

## REQUEST FOR QUOTATION - RFQ

**Description:** External evaluation of the project Building Trust in Media in South East Europe and Turkey – Phase 2

**Ref:** BRU-2022-22 (Please quote this UNESCO reference in all correspondence)

**Deadline:** 28 August 2022 (extended)

**Posting Date:** 21 June 2022

You are invited to submit your quotation offering your best prices and delivery conditions to UNESCO for goods and related services as described in the **Terms of Reference in annex II**.

Interested candidates should include the following in their proposal:

1. A technical proposal: including a proposed workplan and approach to undertake the assignment.

The technical proposal should in particular elaborate on the following aspects:

- The Firm/Entity's understanding of the task in relation to the objectives and requirements set out in ToR and a description of how a quality result will be ascertained,
- Description of a realistic work plan and approach with specific reference to key deliverables and priorities and repartition of tasks among team members,
- Description of the relevance and quality of previous samples of work in relation to the subject and requirements of the current ToRs.

2. Two examples of evaluation reports recently completed, if possible relevant to the subject of the evaluation.

The sample evaluation reports submitted will be assessed according to the following criteria:

- Relevance to the Evaluation to be undertaken,
- Substantive quality of writing sample,
- Coherence of arguments,
- Effectiveness of the presentation of the findings and conclusions.

3. Curriculum vitae of all team members and information about the firm/institutions.

4. Financial proposal in USD

The financial proposal must provide a detailed cost breakdown. Provide separate figures for each functional grouping or category. If the contractor is required to travel in order to perform the work described in the TOR, a lump sum must be included in the total amount or to be listed separately. No travel shall be reimbursed.

Your proposal should reach the following address [ao.brussels@unesco.org](mailto:ao.brussels@unesco.org) no later than **28 August 2022** (Midnight CET) with the mention "Proposal – External Evaluation – Ref-BRU-2022-22"

Offers addressed to any other email accounts will be disqualified. It should also be noted that all files together should not exceed 10 M per email.

Submissions will be acknowledged by email upon receipt, but ONLY selected applicant will receive further notification and correspondence.

**Reference Documents** (to be provided by UNESCO to the evaluator(s) during the inception phase

- The project document
- Project activity reports
- Information gained through interviews with partner/beneficiaries
- Communication material produced under the project
- Any related publication or resources that can help the evaluation
- UNESCO's website for the project: <https://en.unesco.org/trust-in-media-see>
- UNESCO CI website: <https://www.unesco.org/en/communication-information>

# ANNEX I: General Terms and Conditions for Goods and Related Services

## 1. ACCEPTANCE OF THE CONTRACT

This Contract may only be accepted by the Contractor's signing and returning an acknowledgement copy of it or by timely delivery of the goods in accordance with the terms of this Contract, as herein specified. Acceptance of this Contract shall effect a Contract between the Parties under which the rights and obligations of the Parties shall be governed solely by the terms and conditions of this Contract, including these General Conditions. No additional or inconsistent provisions proposed by the Contractor shall bind UNESCO unless agreed to in writing by its duly authorized official.

SOURCE OF INSTRUCTIONS

## 2. GOODS AND SERVICES DEFINED

Goods are hereinafter deemed to include, without limitation, equipment, spare parts, commodities, raw materials, components, intermediate products and products which the Contractor is required to supply under this Contract. Services are hereinafter deemed to include services ancillary to the supply of the goods including, without limitation, installation, training, transportation and such other obligations as required under this Order.

## 3. PAYMENT

UNESCO shall, on fulfillment of the Delivery Terms, unless otherwise provided in this Contract, make payment within 30 days of receipt of the Contractor's invoice for the goods and copies of the shipping documents specified in this Contract. Payment by UNESCO does not imply acceptance of goods nor of any related work or services under this Contract.

## 4. TAX EXEMPTION

Section 7 of the Convention on Privileges and Immunities of the Specialized Agencies provides, inter alia, that UNESCO and its subsidiary organs are exempt from all direct taxes and are exempt from customs duties in respect of articles imported or exported for its official use. Accordingly, the Contractor authorizes UNESCO to deduct from the Contractor's invoice any amount representing such taxes or duties charged to UNESCO by the Contractor. Payment of such adjusted amount shall constitute full payment by UNESCO. In the event any taxing authority refuses to recognize the UNESCO exemption from such taxes or duties, the Contractor shall immediately consult with UNESCO.

## 5. TRADE MARKS

Whenever an INCOTERM is used in this Contract it shall be interpreted in accordance with the INCOTERMS 2000.

