

Call for Proposals

Evaluation Study DW Akademie's "Documentary film screenings to promote social dialogue" in selected African countries funded by the German Federal Ministry for Economic Cooperation and Development (BMZ)

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Evaluation Study for DW Akademie's project

DW Akademie is calling for proposals for an evaluation study on its project "Documentary film screenings to promote social dialogue" (part of the freedom of expression and media development Film Industry program) funded by the German Federal Ministry for Economic Cooperation and Development (BMZ). The aim of the study is to find out to what extent film can contribute to a constructive dialogue in local communities. DW Akademie invites interested and qualified persons/research teams, including evaluators with empirical experience, to submit proposals.

Tender information

Title: Research consultant/research team for study

Type of contract: service contract

Start Date: September 2024

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

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.

2. Film Industries Project "STEPS - impact screenings"

a) Context and project summary: "Documentary film screenings to promote social dialogue" (Freedom of expression and media development Film Industry program).

DW Akademie's project „Film Industries" is a tailor-made ongoing program to empower filmmakers and meet their needs in selected African countries and in Colombia, Latin America. Directors, (impact) producers, screenwriters, animation artists and mentors are given easier access to training, funding, cooperation, and professional networks. The filmmakers can use their potential and share their voice through film.

DW Akademie project partner STEPS (Social Transformation & Empowerment Projects) is a Cape Town based non-profit media company that works in the documentary space in Africa and connects filmmakers, broadcasters, funders, and community-based organizations through the power of documentary film. In the framework of the project Generation Africa supported by DW Akademie, 25 films on the topic of migration were produced in 16 African countries. These films are used in constructive dialogue events and presented and discussed with the audience from local

communities. These viewers are often excluded from civil society due to language and social barriers. The screenings thus stimulate dialogue.

b) Project aims and study focus

The aim of the project is to create and promote dialogue in communities through documentary film, stimulating a shift in perception of individuals or groups.

The expected outcome of the impact screenings of STEPS' project is as follows:

- To create a safe space for the audience members and leaders/stakeholders of local communities in selected African countries to talk about the different issues associated with migration in the films.
- To get to know the different viewpoints of diverse actors and to engage in constructive dialogue about the topic of the film.
- Empower people to tell their own stories and look for collective local solutions for the issues affecting their communities.

The project contributes to a common overall objective (at the impact level): Empower people to make independent decisions based on constructive dialogue.

The evaluation questions of the study are:

- To what extent are film screenings in local communities an effective means of stimulating constructive dialogue?
- What factors support or hinder the effectiveness of film screenings in local communities?
- To what extent are members of the audience motivated and interested in participating in the screenings?
- What are specific qualities of the moderated discussions that followed the film screenings?
- To what extent did previous impact screenings (screening reports/impact study Zimbabwe) yield long-term results and continuous engagement (sustainability)?
- What effect has the program “impact community screenings” had for the filmmakers and impact producers involved?

The evaluator/evaluation team will be asked to take part in film screenings and engage with stakeholders and audience members in up to three countries (tbd) to observe the impact and quality of dialogue screenings in the local communities.

3. Principles and criteria of the evaluation study

The principles underlying the forthcoming evaluation study are laid out by the ICC/ESOMAR Code of Practice (see here: <https://esomar.org/uploads/attachments/ckqtawvjq00uukdtrhst5sk9u-icesomar-international-code-english.pdf>)

The focus of the research project will serve to provide evidence of the impact and quality of dialogue screenings in local communities. The study will serve to enable learning for future dialogue screenings.

4. Research (process)

All proposals received will be judged according to an internal set of criteria. Based on this appraisal, a researcher or a research team will be chosen for each project. Following contract clarification, DW Akademie will provide the contractors with detailed project information. In a kick-off workshop with the project team, the exact procedures and focus of the study are determined. This also includes deciding on how the researcher(s) will conduct the empirical research within the established budget. DW Akademie Film Industry Team and its partner organisations will provide necessary assistance and planning information regarding the projects activities in order to ensure access to communities, etc.

