

Terms of Reference – Final Project Evaluation ClimAct

25 January 2023

Project title:	EC DEAR CLIMACT
Geographical coverage:	The European Union, The Netherlands, The United Kingdom, Germany, Portugal, France, Belgium, Italy, Spain, Bulgaria, Romania, Czechia, Hungary, Latvia
Project lifespan:	4 years
Project budget:	13,304,475.92 EUR.
Evaluation budget:	EUR 60.000 (including 21% VAT and travel costs)
Evaluation Commissioning Manager:	PMU manager
Evaluation Manager:	MEAL Advisor

1. Introduction

These are the Terms of Reference of the final evaluation of the ClimAct project, implemented by a diverse consortium of 20 organizations across Europe. The project is implemented directly in 13 EU Member States, and through sub-grants in the remainder of the EU through Financial Support to Third Parties (FSTP) partners. FSTPs includes partners who implement directly at national or international level or through partnerships with ClimAct nationally implementing partners, and these partners may change annually. The Project combines organizations with experience of climate change campaigning and communication in Europe, gender equality, European youth mobilization and climate change development programs in the Global South. It is a 4-year project ending 31 July 2024, exclusively funded by the European Commission to the total amount of 13,304,475.92 EUR.

The development of ClimAct was driven by the impendent need to respond to Climate science findings and weather events. 2017 and 2018 saw a rash of extreme weather events across Europe; this was followed by the publication of the IPCC's landmark special report on 1.5°C which gave strong scientific evidence for the need to keep temperature rise to 1.5°C. Moreover, the 2018 Sustainable Development Goals progress report highlighted the increasingly negative impacts of climate change and risks to achievement of Agenda 2030. Current emission reduction commitments, including the EU's, are not in line with the Paris Agreement to decrease emissions to 1.5°C. Communities in the Global South are also experiencing the impacts of climate change and developing countries urgently need resources to adapt and mitigate to the effects. The project has seized this urgency and has used key opportunities from 2020 till present day to create a public mandate for increased political ambition.

The project has been using the combined experience of its consortium members to raise awareness, build capacity and support EU citizens, particularly young people, to build public support for ambitious climate change and development policies which have gender equality at their heart. Consortium co-applicants have a shared history of working, mobilizing and influencing together. The project has applied expert audience research, storytelling, digital and traditional

media to raise awareness about the urgency of action to prevent climate change and to share hopeful stories of change too. Through a variety of actions, the Consortium has trained and educated citizens across the European Union about how they can lead change in their own communities and influence decision makers. The Consortium has led as well as facilitated citizens to act through online and offline campaigning in their communities and direct dialogue with decision makers, putting gender equality at its core, as articulated in the overall and specific objectives. Ensuring gender equality is crucial to tackling climate change, as highlighted by UN Women in a recent report, as well as achieving the Sustainable Development Goals and Agenda 2030.

2. Background

ClimAct aims to engage citizens, particularly youth, in climate change advocacy and awareness-raising efforts, with a focus on digital campaigning and storytelling. It involves a wide range of activities, including audience research, digital content creation, collaborations with artists and celebrities, storytelling, training and capacity building, engaging with decision-makers, and social media campaigning. These actions have been implemented through national and pan-European activities, shared communication efforts, and gender transformative approaches. Key activity types include:

Audience research and strategic communications: The project designed a significant piece of Pan-European audience research to gain an understanding of attitudes towards the interrelated issues of climate change, development and gender equality within Europe. This is supplemented by additional research on the national level in a number of countries, creating insight for adjusted communication strategies in the national context.

Collaboration with Artists, Celebrities, and the Media: The project includes collaboration with artists, celebrities, and digital influencers to increase visibility and inspire EU citizens to take action. Oxfam co-applicants have experience working with celebrity ambassadors to promote campaigns.

