

Call for Proposals

Evaluation of the DW Akademie project in the Palestinian Territories, including regional component for Jordan, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ)

DW Akademie is calling for proposals for the evaluation of its project in the Palestinian Territories, including regional component for Jordan, funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). Due to the special conditions caused by the Corona pandemic, the evaluation will be conducted either remotely or with a data collection phase in the project country. The decision on this will be taken together with DW security management, the project team and the assigned evaluators. DW Akademie invites interested and qualified persons to submit proposals.

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 approximately 50 developing countries and emerging economies.

We believe that independent media and responsible journalism are essential worldwide. Given Germany's history, we believe that people should be able to freely express their views and have access to independent sources of information. We consider this to be an important prerequisite for peace and democracy.

We support the development of independent, transparent media systems, quality journalism and media expertise. We help rebuild media in post-crisis and post-conflict environments and contribute internationally to the professional training of media workers. We respect the cultural identity of our partners and work closely together in designing our projects. It is important for us that these projects are always practice-oriented, interactive and innovative. We consider our work to be successful when our partners seek change and are able to follow through with reforms. Human rights are the basis of our work.

Our strategies are aimed at structural and sustainable changes to support and enhance free, independent and plural media landscapes. For this, four 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.

In Middle East/North Africa, DW Akademie and its partners are implementing BMZ projects in Lebanon, Morocco, Palestinian Territories including regional component for Jordan and Tunisia.

2. The BMZ Project

a) Context and project summary

DW Akademie's project in the Palestinian territories including regional component for Jordan is implemented over a three-year period and will end in December 2022. 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.

Youth in the MENA region benefit from digital change. On the one hand, social media offer new perspectives even across territorial borders. On the other hand, new risks arise: Regional security services increasingly control the digital space. Privacy and data protection are at great risk, especially in the case of young citizens. Careless behavior can have negative consequences in real life. Women, in particular, are increasingly exposed to digital violence and cyber extortion. DW Akademie supports civil society organizations in strengthening Media and Information Literacy (MIL) with a focus on digital security, privacy and the fight against gender-based violence in the West Bank and Gaza. In Jordan, DW Akademie is supporting national stakeholders in integrating MIL into Jordan's formal and informal educational system.

b) Project aims

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

The expected outcome of the country project in the Palestinian Territories including regional component for Jordan is as follows:

“Young people - especially young women in the Palestinian Territories and also refugees in Jordan - use and produce media sovereignly and equally.“

As part of the Middle East/North Africa regional program, the country project contributes to a common overall regional objective (at impact level):

„Young men and especially women in the Middle East and North Africa, including refugees, empower themselves through greater freedom of expression and participation.“

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): impartiality and independence, credibility, usefulness, participation, feasibility, fairness, and accuracy.

The criteria guiding the evaluation are based on criteria developed by the OECD/DAC: Relevance, coherence, effectiveness, efficiency, impact and sustainability.

This evaluation will pay particular attention to impact and adaptive capacities of DW Akademie and its local partners. As a stand-alone part of the evaluation, a small research project should address the impact(s) of the project. The research project will serve to provide evidence for the medium- and long-term effects of the country project in the Palestinian Territories (especially in the field of MIL; see section 5 for details on the size of the study). At the kick-off meeting, the project team and the evaluators will decide upon the research questions and the prospective project activities to be focused on in the study.

The focus of the evaluation is on shared learning for future project work.

4. Evaluation process

All received proposals will be judged according to an internal set of criteria. Based on this appraisal, one evaluator will be chosen for each project. Following the clarification of the contract, DW Akademie will provide contractors with detailed project information. In a kick-off workshop with the project team, the exact procedure and focus of the evaluation are determined. This also includes deciding on how the evaluator will receive local support to conduct interviews - remotely or in person. Evaluators are supported during the data collection phase, either by DW Akademie staff or by experts based in the project region as co-evaluators.

On the basis of this information, the evaluator will produce an Inception Report.

