

Minority Realities in the News - March 2013 to March 2016

Final Evaluation – Terms of Reference and call for Expressions of Interest

1. Background on the project

This primarily EU funded programme built the capacity of journalists in new EU member states to engage with minority communities in the global south and report on development issues in their stories including minority elements of development stories. The project used an online training methodology supported by physical facilitated visits of journalists to minority communities in the global south, bursaries, online materials and publications. The project was implemented by three partners: Minority Rights Group International, (operating from London, Thailand and Uganda), MRG Europe (operating from Hungary) and Gender Project for Bulgaria Foundation (operating from Bulgaria). Target states for the project were EU wide but with a particular focus on Bulgaria, Czech Republic, Greece, Hungary, Latvia, Lithuania, Poland & Slovakia. Media coverage will also be actively sought in France, Spain & the UK in order to generate coverage in new member states also.

Project goals/objectives/strategies

The results originally foreseen for the project were as follows (in each case followed by relevant indicators):

1) Journalists report having and using new tools, skills, methods and contacts that enable them to report more effectively on minority, or indigenous development issues	1.1 250 Journalists/media professionals complete online course and report gaining skills, tools, methods and/or contacts
	1.2 200 Journalists/ media professionals report six months later that they are using skills
	1.3 200 Journalists/media professionals participate at least 3 times each in online forum
	1.4 60,000 unique visits to online interactive map of concern website
2. Journalists/media professionals/MRG and partners staff generate additional stories about development/minorities	2.1 At least 900 accurate and sensitive media mentions on minority and development issues arising from this project in media reaching EU audiences. (At least 450 of these are accessed by audiences in EC12 states)
3) Increased visibility of development and minority issues in TV and film output in target countries	3.1 20 EU national television broadcasts/film festival screenings of films.

See also logframe available on request. The project documentation also includes a detailed list of foreseen outputs.

2. Evaluation Objectives

The evaluation should focus on learning, efficiency, effectiveness and where possible impact.

There is no pre-set format for this evaluation although MRG and partners are particularly interested to learn from it lessons that we can apply in designing and running work with similar objectives in the future. The evaluator will need to be independent of MRG and project partners, its donors, the project targets and participants and will need to demonstrate that no perceived or actual conflict of interests would arise during the evaluation. The evaluator will need to work within the time frames outlined below. The evaluation will need to satisfy all the requirements of the European Union and evaluation guidelines issued by them.

Key evaluation questions

Referring to the project documentation, did we complete all of the **activities** as planned to a reasonably high quality? What problems were encountered at this level? How did any problems affect the activities and to what extent were they overcome?

Outcome level

Where completed as planned, did the activities contribute to the planned **results**? Where this was so, refer to evidence. Where not so, what factors intervened and explain how they impacted. Suggest ways that MRG and partners tried to overcome any problems and how successful this was (or not). Document any changes in the external environment that may have helped or hindered the project. If there were any unplanned results (positive or negative) explain what these were and how they came about.

Impact level

If at all possible, make an assessment as to whether the results achieved are likely, over the longer term to achieve or contribute to the achievement of the **specific objective** of the project: **Journalists/media professionals serving EU audiences (mainly in 8 target states) are better equipped with the necessary tools and skills to shape public & decision maker opinions in new ways through achieving high quality, well informed, analytical & sensitive stories concerning the specific development needs, progress & problems of minority & indigenous communities in the global South.**

If it is unlikely that all or part of the specific objective will be achieved, why is this and is this something that could have been foreseen or overcome?

The evaluation should review and comment on the mainstreaming of gender in the project and its outcomes and impacts as well as other cross cutting and intersectional discrimination issues.

Additional evaluation questions:

1. Was the journalists' training course suitable for the target audience envisioned? What more could have been done to achieve higher completion rates among participants?
2. Was the online map a useful additional resource for journalists? What more could we have done to drive visitors to this site?
3. Were the films produced in this project timely and relevant? Were they of an appropriate quality? Were they appropriate for intended audiences?

3. Evaluation Methodology/key deliverables.

The evaluator/evaluation team should specify the range of methods they plan to use in their work in a short proposal.

As a minimum, MRG and partners will expect the evaluator or evaluation team to:

- Seek the views of project partners, beneficiaries, media targets and independent experts on the project and its outcomes and impacts. (MRG will supply a contact list of those who participated in or who were reached by the project but will expect the evaluator/evaluation team to also contact others not suggested by MRG.)
- Seek out opinions on the project, attribution and impact.

- Report in English with an assessment of the effectiveness and impact of the programme and on lessons that MRG, partners and others can learn for the future in similar initiatives. This should include an executive summary of around 2 pages.
- MRG will expect the evaluator to be available to be interviewed and recorded for publication on our website about the evaluation process and outcomes and the result will be uploaded to make the evaluation findings more accessible to a wider audience.

4. Experience and Expertise required

We expect that the evaluator or evaluation team selected will have extensive knowledge and experience of working on minority rights, media, influencing, publications and films, (including in our target states) and should be familiar with and able to comply with all EU requirements. The person or team selected would also be expected to have a track record of evaluations carried out on similar or analogous projects.

5. Report submission, timetable and budget

The evaluation should be carried out between March 14th and 30th July 2016. The project team will hold a final review meeting in London in the week commencing 14th March (probably 15th March) and the evaluator should be available to attend and should include costs in the budget to join that meeting.

A draft evaluation report including a 2 page executive summary should be submitted to MRG no later than 30th June 2016. MRG and partners will submit comments in response within 10 working days and a final report that takes into account the comments should be submitted no later than 25th July 2016.

The budget for this piece of work including the evaluators' fee, all travel, communication and other costs is in the region of €5,000-€8,000 (partially depending on the level of international travel anticipated by the evaluator/evaluation team.)

6. How to apply

If you are interested in being considered for this opportunity, please send the following to Claire.thomas@mrgmail.org to arrive by 23.00hrs (London time) on Monday 22nd February 2016.

- Cover letter – indicating relevant experience and knowledge and how you or the team meet the candidate requirements
- Suggested methodology, schedule, budget for the evaluation including brief assessment of security context and plans for country visit. (This does not need to exceed 2-3 pages)
- Brief CV(s) of key personnel

MRG will endeavour to shortlist potentially strong candidates and teams on or by Thursday 25th 2016 and hopes to have made an appointment by Monday 29th February 2016.