Social and Digital Media Campaigning: Central to the project design has been the use of social media to engage citizens across the continent in nation-wide as well as a Pan-European call to action, including e-action petitions and crowd-sourced inputs to generate unique petitions. The digital content includes unique online and offline materials, such as photos, videos, podcasts, and virtual reality experiences. The Consortium will expand its work and presence on social media and other digital channels to raise awareness among EU citizens. The project will deliver content at summer music festivals, targeting key events in various countries to raise climate change awareness among young EU citizens.

Storytelling to Highlight Impacts of Climate Change and Positive Outcomes: Gathering storytelling content from communities impacted by climate change and delivering it through various channels. Storytelling has been the bedrock of the content used to deliver activities, with a focus on positive stories about actions citizens are taking to tackle climate change.

Training and Capacity Building for Young Citizens, Multipliers and CSOs: The strategic approach has been to deepen understanding, emotional engagement, and political capacity to mobilize a subset of the target audience. Training sessions, workshops, and educational materials will be developed and delivered across Europe, including climate change training for CSOs and young citizens.

Pan European training tour

Partners come together to plan and undertake Pan-European training tours during the project. The tours serve two connected purposes. The first purpose is to provide opportunities for citizens and CSOs to meet with, learn from, and be inspired by guest lecturers to increase their capacity to take action. The second purpose is to provide training opportunities for youth and CSOs from across the continent.

Engaging with Decision-Makers: The project design emphasizes continuous identification of key moments and decision-makers for influencing opportunities. Engagement with decision-makers has been facilitated before key events such as the COP, with the aim of empowering the target audience to take their own actions. The strategic approach is to seize critical decision-making moments (e.g. COPs) to mobilise as a Pan-European movement; empowering the target audience to take action themselves and not just participate in NGO-led actions. This includes street actions, action campaigns and (e-)petitions.

A **risk analysis and mitigation plan** has been developed and reviewed on an annual basis, as well as preconditions and assumptions during and after the implementation phase addressing the sustainability of the action, including financial, institutional, policy, and environmental sustainability. The overall and specific objectives of the project are laid out in a centralized Logical Framework.

The **overall objective (intended impact)** of the project is that EU citizens are committed to and contribute to efforts to tackle climate change, development and gender equality in line with Agenda 2030 and the Consensus. Activities that have thus far aimed at contributing to the overall objective were linked to local, national, EU and global moments and processes that are key to climate change, development and gender equality, including national elections, the annual COP meetings as part of the UNFCCC at the global level.

Central to this goal are three result areas that formulated one **specific objective:** That **EU citizens are aware of, understand and actively engage in efforts to tackle the interrelated issues of climate change, development and gender equality.**

Result area 1: Raising awareness on climate change, gender equality development: The project works under the assumption that EU decision-makers serve the needs of EU citizens. To do this there needs to be widespread understanding across the targeted EU Member States of the effects of climate change on citizens' lives; how climate change has gendered impacts and affects the most vulnerable communities in the global south.

Result area 2: Improving campaigning and advocacy capacity of young EU citizens and CSOs: The project has been engaging with groups who are most likely to take the greatest interest in the issue after having increased their level of awareness. The activities under result 2 were designed to provide young people and CSOs with the necessary tools and skills to be activists and campaigners on climate change, gender equality and development, following the UN's General Envoy on youth outline that young people are critical to the climate movement.

Result area 3: EU citizens take action in pan-European movement to create a public mandate for climate change, gender equality and development: The project has employed several engagement tactics through online and offline media to enable EU citizens to build the climate movement through and leading action in their own communities as well as influencing decision makers.

3. Rationale and purpose of the evaluation

ClimAct is expected to end on 31 July 2024. Although the project has as target area with EU, it has direct activities in 13 countries, and reaches out to other EU countries through sub-grants and work with FSTP partners. At the time of this final evaluation, partners in all 13 countries will be wrapping up the implementation of activities for the fourth year. The main aim of this evaluation will be to systematically analyze the actual outcomes of the project and its underlying working mechanisms against the proposed overall and specific outcomes as laid out in the project Logframe.