The decision whether travel to or within the project country and personal interviews can take place on site will depend on the assessment of DW security management, the project team and the assigned evaluator by the end of 2021. If the pandemic and general security situation allow, an evaluation trip of approximately 5-7 working days may be conducted for further data collection in the field. The trip will be planned in cooperation with DW Akademie and independently conducted by the evaluators. DW Akademie will take care of travel arrangements and reimburse the travel expenses. Per diems will not be paid.

If travel to or within the project country and in-person interviews cannot take place due to the pandemic and/or general security situation, the evaluation must be conducted remotely.

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.

5. Deliverables

The following services are to be rendered on assignment:

- Participation in the following workshops (to be carried out online or in person):
Kick-off Workshop with project team; Change Workshop with project team.
- Inception report (max. five pages).
- Preparation and execution of the interviews - online and/or on site.
- Raw data (transcripts, notes/minutes and/or data sets of the study).
- Powerpoint presentation for the findings of the accompanying study on impact.
- Final evaluation report of approx. 25 pages (plus appendix) in German or English. The chapter on impact should contain a 5- to 7-page summary of the results of the accompanying study. Additionally, an executive summary in German and English, consisting of two to three pages should be handed in, 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 guidelines, data sets etc. and a precise list of the activities carried out for the evaluation.

DW Akademie will be responsible for the proof-reading of the executive summaries in English, which will be 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. They should have proficient knowledge in information and data collection and analysis, as well as excellent analytical skills. Experience in media education / Media and Information Literacy, the media sector and in international development cooperation / media development, as well as relevant in-country and regional expertise, will be preferred, as will be experience with remote evaluations. Applications from lead evaluators based in the project region are encouraged. Please note that the project documentation is mainly in German.

Proposals from co-evaluators who wish to provide technical support for the work of a lead evaluator in the data collection phase — as well as proposals of evaluator tandems — are possible. Co-evaluators should also have expertise in the development or media development field. Apart from technical support, they are primarily expected to also provide their expertise and actively participate in the discussions.

b) Proposal format

Interested applicants should outline a coherent proposal for the design of the evaluation—both for a remote evaluation as well as for an evaluation with the possibility of personal interviews on site. The proposal should explain the extent to which the OECD/DAC criteria will be applied in the project context. This proposal is mainly intended to assess the competence and motivation of candidates and will not automatically be used as a basis for the upcoming evaluation. The final methodology and procedure will be discussed and agreed between the contracted evaluator and DW Akademie at the beginning of the contract period.

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 exact documents to be submitted are listed below (6 c).

There is no claim to conclusion of the contract.

c) Documents

The following documents should be included in the proposal:

1. Cover letter, detailing the motivation and eligibility of the applicant for the specific evaluation;
2. CV documenting relevant experience as detailed above, including contact details of two referees;
3. Proposal for a possible evaluation design, including a draft time schedule and a financial offer including the accompanying research project (max. 6 pages), also indicating the honorarium for a total of 32 working days (without travel).
4. Proposals from co-evaluators should include a cover letter, CV (see points 1 and 2), and a fee proposal for a total of 15 days' work.

7. Timetable, working days and deadlines

The deadline for all proposals is **September 19, 2021**.

- The evaluators will be selected by **October 6, 2021**.
- The actual evaluation assignment begins on **November 2, 2021**.
A total of 32 working days are planned. If travel is possible, the number of working days will be increased accordingly by arrangement.
Co-evaluators will be contracted for a total of 15 days.
- The **Kick-Off Workshop will** take place between **mid-November and mid-December 2021**.
- The **data collection phase** is scheduled for **February 2022**.
- The first version of the evaluation report should be available by **early March 2022**.
- The **Change Workshop** is scheduled for **March 2022**;
- the **final version of the evaluation report** should be handed in by **mid-April 2022** at the latest.

Evaluation proposals should be submitted in electronic form only to Nadine Jurrat (nadine.jurrat@dw.com), with Anja Weber (anja.weber@dw.com) and Andrea Gellert (andrea.gellert@dw.com) in cc.

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