to information, constructive dialogue and the strengthening of African media culture. As managers of socio-political dialogue formats, they are able to promote knowledge transfer and societal understanding, as well as establish media systems as a motor for democratic processes, social development and political stability.”

## **3. Principles and criteria of the evaluation**

All 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 OECD/DAC and the German Association of Evaluators (DeGEval): impartiality and independence, credibility, usefulness, participation, feasibility, fairness, and accuracy. In addition to accountability to the BMZ, the evaluation focuses on mutual learning for future project work.

The OECD/DAC criteria are used as the basis for the evaluation design. All OECD/DAC criteria are to be examined (relevance, coherence, effectiveness, efficiency, impact) except for sustainability.

Regionalization is the overarching theme of this year's evaluation cycle.

In particular, insights into the overarching issues of regionalization should emerge:

- Is regionalization a sensible and targeted approach to respond to the strategic / thematic challenges of the region?
- How should regional projects be designed and set up to realize the expected gains in efficiency?
- Can the relevance for the target groups be increased in projects with an open call for proposals and/or regional focus compared to projects with a country focus?

From these larger questions, possible guiding questions, assigned to the relevant DAC criteria, have been formulated by DW Akademie; these will be shared with the selected evaluators.

The evaluation results will be used to shape the regional project lines and projects for the upcoming project cycle (2024-2026) and to identify the strengths and weaknesses of regional programs in comparison to country-focused programs.

#### **4. Evaluation process**

All proposals received will be assessed according to an internal set of criteria. Following contract clarification, DW Akademie will provide the contractor with the detailed project information. In a kick-off workshop with the project team, the exact procedures and focus of the evaluation will be determined, including agreeing on how DW Akademie staff can support the evaluator(s) in scheduling and organizing the virtual interviews.

Based on the decisions made during the kick-off workshop, the evaluator(s) will produce an inception report detailing the evaluation questions, interview partners, methodology and work schedule (a template will be provided).

At the end of the evaluation process, an independently written report detailing the conclusions and recommendations of the evaluation is to be submitted by the evaluators, based on a template provided by DW Akademie. A draft version of the report will be discussed in a so-called change workshop with the project team, after the final version of the report is to be prepared by the evaluator(s). All workshops will take place virtually.

#### **5. Deliverables**

The following services are to be rendered on assignment:

- Participation in the kick-off workshop with the project team and evaluation consultant from DW Akademie's Research and Evaluation Unit (REVAL), carried out online or in-person (to be determined).
- Inception report (max. five pages, plus appendix)
- Data collection phase – including the preparation and execution of virtual interviews
- Presentation of the findings of the evaluation
- Participation in a change workshop at the end of the evaluation, during which the results and recommendations will be presented and discussed with the same participants invited to the kick-off workshop.
- Final evaluation report of max. 20 pages (plus appendix) in English. Additionally, an executive summary in English and (ideally) in German, two to three pages (each), should be handed in, as well as an appendix containing additional information that supports the understanding of the evaluation results. This includes research tools such as questionnaires, interview guidelines, and a list of interviewees. DW Akademie will be responsible for the proof-reading of the executive summaries in English, which will be edited by DW Akademie and published on the DW Akademie website.

## **6. Application requirements**

### **a) Applicant's profile**

Applicants should have experience in designing and carrying out evaluations in the field of international development (including OECD/DAC criteria). They should be proficient in information and data collection and analysis, as well as have excellent analytical skills. Experience in the media sector and in international development cooperation / media development, as well as relevant regional and in-countries expertise, is preferred, as is the experience with remote evaluations. The applicant - or, if applying as a team, at least one of the applicants - should have extensive knowledge of the region applied for, including any relevant language skills. Ideally, at least one of the applicants should be based in the region. Please note that the project documentation is mainly in German; however, the main documents can be provided in English.

### **b) Format of the proposal**

Interested applicants should outline a coherent proposal for the virtual design of the evaluation. The proposal is mainly intended to assess the competence and motivation of the candidates and will not necessarily be used as a basis for the evaluation itself. The final methodology and procedures will be discussed and agreed upon by the contracted evaluator(s) and DW Akademie at the kick-off workshop.

Furthermore, the applicant's own evaluation expertise as well as the context of the project region, evaluation objectives, methodology, and evaluation design should be described. The specific documents to be submitted are listed below (6 c).

Overall, each applicant can only be contracted for one evaluation. Each evaluation will be awarded separately as they will all be conducted at the same time. Submitting a proposal does not constitute an entitlement to the conclusion of a contract.

### **c) Budget & documents**

The budget for the evaluation is **17,000 Euros** net, including any travel expenses. This amount should not be exceeded.

The following documents should be included in the proposal:

- Cover letter, detailing the suitability of the applicant(s) for the specific evaluation
- CV(s) of evaluator(s), documenting relevant experience, including contact details for two references
- Proposal (max. 5 pages) detailing the proposed evaluation design, including a draft schedule and budget, indicating the honorarium for the entire team, the number of anticipated working days, and any travel expenses.

## **7. Timetable and deadlines**

- Deadline for all proposals: **10 September 2023**.
- Evaluators will be selected by **29 September 2023**.
- Evaluation contract begins on **2 November 2023**.
- Kick-Off Workshop: between **mid-November and mid-December 2023**.
- Data collection is scheduled for **February 2024**.
- Draft evaluation report should be available by **early March 2024**.
- Change Workshop is scheduled for **March 2024**.
- Final evaluation report is due by **mid-April 2024** at the latest.

Evaluation proposals should be emailed to Laura Moore (laura.moore@dw.com), with Andrea Gellert (andrea.gellert@dw.com) and Anja Weber (anja.weber@dw.com) cc'd. Only electronic formats will be accepted.

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