



TERM OF REFERENCE FOR EXTERNAL EVALUATION
Project Evaluation of the project “Myanmar Media Lab”
(EU Instrument for Stability, 4052-1 MM-HR-IFS)
Invitation to submit proposals

Internews Europe is seeking an experienced consultant to conduct an ex-post evaluation for the project “Myanmar Media Lab”.

This terms of reference defines the work that must be carried out by the external consultant. It provides a brief outline of the project, specifies the scope of the evaluation, and outlines the key deliverables.

The purpose of the evaluation is to:

- Provide Internews Europe, the donor and other stakeholders with an understanding of the extent to which the project achieved its expected results and unexpected results;
- Provide evidence to demonstrate whether and how the project contributed to long-term changes for target beneficiaries;
- Provide learning about what has and hasn't worked and why, and give clear recommendations about future project or programme design in the target country.

The evaluation will take place between November 2014 and January 2015.

1. BACKGROUND INFORMATION

Internews Europe is an international development organisation specialising in supporting independent media, freedom of information and free expression around the globe. The vast majority of our programmes are targeted at crisis-hit populations, emerging democracies and some of the world's poorest countries. We believe access to information and resilient local media are key to good governance, access to human rights, conflict resolution, effective response to humanitarian crises and public understanding of critical issues such as climate change.

In December 2013, Internews Europe (IEU) started implementing a project “Myanmar Media Lab”, funded by the European Union's Instrument for Stability. The project will end in January 2015, and project activities will conclude by end of December 2014.

The project's overall objective is to enhance the information environment around peace and conflict issues in Myanmar through improved media coverage that amplifies the voices of civil society and citizens related to the peace process.

Internews Europe aim to do this through the following three specific objectives:

- Increase availability of quality independent print, radio and web media on key topics and themes relevant to the peace process and longstanding peace/conflict issues
- Build the capacity of a core cadre of journalists to provide engaging, timely, balanced coverage on peace and conflict issues
- Amplify citizen voices in national discourse on peace and conflict in Myanmar by encouraging and supporting professional linkages between civil society stakeholders and the media.

2. METHODOLOGY AND CONTENT OF THE EVALUATION

Internews Europe's approach to evaluation is grounded in the guiding values of the organisation: culturally sensitive, valuing knowledge and a strong commitment to providing context appropriate, participatory capacity building. The evaluation is envisaged as a process that will contribute to benefitting the end-users of the project. As such, IEU expects that this approach will be applied to this final evaluation.

The project will be evaluated on the standard international criteria to guide all evaluations of development assistance developed by the Organisation for Economic Co-operation and Development (OECD) and the Development Assistance Committee (DAC).

The following table presents the criteria and provides sample questions and research methodologies. The evaluator is expected to develop this plan with methodology.

Criteria	Key research questions	research methodology	persons interviewed
Relevance, Appropriateness, Coherence	In the current context, was the project approach and methodology adequate in order to reach the project's objectives? Was the coverage sufficient? Was the structure of IEU's partnership with beneficiary media outlets and/or their staff adequate to support them in the best possible way in building their capacity and help bridge the gap between them and other stakeholders? To what extent are the objectives of the programme still valid?	Focus groups; semi-structured interviews...	Team members; stakeholders: CSOs, politicians, ethnic minority groups...
Efficiency	Were the activities achieved on time? Was the project implemented in the most efficient way compared to alternatives?	Project documentation review...	Team members, partner stakeholders CSOs, politicians, ethnic minority groups ...
Effectiveness	To which extent have the results achieved their objectives? What were the major factors influencing the achievement or non-achievement of the objectives? Have the editors appreciated the model, has this changed how they work: in their newsroom, on the topics they commission, or the selection of stories... Is there a sustainable change in the way they work? Was the performance of a Newslab in comparison with more traditional training and mentoring effective?	Focus groups; semi-structured interviews	Participants to the News Lab; Editors; trainers...
Impact	Have the project's activities and initiatives contributed to make a change in the way media outlets work, and in the CSOs' attitude towards media? Are there unplanned consequences or unexpected benefits from the project?	Focus groups; semi-structured interviews	Participants to the News Lab; Editors...
Sustainability	What were the achievements of the TOTs? To what extent will the project network interventions be managed without donor input?	Focus groups; semi-structured interviews	Participants to the News Lab; Trained trainers and people trained by them, Editors, Recipients of small grants ...

The deliverables will include:

- **A detailed plan for the evaluation, including methodology (by mid-November 2014)**

- **Research to be conducted in the field, interviews to be undertaken with Internews Europe team, beneficiaries and project's stakeholders (end of November 2014)**
- **A report outline (by first week of December 2014)**
- **A report presenting analysis of existing data, and evaluator data, key findings and recommendations (by first week of January 2015)**
- **Validation update meeting (by mid-January 2015)**
- **Final evaluation report (by end January 2015)**

3. SCHEDULE

The evaluation process should start mid-November 2014 and the final report should be delivered by mid-February 2015. The consultant will prepare an evaluation schedule and direct the evaluation.

The evaluator is expected to travel to Myanmar for at least 2 weeks to conduct interviews with project target groups and IEU project team. The last News Lab activity of the project is planned between the dates: 22/09/2014 to 28/11/2014. Scheduling the visit to Myanmar at the end of this period will allow the evaluator to meet as many stakeholders as possible and to gather observational data from the final activity. The review of project documents, detailed evaluation plan and methodology, and final evaluation report can be undertaken remotely.

The evaluator will work in close coordination with the IEU office in Myanmar and the IEU project Grant officer based in IEU headquarters in London. The IEU team will provide the evaluator with all necessary information related to the project and will support the planning of the evaluator's mission, including assistance in identifying potential interviewees and scheduling of interviews.

4. BUDGET

The budget allocated for the external evaluation must not exceed 10 000 EUR. This flat rate includes all transportation and accommodation costs, as well as all other direct and indirect costs incurred during the evaluation process, in country and remotely.

5. EVALUATOR'S PROFILE

The Evaluation will be carried out by a senior consultant or a team of consultants who are well-versed in media development and/or conflict and peace-building evaluations. The evaluator is expected to have:

- Strong knowledge of international NGO operations : programme design, implementation and M&E;
- Demonstrated expertise in the area of media development/conflict sensitive journalism;
- Experience of conducting evaluations for EU: knowledge of EU requirement on M&E, of ROM standards;
- Demonstrated expertise in the region;
- Demonstrated ability to analyse data and give clear recommendations;
- Strong communication and writing skills;
- Understanding of Internews Europe's mission;
- Fluent English written and spoken – Understanding of Burmese would be an asset.

6. SPECIFICATIONS FOR PROPOSALS

Interested consultants should submit:

- A **Letter of Interest**, describing the approach that will be chosen to evaluate this project, and a detailed financial proposal.
- **CV** of the evaluator or evaluation team (including a list of relevant work references)
- A copy of **an evaluation report** previously conducted by the same evaluator or evaluation team.

Please use "EVAL- MM" as the subject of your email. Only complete applications will be reviewed. Proposals should be submitted to jobs@internews.eu.

Deadline for submission of proposals is October 20th 2014.