This end-line evaluation will assess how and in what ways the project contributed to the specific outcome: EU citizens are aware of, understand and actively engage in efforts to tackle the interrelated issues of climate change, development and gender. This assessment should also consider that any possible reactions of decision makers triggered by EU citizens' demands often take longer to translate into more sustainable changes in policies, practices and/or attitudes and beliefs.

The end-line evaluation seeks to identify the mechanisms that have contributed to or hindered the effectiveness of activities and successful change. Therefore, the main focus is on the specific outcome and processes towards achieving that, rather than the overall outcome (impact) level. Where available, impact level data from existing sources (incl. annual reports, monitoring data, After Action Reviews) should inform the evaluation, but it is not expected that additional data will be collected at this level.

The purpose of this evaluation is two-fold:

1. To support informed decisions about future programming: The evaluation will inform decisions by building institutional knowledge, fostering learning among key stakeholders by harvesting lessons learned and recommending ways in which to apply this knowledge to other contexts. The evaluation will inform the development of current and future youth (and other multi-country) programs and projects. To maximize learning for all those involved, the methodology for the final evaluation should ensure the active involvement from consortium staff and key project stakeholders (e.g. young activists affiliated with partner organizations or closely involved in activities).
2. To foster accountability: The evaluation will allow the Consortium to account for the different project stakeholders (including the European Commission, partner organizations, EU citizens, (young) multipliers and decision makers) by questioning if the project has done the right things, whether it has done what was planned and the extent to which it has contributed to increasing understanding, awareness and mobilization of young people in Europe to take action on climate change.

The primary users of the evaluation results are the following:

- Staff of all the Consortium and FSTP partners involved in this project: The evaluation process and its results will allow them to gain a good understanding of the current achievements as well as areas for improvement, which will in turn inform the design and implementation of future projects and programs under their responsibility.
- (Youth) EU citizens (activists, multipliers, students). Individuals as well as youth-led groups and movements in the different EU countries will use the results to strengthen their organizations and to potentially mobilize alternative funding sources.

- Other relevant multi-affiliate learning communities within Oxfam, CAN Europe & partner organization that have taken on the task of consolidating existing experience and track record of working with youth.
- The European Commission INTPA Development, Education and Awareness Raising (DEAR) Team.

Secondary users of the evaluation include other project stakeholders within the EC DEAR community that could benefit from the findings and lessons learnt to improve the implementation of current projects or the design and assessment of future calls and proposals, such as other DEAR implementers, DEAR platforms and networks, researchers and academia.

4. Evaluation objectives and questions

The specific objectives of the evaluation are:

- **To stimulate reflection and learning** among partners and youth groups, including learning from failures and challenges.
- **To review and validate the achievements reached under each outcome** as presented in the ClimAct annual reports (and underlying documents like quarterly monitoring findings), COP and Joint Campaign and After Action Review reports. This includes validation of the Logical Framework, namely describing the process of how changes to EU citizens' understanding, awareness and mobilization have been achieved, and analyzing this against the Logframe of the project, including the underlying assumptions.
- **To assess how and in what ways the project contributed to the specific outcome:** immediate changes in EU citizens' commitment, understanding and awareness in relation to climate change, development and gender equality, and whether there have been any negative or unexpected effects.
- **To develop concrete recommendations for future program/project development** focusing on youth, digital campaigning and climate change and for multi-country programs.

The proposed evaluation questions are listed below. These questions are in line with the reporting requirements of the EC (as outlined in the EC DEAR MEAL guidelines).

