

# Call for Proposals

Evaluation of the DW Akademie project  
in Serbia, funded by the German Federal  
Ministry for Economic Cooperation and  
Development (BMZ)

DW Akademie is calling for proposals for the evaluations of its project in Serbia, which is funded by the German Federal Ministry for Economic Cooperation and Development (BMZ).

## **1. Introducing DW Akademie**

DW Akademie is part of Germany's international broadcaster Deutsche Welle and is Germany's leading organization for international media development. We support free and transparent media systems, quality journalism and media and information literacy in close to 50 countries in developing and emerging countries.

With our projects and as a strategic partner of the BMZ, we strengthen the right to freedom of expression and access to information. We enable people to form their own opinions based on reliable facts and via a free flow of ideas so that they can present their views in social debates. This enables them to play an active and equal part in social and political developments and thus improves their standard of living.

We help to transform and restructure media landscapes after periods of crisis and conflict and contribute internationally to the professionalization of media training and education. We respect the cultural identity of our partners and conduct projects based on mutual agreement. It is important to us that projects have a practical approach and that they are interactive and innovative in nature. We consider our work to be successful when changes and reforms are being demanded by our partners and when partners are prepared to take responsibility for them beyond the time of our cooperation. Human rights are at the heart of what we do.

Our strategies are aimed at structural and sustainable changes to support and enhance free, independent and plural media landscapes. For this, four strategic fields are covered: Political and Legal Frameworks; Qualification; Professionalism and Economic Viability of the Media Sector; and Participation in Society. The interplay of these diverse approaches enables the creation of sustainable structures, which are a prerequisite for freedom of expression and access to information.

## **2. The BMZ Project**

### **a) Context and Project Summary**

DW Akademie's project in Serbia is implemented over a three-year period and will end in December 2019. During the last year of the project, an evaluation is scheduled to take place in time to provide important information for any potential subsequent proposals.

The project is aimed at strengthening the media so that they can develop attractive and innovative digital formats for the provision of relevant information to a young audience and for providing opportunities for public participation. Particular attention is paid to underprivileged children and adolescents under the age of 30, e.g. Roma, people with disabilities and those living in rural areas. For this, DW Akademie has been initiating a multi-stakeholder process, including media outlets, media associations, civil society actors, state institutions as well as children and adolescents themselves. Broadcasters that already offer news programs for young audiences are being strengthened with specific capacity building measures to promote their sustainability. These "flagships" are meant to illustrate how a close relationship with the audience can play an important part of successful future business models. Sustainability is further promoted by assisting media associations in expanding their own consulting and training capacities. Furthermore, in

cooperation with DW Akademie, civil society actors are developing their own capacities to advocate for reforms within the media. DW Akademie also supports the establishment of a press council.

## **b) Project Aims**

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

The expected outcome of the project in Serbia is as follows:

Media in Serbia and the Western Balkans are offering target groups under the age of 30 relevant information and ways for participation, using digital components.

As part of the regional program, the project contributes to the following impact at regional level:

The various populations in Moldova, the Southern Caucasus, Ukraine and the Western Balkans - particularly disadvantaged groups - are informed about public affairs by media outlets that report in a balanced, ethical and conflict-sensitive manner. They have acquired skills to assess media content, express their economic, social, political and economic realities and to articulate cultural issues in society.

## **3. Principles and Criteria of the Evaluation**

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) and are as follows:

Impartiality and Independence; Credibility; Usefulness; Participation; Feasibility; Fairness; Precision.

The criteria guiding the evaluation are based on criteria developed by the OECD/DAC:

- Relevance
- Effectiveness
- Efficiency
- Impact
- Sustainability

Digital aspects should be considered throughout all criteria where applicable- for example in the area of security, media and information literacy, but also in regards to the collaboration with partners. More information about DW Akademie's digital strategy can be found here: <https://www.dw.com/en/dw-akademies-digital-strategy/a-19321460>

## **4. Process and Format of the Evaluation**

### **a) Evaluation Process**

All received proposals will be judged according to a fixed set of criteria. Based on this appraisal, an evaluator will be chosen for each project. After a first meeting to start the inception phase, DW Akademie will provide contractors with detailed information on the projects in question. Based upon this information and discussions, contractors will write their inception reports detailing the prospective methodology, a possible focus on certain evaluation criteria and the design of the evaluation. Beyond document analysis, an evaluation trip to the project country is expected to take place. DW Akademie will support contractors in planning and conducting the trip. Interviews as well as data analysis and writing the report will be carried out independently by the contractor. Usually, contractors will be supported by either DW Akademie staff or by a local co-evaluator on their field trips. Applicants are invited to propose local experts as part of their proposal.