## 6. EXPORT LICENSES

The Contractor shall obtain any export license(s) required for the goods.

## 7. INSPECTION AND ACCEPTANCE

All goods shall be subject to inspection and testing by UNESCO or its designated representative, to the extent practicable, at all times and places, including the period of manufacture and, in any event, prior to final acceptance by UNESCO. If any inspection or test is made on the premises of Contractor or its supplier, the Contractor, without additional charge, shall provide all reasonable facilities and assistance for the safety and convenience of the inspectors in the performance of their duties. All inspection and tests on the premises of the Contractor or its supplier shall be performed in such a manner as not to unduly delay or disrupt the ordinary business activities of the Contractor or supplier. Final acceptance or rejection of the goods shall be made as soon as practicable after delivery, but failure to inspect and accept or reject goods shall neither relieve Contractor from responsibility for non-conforming goods nor impose liabilities on UNESCO therefore. The Contractor shall provide and maintain an inspection, quality, and manufacturing process control system covering the goods which is acceptable to UNESCO. Records of all inspection work by Contractor shall be kept complete and made available to UNESCO during the performance pursuant to this Contract and for twenty four (24) months thereafter or for such other period as may be specified in this Contract. Copies of all material certifications and test results are to be submitted to UNESCO upon request.

## 8. FITNESS OF GOODS INCLUDING PACKAGE

Contractor warrants that the goods conform to the specifications and are fit for the purposes for which such goods are ordinarily used, as well as for purposes, in locations and under circumstances made known to the Contractor by UNESCO. Contractor warrants that the goods are new, of current manufacture and free from defects in design, workmanship and materials. The Contractor also warrants that the goods are securely contained, packaged and marked, taking into consideration and the mode(s) of shipment, in a manner so as to protect the goods during delivery to their ultimate destination. Unless a longer period is specified in this Contract, the Contractor warrants and certifies that it will repair or replace without expense to UNESCO or its clients any

goods or components which prove to be defective in design, material, or workmanship within a period of one (1) year from the date such goods are placed in use.

## 9. AFTER SALES SERVICE

The Contractor shall maintain or provide a service organization reasonably constituted to handle requests from UNESCO or its clients for technical assistance, maintenance, service, repairs and overhaul of the goods.

## 10. INDEMNIFICATION

The Contractor shall indemnify, hold and save harmless and defend at its own expenses UNESCO, its personnel and its clients from and against all suits, claims, demands, and liability of any nature or kind, including costs and expenses arising out of acts or omissions of the Contractor or its personnel or others responsible to the Contractor in the performance pursuant to this Contract.

## 11. PATENT INDEMNIFICATION

Contractor shall defend at its own expenses any suit or proceeding brought against UNESCO or its clients based on a claim that any goods or the normal use thereof furnished under this Contract constitute any infringement of any patent of any country, if notified promptly in writing and given authority, information and assistance (at Contractor's expenses) for the defense of same, and Contractor shall pay all damages and costs awarded therein against UNESCO or its clients. In case use of said goods or any part is enjoined, Contractor shall, at its own expense and at its option, either procure of UNESCO or its clients the right to continue using the goods, modify them so they become non-infringing or, with the approval of UNESCO, remove said goods and refund the purchase price, including transportation and installation costs.

## 12. FIRE AND EXTENDED COVERAGE INSURANCE

At all times prior to delivery, the Contractor shall effect and maintain continuous fire, hazard and extended coverage insurance upon any goods subject to this Contract in an amount equal to the sound insurable value of such goods and labour incorporated therein with loss payable to the Contractor and UNESCO as their interests may appear.

## 13. VARIATION IN QUANTITIES

The quantities specified in this Contract must not be exceeded or decreased without the prior written authorization of UNESCO.

## 14. CHANGES

UNESCO may at any time by written instruction make changes within the general scope of this Contract. If any such change causes an increase or decrease in the price of or the time required for performance pursuant to this Contract, an equitable adjustment shall be made in the Contract price, or delivery schedule, or both and the Contract shall be either amended or terminated and reissued accordingly. Any claim by the Contractor for adjustment under this paragraph must be asserted within thirty (30) days from the date of receipt by the Contractor of the notification of change; providing, however, that UNESCO may, at its sole discretion, receive and act upon any such claim asserted at any time prior to final payment under this Contract. Failure to agree to any adjustments shall be a controversy within the meaning of Clause 22. However, nothing in this Clause shall excuse the Contractor from proceeding with the Contract as changed. No modification of or change in the terms of this Contract shall be valid or enforceable against UNESCO unless it is in writing and signed by a duly authorized representative of UNESCO.

