



EU Project “Strengthening Malaysia’s Media For Change” (2020-2025)

CSO-LA/2019/410-655

TERMS OF REFERENCE - FINAL EXTERNAL EVALUATION

The International Federation of Journalists Asia-Pacific (IFJ AP) is calling for Expressions of Interest (EoI) from independent experts to conduct the final evaluation of the EU-funded project “Strengthening Malaysia’s Media For Change Project” (CSO-LA/2019/410-655). The following outlines the Terms of Reference (ToR) for the evaluation.

Project Information:

Title: “Strengthening Malaysia’s Media For Change Project

Duration: 2020 to 2025

Location: Malaysia

Total Budget: EUR 666,667.00

Project Partners:

1. International Federation of Journalists (IFJ): The IFJ is the world's largest organisation of journalists, represents 600,000 media professionals from 187 trade unions and associations in more than 140 countries. Established in 1926, the IFJ is the organisation that speaks for journalists within the United Nations system and within the international trade union movement.
2. National Union of Journalists (NUJ) Malaysia (co-applicant): The NUJ Malaysia was formed on August 30, 1962. It is the only organisation of working journalists in the country representing the industrial, social and welfare interest of journalists.

Background:

After decades of ever-tightening controls and ongoing violation of free speech under Malaysia’s ruling Barisan Nasional (BN) government, the election of the Pakatan Harapan coalition in 2018 signalled real prospect for positive change. The overthrow of Najib Abdul Razak was celebrated across Malaysia and the world as a blow to growing authoritarianism in Southeast Asia. Under BN, Malaysia’s mainstream media endured control by regime cronies and repressive laws, while government registration of publications severely restricted diversity and alternative voices. Major media erred on the side of caution or served as the mouthpieces of political owners for survival, while alternative and online media was all but quashed. In 2018, Malaysia sat at position 150 out of 180 countries in the World Press Freedom Index (Reporters Without Borders), falling from 98 in 2006. Malaysia also ranked 62 among 180 countries in the Corruption Perceptions Index (CPI) 2017 with a score of 47 out of 100. Behind this backdrop the project was designed to strengthen the capacity of media civil society organisations to instigate and lead sustainable change development in Malaysia. Through capacity building of journalist unions and CSOs, the project was aimed to strengthen organisations internally through institutional reform and externally through the creation of solidarity partnerships and alliances. The five-year action supported journalists and media organisations to take a strategic role in promoting and advancing a strong, independent and diverse media in Malaysia.



Overall Objective:

To strengthen the capacity of media civil society organisations to instigate and lead sustainable development in Malaysia.

Specific Objectives:

To support media CSOs, journalists and media organisations to take a strategic role in promoting and advancing a strong, independent and diverse media.

Estimated Results:

Output 1. Stronger media CSOs with a capacity to monitor media, defend and advocate on media issues, and lead legislative and institutional reform.

Output 2. A skilled and diverse media community with improved capacity to develop quality, sustainable journalism and organise on critical professional issues.

Target Groups:

Journalist union leaders, activists and members Journalists in traditional, digitalized media, mainstream and alternative media Women journalists; minority & community media Media organisations

Final Beneficiaries:

The general public, media consumers, civil society, law and policy makers.

Activities:

- 1.1 Assessment of reporting standards and trust in the media;
- 1.2 Capacity building of journalist unions and CSOs;
- 1.3 National consultations on establishing a media council;
- 1.4 Establishment of media reform network;
- 1.5 Develop digital code of conduct strategy;
- 1.6 Right to association strengthening and campaigning;
- 1.7 Media literacy and law reform outreach;
- 1.8 International media summit;
- 2.1 National media mapping and monitoring;
- 2.2 Training and strengthening for professional journalism;
- 2.3 Journalism campaigning;
- 2.4 Gender and diversity strengthening;
- 2.5 Journalism award and innovation program.

Evaluation Criteria and Methodology:

The purpose of the final external evaluation is to analyse whether and to what extent the overall objectives, specific objectives and estimated results of the project have been achieved.

The evaluation design must be based on a coherent and concise conceptual approach and the ToR.



The evaluation should refer to all [six DAC criteria](#) in conjunction with the OECD [Quality Standards for Development Evaluation](#), Principles for Evaluation of Development Assistance, and other applicable ethics standards and institutional guidelines:

1. Relevance: Is the intervention doing the right things?
2. Coherence: How well does the intervention fit?
3. Effectiveness: Is the intervention achieving its objectives?
4. Efficiency: How well are resources being used?
5. Impact: What difference does the intervention make?
6. Sustainability: Will the benefits last?

The consultant should collect all quantitative and qualitative data as outlined in the log frame. Data collection will be conducted remotely.

The final external evaluation should include a mix of methods such as desk research and interviews:

- Desk research: Systematic review of all project materials and documentation, project reports, activity reports, tools and other outputs, surveys etc.
- Interviews: Key informant interviews (KIIs) and focus group discussions with project partners, and representatives of target groups and final beneficiaries.

Deliverables:

1. Evaluation design will be presented during a kick-off meeting with project team, feedback will be incorporated in the inception report
2. Inception report (max. 5 pages) with details about conceptual approach, research questions, and final evaluation design.
3. Data collection and analysis (remotely and in-person)
4. Draft evaluation report will be presented to the project team and their feedback will be incorporated into the final report
5. Final evaluation report (maximum 20 to 30 pages) including table of contents, introduction, research questions and methodology, results of data analysis, discussion with lessons learned, best practices and key recommendations, annexes (list of informants, TOR, acronyms etc.), conclusion as well as an executive summary.

Timeline:

Launch of Call for EoI	11 December 2024
Application due date	12 January 2025
Selection of consultant	17 January 2025
Evaluation design and kick-off	27 January 2025
Inception report	3 February 2025
Data collection and analysis	February 2025
Draft report	28 February 2025
Final report	14 March 2025



Application Process and Selection Criteria:

EoI must consist of:

- Curriculum vitae
- Cover letter (1-page) outlining main motivation and suitability for this project evaluation
- 2 References incl. contact details
- Technical proposal (max. 5 pages) explaining the conceptual approach with reference to the ToR, relevant expertise, evaluation design (draft) and suggested timeline for the delivery of the evaluation
- Financial proposal in EUR incl. VAT specifying personnel costs (i.e., number of experts, workdays or hours and rates) per description of tasks, travel and other costs

Maximum Budget: EUR 6,400.00

Selection Criteria:

Applications will be assessed against the following specific criteria:

- Relevant experience in the field of international development, media and journalism, human rights and freedom of expression, and/or unions and labour rights movements
- Extensive experience with designing and conducting evaluations, preferably of EU-funded projects
- Knowledge of local context of Malaysia
- Quality of technical proposal and evaluation design
- Quality of financial proposal and price

Additional Information:

Interested experts can apply as individuals or teams.

The following documents can be shared upon request and must be treated confidentially:

- Full project proposal
- Concept note
- Log frame

Applications are due by **12 January 2025**, 11.59pm (GMT+11) and must be submitted by email to: Jane.Worthington@ifj-asia.org