At the end of the evaluation process, the evaluator delivers an independently written report, which will be the subject of discussion with the project team at the change workshop. The workshop also serves to discuss the conclusions and recommendations of the evaluation and to determine which ones can realistically be put into practice.

### **b) Format of Proposals**

The proposal should outline a coherent concept for the evaluation of the BMZ-funded country project in Serbia. It should include examples of how the OECD/DAC criteria could be applied in the specific context, the aim of the evaluation and take into account the political situation in the country and the region as a whole. Furthermore, applicants should make a suggestion for the overall design and a possible methodology. A preliminary time schedule should describe the different stages of the evaluation, a proposed budget should detail expected expenditure for personnel, travel and materials. Applicants should also highlight their evaluation expertise. The exact documents to be included in the proposal are listed below under 5 b). The proposal will be considered as the applicant's suggestion for the evaluation. The focus of the evaluation as well as the budget will be finalized during the inception phase and be documented in the inception report. Applications from teams of evaluators, consisting of a local and an international expert, are possible.

In the covering letter, applicants are invited to indicate whether they would be interested in carrying out an evaluation of one of the other projects that will be evaluated detailing in short their respective expertise. Overall, each applicant can only be contracted for one evaluation and each evaluation will be awarded separately as they will be conducted at the same time. There is no claim to conclusion of the contract.

### **c) Format of the Evaluation Report**

The final evaluation report shall be approximately 15 pages (A4) in length and be written in German or English. This will be accompanied by an executive summary in German and English, consisting of two to three pages as well as an appendix containing additional information that is important for the understanding of the evaluation results. This includes research tools such as questionnaires, interview guides, etc., as well as a precise list of the evaluation activities. DW Akademie will be responsible for the proofing of the executive summaries. DW Akademie recommends a mixed method design including both quantitative and qualitative techniques. The

exact methods that will be applied during the evaluation will be finalized in the inception report of around five pages.

## **5. Application Requirements**

### **a) Applicant's Profile**

Applicants should have experience in planning and conducting evaluations within the field of international development. They should have proficient knowledge of information and data collection and analysis, as well as excellent analytical skills. Experience in the media sector, consultancy of international development or media development projects as well as relevant in-country and regional knowledge is preferred. Additionally, applicants need to have a basic understanding of German in order to understand project documents.

### **b) Documents**

The following documents should be included in the proposal:

- Covering letter, detailing the motivation and eligibility of the applicant for the specific evaluation;
- CV, documenting relevant experience as detailed above, including contact details of two referees;
- Proposal for an evaluation design, including methodology, relevant evaluation questions relating to the OECD/DAC criteria and a preliminary time schedule;
- List of expenditures, broken down into costs for personnel, material and travel, as well as an indication of the number of working days the consultant(s) are planning to spend on the evaluation.

### **c) General Information**

For the proposal, applicants should consider a budget between 15,000 Euros and 18,000 Euros (net), including expenses for travel, working days and any materials needed.

Evaluation proposals should be submitted in electronic form only to Nadine Jurrat [nadine.jurrat@dw.com](mailto:nadine.jurrat@dw.com), with Andrea Gellert [andrea.gellert@dw.com](mailto:andrea.gellert@dw.com) in cc. Deadline for all proposals is September 17, 2018.

Contractors will be selected by October 1, 2018. The actual evaluation will commence on November 1, 2018. A kick-off meeting will take place at the end of November / beginning of December 2018. The first version of the evaluation report will be handed in by mid-March 2019. Change workshops will take place at the end of March / beginning of April 2019. The evaluation report will be finalized until the end of April 2019.

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