## 15. TERMINATION FOR CONVENIENCE

UNESCO may terminate this Contract, in whole or in part, upon notice to the Contractor. Upon receipt of notice of termination, the Contractor shall take immediate steps to bring the work and services to a close in a prompt and orderly manner, shall reduce expenses to a minimum and shall not undertake any forward commitment from the date of receipt of notice of termination. In the event of Termination for Convenience, no payment shall be due from UNESCO to the Contractor except for work and services satisfactorily performed prior to termination, for expenses necessary for the prompt and orderly termination of the work and for the cost of such necessary work as UNESCO may request the Contractor to complete. To the extent that the computation of such payment due from UNESCO may not make the Contractor whole in respect of termination under this provision, the Contractor may claim an equitable adjustment in accordance with the procedures for equitable adjustment referred to in Clause 14 above.

## 16. REMEDIES FOR DEFAULT

In case of failure by the Contractor to perform according to this Contract, including but not limited to failure to obtain necessary export licenses or to make delivery of all of the goods by the agreed delivery date, UNESCO may, after giving the Contractor reasonable notice to perform and without prejudice to any other rights or remedies, exercise one or more of the following rights: (1) procure all or part of the goods from

other sources, in which event UNESCO may hold the Contractor responsible for any excess costs occasioned thereby; (2) refuse to accept delivery of all or part of the goods; (3) terminate this Contract; (4) require Contractor to ship via premium means, at Contractor's expenses, to meet the delivery schedule; (5) impose liquidated damages.

#### 17. LIQUIDATED DAMAGES FOR DELAY

Subject to Clause 18, if the Contractor fails to deliver all or part of the goods or perform any of the services within the time period specified in the Contract, UNESCO may, without prejudice to any other rights and remedies, deduct from the total price stipulated in this Contract an amount of 0.35% of the price of such goods or unperformed services for each calendar day of delay until actual delivery, up to a maximum deduction of 10% of the contract price. Once the maximum is reached, the Purchaser may consider termination of the contract.

#### 18. FORCE MAJEURE

Notwithstanding the provisions of Clauses 16 and 17, the Contractor shall not be liable for default or liquidated damages, to the extent that its failure to perform its obligations under this Contract is the result of an event of Force Majeure. For purposes of this Contract, Force Majeure is defined as an event beyond the control of the Contractor; not involving the Contractor's fault or negligence and not foreseeable and includes acts of God, natural disasters, war (whether or not declared) and other events of a similar nature or force.

#### 19. SOURCE OF INSTRUCTION

The Contractor shall neither seek nor accept instructions from any authority external to UNESCO in connection with the performance pursuant to this Contract. The Contractor shall refrain from any action which may adversely affect UNESCO.

#### 20. OFFICIALS TO BENEFIT

The Contractor warrants that no official of UNESCO or any Government has received or will be offered by the Contractor any direct or indirect benefit of any kind, or any gift, payment or other consideration in connection with or arising from this Contract or the award thereof. The Contractor agrees that breach of this provision is breach of an essential term of this Contract.

#### 21. USE OF NAME EMBLEM OR OFFICIAL SEAL OF UNESCO

Unless authorized in writing, the Contractor shall not advertise or otherwise make public the fact that it is performing, or has performed, services for UNESCO or use the name (or any abbreviation thereof), emblem or official seal of UNESCO for advertising or for any other purpose.

#### 22. ASSIGNMENT AND INSOLVENCY

The Contractor shall not, except after obtaining the prior written approval of UNESCO, assign, transfer, pledge or make other disposition of this Contract or any part hereof or any of the Contractor's rights or obligations under this Contract. Should the Contractor become insolvent or should control of the Contractor change by the virtue of insolvency, UNESCO may, without prejudice to any other right or remedy, terminate this Contract by giving the Contractor written notice of such termination.

#### 23. CHILD LABOUR

The Contractor represents and warrants that neither it nor any of its affiliates is engaged in any practice inconsistent with the rights set forth in the Convention on the Rights of the Child, including Article 32 thereof, which, inter alia, requires that a child shall be protected from performing any work that is likely to be hazardous or to interfere with the child's education, or to be harmful to the child's health or physical, mental, spiritual, moral or social development. Any breach of this representation and warranty shall entitle UNESCO to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNESCO.