Based on this information, the researcher will produce an inception report detailing the research questions, interview partners, methodology and timetable (a template will be provided).

Overview of impact screenings in 2024

In the period of August – December impact screenings will take place in:

- Zimbabwe: Documentary about remittances
- Malawi: Children left behind when parents migrate.
- Gambia: Repatriation process of immigrants in the Gambia

At least two of the mentioned countries should be considered in the research and at least 2-3 screenings should be attended in person by the researcher, and more screenings could be observed by coordinated local support.

- In-depth and/or focus groups interviews with:
 1. NGO's representatives (SASO/SMOT) (responsible for the organization of the dialogue screenings)
 2. Facilitators of post screening dialogues
 3. Impact producers or directors of the films screened (where relevant)
 4. Impact coordinators STEPS
 5. Audience - community members and stakeholders
- Document Analysis qualitative/quantitative: (impact screenings reports, impact case studies, chats WhatsApp group, etc.)
- Standardized questionnaires: pre- and or post-film

The applicant should submit a proposal which will be discussed and can be modified in a kick-off workshop (hybrid).

At the end of the study, the researcher(s) deliver(s) an independently written report, which will be the subject of discussion with the project team at the results workshop. The result workshop also serves to discuss the conclusions and recommendations of the study.

5. Deliverables

The following deliverables are to be rendered on assignment:

- Kick-off workshop with the DW Akademie project team (including a presentation)
- Inception report (max. five pages, plus appendix).
- Empirical instruments (such as interview guides and questionnaires).

- Preparation and execution of empirical data collection - online or on site.
- Raw data (transcripts, notes/minutes and/or data sets of the study).
- PowerPoint presentation for the findings of the impact study.
- Final impact study report of 15-20 pages (plus appendix) in English. Additionally, an executive summary in English [4-6 pages total] should be handed in, as well as an appendix containing additional information that is important for the understanding of the study results. This includes research tools such as questionnaires, interview guides, data sets etc. and a precise list of the activities carried out for the study.
- Participation in a results workshop during which the impact study will be presented and discussed with the same participants invited to the kick-off workshop.

6. Application Requirements

a) Applicants' profile

Applicants should have experience in designing and carrying out empirical research in the field of international development or mass media. They should have proficient knowledge in information and data collection and analysis, as well as excellent analytical skills. Experience in international development and media practice. Film industry's knowledge as well as relevant regional expertise will be preferred. Applications from individual researchers or research teams including a member based in the project region are encouraged. The main language is English. The applicant, or - if a team applies - at least one of the applicants, should have extensive knowledge of the country applied for, including language skills. Ideally, one of the applicants should be based in the country itself.

b) Format of the proposal

Interested applicants should outline a coherent proposal for the design of the study — with remote, hybrid and field work on site. 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 study. The final methodology and procedure will be discussed and agreed between the contracted researcher(s) and DW Akademie at the beginning of the contract period.

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

Submitting a proposal does not constitute an entitlement to the conclusion of a contract.

c) Documents

The following documents should be included in the proposal:

- Cover letter, detailing the motivation and suitability of the applicant(s) for the specific study
- CV(s), documenting relevant experience as detailed above, including contact details for two references.
- Proposal for a possible study design, including a draft time schedule and a budget quote, also indicating the honorarium for the entire team and the number of working days that are anticipated to conclude the study.

7. Timetable, Deadlines and Budget

- Deadline for all proposals: **July 25, 2024**
- Researchers will be selected by **mid-August 2024**.
- Our budget for the study is **18,000 Euros** net, including any travel expenses. This amount should not be exceeded.
- Study contract begins in **September 2024**.
- Kick-off workshop: **mid-September 2024**
- **Data collection** is scheduled for **October - December 2024**.
- **Draft study report** should be available by **end of January 2024**.
- **Results workshop** is scheduled for February **2024**.
- **Final version of the study** is due by the first half of **March 2024** at the latest.

Study proposals should be emailed to ute.hilgefert@dw.com with maria.roman-gomez@dw.com cc'd.
Only electronic formats will be accepted.