**Call for Expression of Interest (EOI) for a Global Partnership Evaluation**

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| **Locations / themes** | Global partnership including project and brand investments across 14 countries together with communications outreach. |
| **Partnership duration** | January 2021 - June 2024 |
| **Value** | Total £13 million. |

**PROJECT/PROGRAMME OVERVIEW**

WWF is in partnership with a FTSE 100 multi-national consumer goods company. It was launched in March 2021 with the aim to accelerate positive change, and support sustainability ambitions.

 The partnership has 3 key pillars, to be amplified by joint advocacy:

1. Protect and restore freshwater ecosystems: 2,100 kms of two major river basins in the Amazon and Ganga.
2. Sustainable business transformation: uncover new sustainable solutions for a cleaner, healthier world.
3. Inspiring millions to fight for nature.

**EVALUATION PURPOSE AND USE, OBJECTIVES AND SCOPE**

In June 2024 the current phase of the partnership will come to an end. We are in the process of designing a 3-year renewal, planned to start in July 2024. Therefore, the two overarching objectives of the evaluation are:

1. To provide an independent assessment of the overall partnership (and projects within), with a particular focus on assessing impact delivered through flagship freshwater projects in India and Brazil.
2. To inform and support effective and strategic partnership design and governance for the new phase.

The evaluation should prioritise the following 3 specific deliverables:

1. An assessment of the effectiveness of the partnership: Has the partnership, and the contributing components achieved what they set out to do (vision and ambition)?
2. An assessment of the coherence of the partnership: Is there a clear shared vision and ambition, and do the components within the partnership create a cohesive package that is bigger than the sum of its parts?
3. An outline of key areas of learning from the successes and challenges, to provide recommendations to strengthen future partnership phases.

The evaluation process will be overseen by Karina Berg, Senior Programme Advisor, with support of Mae Tortajada-Suils, Design and Impact Advisor, in consultation with the core delivery colleagues and key partnership contacts.

**SCOPE OF THE EVALUATION:**

* Overall partnership
  + Vision, ambition, outcomes and impacts
  + Partnership governance (*5% of focus time)*
* Partnership components
  + Flagship freshwater projects (Ganga, India and Tapajós, Brazil) (*65% of focus time)*
  + Water stewardship (through WWF-UK's work with the Corporate Partner) (*5% of focus time)*
  + Brand activations (smaller projects in countries aligned to partner brand key markets and WWF Network office appetite) (*10% of focus time)*
  + Staff engagement (Partner staff) (*5% of focus time)*
  + Amplification through advocacy actions (local, national or global) (*10% of focus time)*

The evaluation will look at the partnership from its launch (March 2021) to present day (noting that some components (brand activations) have later start and end dates.

**METHODOLOGY CONSIDERATIONS**

It is anticipated that the evaluation will take a mixed-method approach to optimise information generation and corroboration. This should include:

* Desktop review – review of key documents relevant to the partnership (e.g. strategies, programme & partnership proposals, monitoring plans, workplans, technical reports, implementation documents) to inform evaluation design and identify key issues.
* Key stakeholder interviews to engage with relevant WWF and partner staff, beneficiaries and stakeholders (if appropriate).
* Travel to the two flagship projects (Ganga, India and Tapajós, Brazil) with the support of WWF India and WWF Brazil; and additionally, to a UK brand activation site.
* Collation and presentation for discussion of findings, learning and articulation of recommendations.

**EVALUATION ARRANGEMENTS AND PROFESIONAL REQUIREMENTS**

An independent consultancy team is sought to conduct an evaluation of this partnership between January 2024 and the end of March 2024. The assignment is suggested to complete, from contract signing, within a maximum of 35 working days with up to 15 days travel during that period. WWF country staff will help in organizing accommodation, arranging meetings and transportation in country. Flights need to be arranged in coordination with WWF offices involved and included within your fee proposal.