#### 24. MINES

The Contractor represents and warrants that neither it nor any of its affiliates is actively and directly engaged in patent activities, development, assembly, production, trade or manufacture of mines or in such activities in respect of components primarily utilized in the manufacture of Mines. The term "Mines" means those devices defined in Article 2, Paragraphs 1, 4 and 5 of Protocol II annexed to the Convention on Prohibitions and Restrictions on the Use of Certain Conventional Weapons Which May Be Deemed to Be Excessively Injurious or to Have Indiscriminate Effects of 1980. Any breach of this representation and warranty shall entitle UNESCO to terminate this Contract immediately upon notice to the Contractor, without any liability for termination charges or any other liability of any kind of UNESCO.

#### 25. ARBITRATION

Any controversy or claim arising out of or in connection with any provision of this Contract or any breach thereof, shall, unless it is settled by direct negotiation, be settled in accordance with the UNCITRAL Arbitration Rules in force at the date of this Contract.

UNESCO and the Contractor shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy or claim.

#### 26. CONCILIATION

Where, in the course of such direct negotiation referred to in Clause 25 above, the parties wish to seek an amicable settlement of such dispute, controversy or claim by conciliation, the conciliation shall be bound by any arbitration award rendered as a result of such arbitration as the final adjudication of any such controversy or claim.

#### 27. PRIVILEGES AND IMMUNITIES

Nothing in or relating to this Contract shall be deemed a waiver of any of the privileges and immunities of UNESCO.

#### 28. SECURITY

The responsibility for the safety and security of the Contractor and its personnel and property, and of UNESCO property in the Contractor's custody, rests with the Contractor.

The Contractor shall:

- (a) put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the services are being provided;
- (b) assume all risks and liabilities related to the Contractor's security, and the full implementation of the security plan.

UNESCO reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of this contract. Notwithstanding the foregoing, the Contractor shall remain solely responsible for the security of its personnel and for UNESCO property in its custody as set forth in condition 28 above.

#### 29. ANTI-TERRORISM

The Contractor agrees to undertake all reasonable efforts to ensure that none of the UNESCO funds received under this Contract are used to provide support to individuals or entities associated with terrorism and that the recipients of any amounts provided by UNESCO hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999). The list can be accessed via: <https://www.un.org/sc/suborg/en/sanctions/un-sc-consolidated-list>.

This provision must be included in all sub-contracts or sub-agreements entered into under the Contract.

#### 30. AUDITS AND INVESTIGATIONS:

Each invoice paid by UNESCO shall be subject to a post-payment audit by auditors, whether internal or external, of UNESCO or by other authorized and qualified agents of UNESCO at any time during the term of the Contract and for a period of three (3) years following the expiration or prior termination of the Contract.

UNESCO may conduct investigations relating to any aspect of the Contract or the award thereof, the obligations performed under the Contract, and the operations of the Contractor generally relating to performance of the Contract at any time during the term of the Contract and for a period of three (3) years following the expiration or prior termination of the Contract.

The Contractor shall provide its full and timely cooperation with any such post payment audits or investigations. Such cooperation shall include, but shall not be limited to, the Contractor's obligation to make available its personnel and any relevant documentation for such purposes at reasonable times and on reasonable conditions and to grant to UNESCO access to the Contractor's premises at reasonable times and on reasonable conditions in connection with such access to the Contractor's personnel and relevant documentation. The Contractor shall require its agents, including, but not limited to, the Contractor's attorneys, accountants or other advisers, to reasonably cooperate with any post-payment audits or investigations carried out by UNESCO hereunder.

UNESCO shall be entitled to a refund from the Contractor for any amounts shown by audits or investigations to have been paid by UNESCO other than in accordance with the terms and conditions of the Contract.

#### 31. PROTECTION FROM SEXUAL EXPLOITATION AND SEXUAL ABUSE

Definitions. For purposes of the Contract, "sexual exploitation" means any actual or attempted abuse of a position of vulnerability, differential power, or trust, for sexual purposes, including, but not limited to, profiting monetarily, socially or politically from the sexual exploitation of another; "sexual abuse" means the actual or threatened physical intrusion of a sexual nature, whether by force or under unequal or coercive conditions. Sexual exploitation and abuse are strictly prohibited. The Contractor, its employees, agents or any other persons engaged by the Contractor to perform any services under the Contract, shall not engage in any sexual exploitation and abuse. The Contractor acknowledges and agrees that UNESCO will apply a policy of "zero tolerance" with regard to sexual exploitation and abuse of anyone by the Contractor, its employees, agents or any other persons engaged by the Contractor to perform any services under the Contract.

Without prejudice to the generality of the foregoing:

(a) Sexual activity with a child (any person less than eighteen years of age), regardless of any laws relating to the age of majority or to consent, shall constitute the sexual exploitation and abuse of such person. Mistaken belief in the age of a child shall not constitute a defense under the Agreement.

(b) The exchange or promise of exchange of any money, employment, goods, services, or other thing of value, for sex, including sexual favors or sexual activities, shall constitute sexual exploitation and abuse

(c) The Contractor acknowledges and agrees that sexual relationships between the Contractor's employees, agents or other persons engaged by the Contractor and beneficiaries of assistance, since they are based on inherently unequal power dynamics, undermine the credibility and integrity of the work of UNESCO and are strongly discouraged.

**Reporting of allegations to UNESCO.** The Contractor shall report allegations of sexual exploitation and abuse, of which the Contractor has been informed or has otherwise become aware, promptly to UNESCO, in line with its established reporting mechanism. To the extent legally possible, the Contractor will require its employees, agents or any other persons engaged by the Contractor to perform any services under the Contract, to report allegations of sexual exploitation and abuse arising in relation to the Contract directly to UNESCO.

This provision must be included in all sub-contracts or sub-agreements entered into under the Contract.

### **32. UNITED NATIONS SUPPLIER CODE OF CONDUCT**

The Contractor acknowledges that the UN Supplier Code of Conduct (available from <https://www.un.org/Depts/ptd/about-us/un-supplier-code-conduct>) provides the minimum standards expected of the UN Suppliers.

## Annex II - Terms of Reference (TOR)

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### 1. Background

UNESCO promotes freedom of expression and press freedom as basic human rights through various activities. It also fosters media independence and pluralism and the building of inclusive knowledge societies underpinned by universal access to information and the innovative use of digital technologies through capacity-building, policy advice, international cooperation, monitoring and foresight in the fields of freedom of expression, access to information, and digital transformation.

As the UN agency with a specific mandate to foster freedom of expression and its corollaries, press freedom and freedom of information, UNESCO continues to implement projects and activities targeting countries and regions in conflict or in transition. Among these are the projects and activities funded under regular budget and other implemented with the funding from a number of donors (extra budgetary).

Among the extra budgetary projects implemented by UNESCO, there is Building Trust in Media in South East Europe and Turkey – Phase 2 (funded by the European Union – Directorate-General for European Neighbourhood Policy and Enlargement Negotiations (DG NEAR) for the amount of EUR 2 million).

The project was launched in November 2019 in the context of a rapid digital transformation and the thriving of information chaos characterized by a decline in the commitment of professional journalistic standards, the thriving of disinformation, and a clear decline in the civil society's trust in media. It represents a continuation of efforts in the region and builds on previous cooperation between the EU and UNESCO, benefiting from the experiences and lessons learned gained within the projects "Building Trust in Media in South East Europe and Turkey – Phase 1" (completed in 2019), "Media Accountability in South East Europe" (2013 - 2015), and "Alignment to International Standards in the Media Sector of South East European countries" (2009 - 2011).

The overall objective of the project is to strengthen freedom of expression and free, independent, and pluralistic media while empowering citizens, particularly the youth of the region, to critically engage with the information they encounter through media, notably social media. In pursuit of this objective the project envisages activities to be implemented on three levels to achieve the following outcomes: 1) Youth MIL skills enhanced through the introduction of MIL in formal and non-formal educational systems; 2) Improved capacities of media outlets and young reporters to counter disinformation and misinformation; 3) Strengthened media accountability towards users thanks to sustainable self-regulation mechanisms.

The project includes 7 outputs: 1) Technical assistance provided to local duty-bearers and teachers for MIL introduction in education systems of Albania and BiH, 2) Institutional capacities of local duty-bearers on MIL mapped in Montenegro and North Macedonia and examples of MIL piloting in Bosnia and Herzegovina and Albania shared at regional level, 3) Capacities of youth development agencies and organizations enhanced to provide MIL for civic engagement in all project beneficiaries, 4) Selected independent media outlets are empowered with knowledge and skills of digital age, 5) Improved governance of selected media outlets through commitment to new transparency mechanisms, 6) Capacities of young reporters enhanced to address online disinformation, and 7) Capacities and sustainability of press and media councils reinforced to strengthen quality journalism and address disinformation in the digital age.

#### **Target countries and main beneficiaries:**

The project has a regional scope, and it covers the following project beneficiaries: Albania, Bosnia and Herzegovina, the Republic of North Macedonia, Montenegro, Serbia, and Turkey, as well as Kosovo\* (under the UN Security Council Resolution 1244). The areas where this action's activities are implemented are

considered to be most vulnerable to disinformation in a context of rapid transformation of the media landscape and significant shifts in media consumption patterns.