Selection of the Independent Evaluator(s) will be undertaken by a steering group and will be based on the strength of the information provided by candidates through their Expressions of Interest submitted in response to this call. The Expression of Interest should contain:

1. A cover letter demonstrating your interest in this evaluation opportunity, availability during the timeframe indicated, relevant experience and ability, in response to the evaluator essential skills set out below [total, no more than 2 pages];
2. Summary CV(s) (1-2 pages of relevant work extracts);
3. A technical expression of interest: summary of proposed methods and project plan (including timeframe per action) [no more than 3 pages];
4. A fee proposal, to include total days, day rate, for each staff member and any non-staff/ancillary costs, including travel costs estimates. Please note that our funds for this evaluation are limited.

Candidates expressing their interest will probably be a two-person team to undertake the evaluation using the following essential skills:

* Significant experience of engaging with and evaluating charity /private sector partnerships;
* Significant experience in assessing diverse portfolios of work, across regions and themes;
* A strong understanding and experience of using/applying quantitative and qualitative evaluation methodologies for portfolios (e.g. result-based M&E, contribution analysis);
* Prior knowledge and experience of freshwater issues and corporate engagement;
* Knowledge of WWF or similar NGOs working in international development; and an affinity with WWF’s conservation mission; and ideally knowledge of corporate-charity partnership delivery;
* Experience of helping organisations to build capacity to learn;
* Excellent writing and communication skills;
* Fluency in English and aptitude in one or both of Portuguese or/and Hindi;
* Adaptable: ready to work with a range of approaches as best fits each of the programmes, countries and teams within the portfolio;
* Engaging: able to relate well to a range of cultural backgrounds and able to build trusting relationships quickly.

A full TOR will be developed with the successful candidate(s), based on their EOI and the WWF standard evaluation guidance; this will then be used as the service agreement as part of the contract. The evaluator(s) will then be expected to take complete responsibility for all the activities identified in the TOR.

**EVALUATION DELIVERABLES, BUDGET AND PAYMENT TERMS**

The key deliverables are:

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|  | **Deliverables and schedule of payments** | **Due Date** | **Payment %** |
| 1. | ***Inception Plan* –** based on the desk study, todocument overall evaluation design, methodology, key questions; timetable, field logistics (if applicable), preparations and report structure.This should be mutually agreed with WWF-UK before further work commences. | Week 1 | 15% |
| 2. | Presentation of preliminary results. | Week 5 |  |
| 3. | Submission of draft evaluation report no longer than 30 pages, following WWF template, minus annexes. | Week 6 | 60% |
| 4. | Submission of final evaluation report. | Week 7 |  |
| 5. | Approval of the final evaluation report (by WWF-UK and Partner). |  | 25% |
|  | Total Payment |  | 100% |

Regular check in with WWF-UK's evaluation steering group.

**ASSESSMENT OF PROPOSALS**

WWF will consider proposals and appoint the successful third party through a mix of qualitative and quantitative assessment, to include:

* Quality of the submission and adherence to the brief.
* Relevant organisational experience, expertise and skills of candidates.
* Cost and overall resource inputs.
* Quality and effectiveness of the proposed methodology and ability to deliver the brief.

Virtual interviews will be arranged with the short-listed candidates in order to finalize the selection. The contracting documentation will be developed based on a revised ToR and agreements made with the successful candidate(s).

**Those interested should send their application, including all items highlighted, no later than 17th December 2023, electronically to KBerg@wwf.org.uk and mtortajadasuils@wwf.org.uk. Please** **indicate “Global partnership evaluation” in the mail’s subject line**.

Our aim is to evaluate the EOI on 18th December and be in touch with the short-listed consultancies to arrange a date for further discussion early in the new year.

**PROCESSES**

It is our requirement that an appointed external partner adopts WWF-UK’s standards terms and conditions for engaging with us, and compliance with our Supplier Code of Conduct and 3rd Party Expenses Policy. Please contact **KBerg@wwf.org.uk** for these, if you are interested in submitting an EOI, and then **include in your EOI cover letter** your acceptance of them, or any changes you would need to request (we will have to put these past our legal team if you are short listed).

All contracted suppliers are required to register on Panda Purchasing (WWF-UK’s procurement and invoice system). Should you be successful in your bid, please also confirm in your **cover letter** that you will be willing to register on the system.