The main beneficiaries of the project are educational and youth authorities/agencies, teachers' training institutions, teachers, youth organisations, media self-regulation mechanisms operating in the region, notably the press and media councils, media CSOs and trade unions, media professionals, and young journalists or journalism students, key civil society actors, and the youth and the public at large in the target project beneficiaries.

The project's implementation period is 3 years, from 05/11/2019 to 05/11/2022, with a possible 3-month extension until 05/02/2023 to be confirmed in the upcoming weeks and a budget of EUR 2 million.

### **Justification:**

The project is currently set to end on 5 November 2022 but may be extended until 05 February 2023. As part of the project's monitoring, reporting, and evaluation mechanisms, a joint external evaluation should be conducted at the end of the project implementation.

## **2. Purpose of the Evaluation**

As a part of the project's monitoring, reporting, and evaluation, and as agreed with the donor, UNESCO is required to present the European Union – Directorate-General for European Neighbourhood Policy and Enlargement Negotiations (DG NEAR) with an external evaluation undertaken by an entity or individual external to UNESCO and the donor.

This evaluation should be conducted in accordance with UNESCO evaluation procedures, assessing the relevance, efficiency, effectiveness, impact of the action. It should examine progress made towards achieving the expected results, lessons learned and present recommendations regarding the project's design and delivery, as well as on potential follow-up actions.

The primary purpose of the evaluation is to assess the performance and results (activities, outputs, outcomes) of the project. The evaluation should also assess the quality of the main outputs and outcomes. It should review the project's performance with respect to the agreed objectives of the project document focusing on the results and objectives while assessing the ability of the action to address the vulnerability to disinformation in the region, the need to increase the critical thinking skills of citizens, in particular youth, and the decline in professional standards and the thriving of information chaos creating distrust in the media and institutions. The evaluation should also assess the sustainability of interventions and gender equality and the ability to synergize actions with other stakeholders and projects/programmes, as relevant.

The findings of the evaluation will be used by UNESCO and the donor to assess the achievement of the project results and furthermore to:

- Enhance the relevance, efficiency and effectiveness, impact and sustainability (where relevant) of similar actions as well as shape the features of follow-up projects;
- Demonstrate the project's achievements and challenges, as well as identify lessons learnt, best practices, and areas still to be covered;
- Define the project's evolution to secure sustainability after activities end;
- Define the possible roles of UNESCO and the donor for future action in related areas of intervention.

### 3. Scope of the Evaluation

The evaluation will adopt a retrospective (summative) and forward-looking perspective with action-oriented recommendations to inform future endeavors formulated on the basis of substantive findings. The evaluation will focus on key dimensions of project performance, namely the standard evaluation criteria of relevance, efficiency, effectiveness, impact, and sustainability. Additional dimensions include complementarities/synergies of the project with other relevant UNESCO activities<sup>1</sup>.

#### Evaluation Questions

The evaluation questions should be structured around the aforementioned dimensions. The evaluation questions below are indicative only and need to be taking into account the exceptional period due to the coronavirus-related disruptions. The evaluation questions will be subsequently refined in the inception phase and validated in consultation with UNESCO.

Relevance:

- How are the project objectives addressing identified needs of the target group(s)?
- How do the activities address the problems identified?
- Is the project consistent with the 40 C/5 Major Programme V's Main Line of Action I, Sustainable Development Goals and other international development goals?
- How did the project take into account and contribute to UNESCO's Global Priority Gender Equality?
- To what extent has the project adapted and developed interventions consistent with the pressing matters rapidly evolving surrounding the Covid-19 crisis, both with regards to the short-term and medium-term?
- How does UNESCO have a comparative advantage in designing and implementing this project?

Efficiency:

- What measures have been taken during planning and implementation to ensure that resources are efficiently used?
- Have the outputs been delivered in a timely manner, to address evolving needs of the media community and the broader public, in consideration of the emerging needs of the Covid-19 pandemic?
- Could the activities and outputs have been delivered with fewer resources without reducing their quality and quantity?
- Is the project cost-effective? Could more activities and outputs have been delivered with the same resources?
- Have UNESCO's organizational structure, managerial support and coordination mechanisms effectively supported their delivery?

Effectiveness:

- What has been the progress made towards the achievement of the expected outcomes and expected results (bearing in mind the challenges to measure achievement of the outcomes in the short-term)?
- How has the project changed the attitudes, perceptions, and behaviors of the beneficiaries, including journalists and other stakeholders? What materials from the project had been used/consulted the most and have had the best feedback from the participants?
- What are the reasons for the achievement or non-achievement? What are the contributing and/or hindering factors to the effectiveness of the action?
- To what extent have the beneficiaries been satisfied with the results?

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<sup>1</sup> In particular, the activities referenced in the Background section.



- Will the project leave the beneficiaries better equipped or more resilient to continue addressing the critical thinking needs of citizens, the disinformation and the decline of trust in media?
- To which of the five functions of UNESCO (laboratory of ideas, standard-setter, clearing house, capacity-builder in Member States, catalyst for international cooperation) has the project been contributing?
- Does the project have effective monitoring mechanisms in place?
- Has UNESCO liaised closely with partner organisations to address the emerging gaps and needs, share resources and expertise to mitigate the impact and build resilience against disinformation?

#### Impact:

- What are the intended and unintended, positive and negative, long-term effects of the project?
- To what extent can the changes that have occurred as a result of the project be identified and measured?
- Has the project led to (and shows potential of leading to) enhanced critical thinking skills of people, notably youth, and increased capacity of journalism to address disinformation and abide by professional standards of journalism?
- To what extent can the identified changes be attributed to the project?

#### Sustainability:

- What is the likelihood that the benefits from the project will be maintained among the beneficiaries following the completion of the project?
- Is the project supported by local institutions and well-integrated with local social and cultural conditions?
- Are requirements of local ownership satisfied? Are relevant stakeholders in the countries involved committed to enhancing the Media and Information Literacy (MIL) of citizens, in particular youth, and capacities of journalists to address disinformation?
- Are relevant local duty-bearers and institutions characterized by good governance?
- Do obstacles acting against increasing MIL skills of people and mitigating online disinformation still exist?
- Do partners have the financial capacity to maintain the benefits from the project?
- Are there any other local factors that significantly challenge the medium and long-term maintenance of the project results?

### **4. Evaluation Methodology**

The evaluator(s) are expected to elaborate an appropriate methodology in their technical proposal that can be implemented in two months with the possibility to refine and finalize the questions in the inception phase. The suggested evaluation methodology includes the following elements:

- Analysis of the relevant trends in the areas of project implementation, including related to the MIL skills of citizens, especially youth, resilience to disinformation of broader population, but mainly journalists and media actors at large, the abidance by ethical standards of journalism, labour rights of journalists, transparency and ethical principles of the media outlets, among others);
- Desk study of all pertinent documents including the previous review reports, the project website, communication materials produced under the project, meeting minutes and other documents that were published or gathered in the context of the project;
- Meetings and key informant interviews with key stakeholders (such as partners and beneficiaries involved in the project/activities) as well as possible other sources of relevant information;
- Online surveys, where relevant;

- Interviews with UNESCO staff and project stakeholders in the project beneficiaries for the purpose of enriching the final report's analysis of project performance, in particular the achievement of results.

Additional information:

The evaluation can be conducted via a variety of tools, including surveys or any other relevant method to evaluate the project activities and talk to UNESCO focal points, stakeholders, partners, and beneficiaries in each country. UNESCO will provide the contractor with details about the project/activities and a suggested list of partners, beneficiaries, etc. with contact details. Most of the partners/beneficiaries speak English so there is likely to be no need to conduct interviews in other languages.

## 5. Roles and Responsibilities

The contractor is expected to provide UNESCO with a comprehensive evaluation report of no more than 30 pages without annexes covering the entire period of implementation. The evaluator (evaluation team) will be responsible for logistics: office space, administrative and secretarial support, telecommunications, printing of documentation, and logistics for fieldwork, etc. The evaluator is also responsible for the dissemination of all methodological tools, such as surveys, and providing the deliverables outlined below.

The UNESCO Offices in Sarajevo and in Brussels should facilitate the evaluation process to the extent possible by providing access to relevant information such as monitoring data, project progress reports and contract information, such as email addresses of relevant stakeholders and networks to be consulted during the evaluation. The donor and the implementing partners might be requested to provide planning documents, mission reports, or other relevant documents bearing in mind some restrictions due to confidentiality. If needed, one travel to Sarajevo Antenna Office (maximum 3 days) and one to Brussels Liaison Office (maximum 2 days) could be envisaged to meet with the project team. Both offices will be able to provide on-site support to the evaluation team.

The Evaluation Reference Group will be composed by the Head of the UNESCO Antenna in Sarajevo, the project officer, and the consultants working on the project.

UNESCO's Internal Oversight Service (IOS) was consulted on these terms of reference and will provide technical backstopping and advisory support to the UNESCO sector and evaluator, as needed. This shall include advise in selection of the evaluator and the review of deliverables.

## 6. Deliverables and Schedule

There are two main deliverables: the inception report and the evaluation report (first in draft, then a final version). These deliverables are the responsibility of the external evaluator (with inputs from UNESCO).

The contractor is required to present UNESCO with the following reports/deliverables:

- Inception Report: including the methodology, work plan, and timeline by **15 September 2022**.
- Draft Reports:
  - o A draft report on preliminary findings is to be submitted to UNESCO by **01 December 2022**.
  - o Final draft report reflecting UNESCO's comments is required on **15 December 2022**.
- Final Report: deadline for submitting the final report (including annexes) is **30 January 2023**

Additional information on the deliverables:

- The inception report should be brief and include the implementation strategy, refined evaluation questions, the methodological framework for the evaluation, and a detailed activity schedule.
- The contractor is required to provide UNESCO with a draft of each project beneficiary evaluation for UNESCO's feedback prior to including in the overall report (a short brief of results for each country proportionate to the space allocated in the final 30 pages report).
- Annexes should include an interview list with full information of all individuals/organisations interviewed or concerned, mainly name, title, role in the project, contact info (phone, direct email), and organizational website. Plus, data collection instruments, key documents consulted, and Terms of Reference.
- The contractor is required to present the major results of the evaluation at a review meeting to be agreed with UNESCO. This included a PowerPoint presentation and an executive summary of the report. The date for delivery of this requirement will be communicated to the evaluator upon consultations with the donor.

The draft and final report should be presented in English and structured as follows:

- Executive Summary
- Project' Description
- Evaluation Purpose
- Evaluation Methodology
- Findings
- Conclusions
- Lessons Learnt
- Recommendations
- Annexes

## Schedule

The evaluation period is **25 weeks**, from **12 September 2022** until **10 February 2023**.

<b>Task</b>	<b>Responsible for delivery</b>	<b>Deadline</b>
Selection of external evaluator	UNESCO	<b>05 September 2022</b>
Contracting selected evaluator	UNESCO	<b>12 September 2022</b>
Inception report	External evaluator	<b>14 October 2022</b>
Data collection phase	External evaluator	<b>16 December 2022</b>
Draft report	External evaluator	<b>10 January 2023</b>
Final draft report (after feedback and comments)	External evaluator	<b>25 January 2023</b>
Final evaluation report	External evaluator	<b>10 February 2023</b>

## **7. Qualifications of External Evaluator(s):**

### **Required qualifications**

The evaluation team should possess the following mandatory qualifications and experience:

Expertise of Firm/Institution submitting proposal:

- A minimum of 3 experiences of international experience in programme/project evaluation
- A minimum of 3 projects successfully implemented in support of media development or area concerned by the project
- Demonstrated experience in evaluation methodologies and techniques, both qualitative and quantitative
- Demonstrated experience in rapid evaluation of project respecting timelines

### **Team Leader:**

- Advanced university degree, excellent oral communication, and report writing skills in English
- At least 7 years of professional experience in policy and programme evaluation in the context of international development.
- Extensive knowledge of and more than 8 years of experience in applying qualitative and quantitative evaluation methods
- Providing at least 3 to 4 references of assignments completed in the field of media development democratic transition while upholding freedom of expression, and journalism at the international level

### **Evaluation Team Members:**

- Advanced university degree in specialized fields of media development, journalism, public policy, or related fields
- A minimum of 3 years experiences in programme/project evaluation on global/international basis of relevance to policy-making
- Excellent analysis skills
- Oral and writing skills in English to the highest standards

### **Desired qualifications**

### **Team Leader:**

- It is desirable to have at least 2-3 years working with or together with the UN or international organisations
- It is desirable that the team leader has at least 3 referenced relating to evaluation methodologies and techniques, both qualitative and quantitative

### **Evaluation Team Members:**

- Experience working in the target region of team leader and/or team members is highly desirable
- In-depth understanding and extensive knowledge of issues pertaining to freedom of expression, media freedom and development, Media and Information Literacy is highly desirable
- A gender balanced evaluation team with diverse geographic representation is desirable

Preference will be given to multicultural evaluation teams with appropriate gender balance and geographic representation.

Please note: *there is to be no previous involvement of any team members in the design or implementation of activities under evaluation.*

Please also note: *it should be possible to determine compliance with the above stated requirements for the Firm/Institutions, team leader, and team members, such as years of experience, etc. based on the documentation submitted to UNESCO.*