Overall progress and joint achievements

1. How and in what ways has the project contributed to the specific outcome: EU citizens are aware of, understand and actively engage in efforts to tackle the interrelated issues of climate change, development and gender?
2. Were there unexpected positive or negative effects, such as influencing of local, national and EU decision-makers to act on the interrelated issues of climate change, gender equality and development policies?
3. Did the results follow the logic and assumptions underlying the approved Logframe?
4. Which internal and external factors have influenced the overall results of the project (positive or negative)?
5. How did the project account for gender as part of design, implementation and results?
6. Did the chosen approach resonate with the priorities and needs of diverse groups of (young) people?
7. What digital mobilization methods (such as campaigns, online trainings) were more effective in terms of engagement, including engaging harder-to-reach or less engaged

youth? How does this compare to more traditional methods (such as workshops, public events)?

8. How is success or effectiveness in terms of campaigning defined by the Consortium?

Governance and Communication

9. Did internal governance structures, and adaptations to these, facilitate or hinder effective decision-making and coordination?
10. How effective was the design and implementation of consortium-level internal communication initiatives (online and offline)?
11. Was the chosen approach for operations and its implementation carried out in an economical and efficient way?

National vs. pan-EU implementation

12. What were the advantages of structuring this intervention as a pan-EU/multi-country project, where partners a) engage in collaborative innovative actions and b) implement their own national initiatives?
13. How did partners perceive their options to contextualize joint campaigns within the national context? Were these campaigns sufficiently adaptable to different contexts?
14. How did the Consortium manage the different needs and requirements of co-applicant organisations with different sizes and experiences?
15. What was the added value of the diversity of organizations in the Consortium?

Sustainability of results

16. To what extent will the benefits of the program be sustained upon its completion?
17. What measures and support mechanisms are in place to enable project sustainability, such as exit or handover strategies?

Note that evaluation questions will be further fine-tuned during the inception phase to ensure that they respond to the specific information needs of our key stakeholders. Issues of gender equality should be taken into account when answering the evaluation questions. In answering the above questions, **the evaluators are expected to place particular emphasis on examining whether and how the use of new technologies (online platforms, radio, TV, mobile, social media) contributed to the outreach and mobilization of youth.** Given the diverse range of countries across the EU for this assignment, it is predicted that data collection for these questions will include more virtual, online exercises than offline exercises.

5. Scope of the evaluation, available resources and guiding principles

Scope

The evaluation will encompass the whole ClimAct project from 1 August 2020 up to the moment that the evaluation data collection process starts. The evaluation will include a validation of the results of the program as presented in the annual reports of 2020, 2021, 2022 and 2023. The evaluation should take into account the activities and outcomes for project partners implementing directly in 13 EU Member States, as well as FSTP partners implementing through sub-grants in the remainder of the EU.

Available resources

The key documents and data available for this evaluation process include resources such as: Oxfam Novib concept note, proposal, signed contract & Annexes; Project Logframe; Project narrative and financial reports (Y1-Y3); After Action Reviews; Audience Research reports; Social Media Analytics; Training materials.

Guiding principles

The following principles are expected to guide the further development of the evaluation:

- **Partnerships and Participation:** Allow for the meaningful participation of consortium partner staff, volunteers and affiliated youth in the evaluation process.
- **Gender Equality:** The proposed approach should sufficiently consider the different ways in which (young) women and men have been involved in and responded to the project as well as how narratives have included gender elements.

6. Evaluation team

We are looking for a team of experienced evaluators who can work in parallel during data collection and analysis, with one principal consultant taking the overall lead and responsibility. The team should be gender-balanced and possess the following qualifications:

Team composition:

- Seasoned professionals with a background in public campaigning and influencing, climate change/ climate justice, gender, and development issues.
- Demonstrated understanding of the intersections between these sectors and youth mobilization. Familiarity with youth engagement initiatives, particularly those focused on climate change/ climate justice, and innovative approaches involving youth in climate action.
- Proven experience in evaluating projects of similar scope and nature, including evaluating projects that:
 - Examined digital campaigning, including social media, and how new technologies and digital data contribute to outreach and mobilization.
 - Addressed collaboration with influencers, artists, celebrities, and media.
 - Integrated participatory processes, to ensure that diverse perspectives were considered.
- Proven ability to adhere to timelines and deliver within the specified timeframe.
- Proficiency in both qualitative and quantitative evaluation methods.
- Experience in conducting multi-country evaluations.
- Ability to navigate cross-cultural dynamics to understand and appreciate the diverse contexts of the 20 different EU-based organizations involved and to ensure fair representation in evaluation findings.
- Excellent communication, writing and presentation skills in English. The ability to present complex findings in a clear, accessible manner and experience in preparing comprehensive evaluation reports.
- Strong familiarity with hybrid (online and offline) approaches and webinars.
- Commitment to conducting an unbiased and impartial evaluation, to assure independence and impartiality from any potential conflicts of interest. There can be no previous involvement with ClimAct (e.g. program design) including no direct affiliation with its partners, to ensure the external nature of this evaluation.

7. Schedule, budget and deliverables

Proposed schedule

Activity	Responsible	Deadline	Jan	Feb	Mar	Apr	May	Jun	Jul
Submission of proposals	Consultants	15 Feb 2024							
Evaluation of proposals	Evaluation Manager & Reference Group	4 Mar							
Approval of selected proposal & team	Evaluation Manager & Reference Group	8 Mar							
Kick-off meeting & signing of contract	Evaluation Manager	1 - 8 Apr							
Introductory meetings, fine-tune evaluation questions	Consultants	8 - 18 Apr							
Submission of inception report	Consultants	19 Apr							
Document review and preparation	Consultants	29 Apr							
Data collection, review & analysis	Consultants	31 May							
Submission of draft report	Consultants	7 Jun							
First round comments	Evaluation Manager & Reference Group	18 Jun							
Project-wide Learning Event	Consultants can consider joining this event	Mid - end Jun							
Adjustments to first draft	Consultants	28 Jun							
Final comments	Evaluation Manager & Reference Group	3 Jul							
Webinar to share findings	Evaluation Manager	By 12 Jul							
Submission of final report	Consultants	31 Jul 2024							

Budget

The maximum budget for this evaluation is 60.000 including 21% VAT. Any accommodation, flights and other forms of transport are included in this budget.

Expected deliverables

- Short inception report with a summary of the final methodology and detailed work plan as agreed during the kick-off meeting.

- A clear and concise draft evaluation report, in editable format, including:
 - Executive summary that can be used as standalone document.
 - Explanation and justification of methodologies proposed, including perceived limitations.
 - Findings from the document review.
 - Documentation of findings (without identification of specific individuals).
 - General conclusions, and concrete recommendations.
 - Appendices: Signed ToR and inception report; List of participants/ interviewees and locations visited; List of documents used; Outcomes per country identified during workshops; Questionnaires or scripts for interviews or focus group discussions; Raw datasets (interview notes, data worksheets, etc.).
- Presentation of findings (online webinar).
- Final evaluation report in line with the above requirements.

8. Evaluation responsibilities and management arrangements

The **Evaluation Commissioning Manger**, Willem van Dam is the Program Management Unit (PMU) Manger for this project. He will oversee the budget, sign-off moments, and engage as a member of the Reference Group. The Evaluation Manger will coordinate with him to ensure he is engaged and updated on the status of the evaluation.

The MEAL Advisor, Claire Mansfield, is the interim **Evaluation Manager** for this project. She will be the first point of contact for the evaluation team and ensure the team has access to documents, people and other information needed. The Evaluation Manager will coordinate and participate in the Reference Group as well as ensure that the Steering Committee remains updated on the status of the evaluation.

The evaluation **Reference Group** is tasked with ensuring the quality of the evaluation and adherence to Oxfam's and back donor's procedures and requirements. This Reference Group will include 5 members: the Project Manager, one member of the ClimAct Strategy Group, an Oxfam staff member external to the ClimAct project, one member from the Consortium external to the project (but with some expertise in evaluation, youth engagement and climate action) and the Evaluation Manager. The Reference Group will select the team of consultants, give input on the evaluation questions and methodology, and approve later changes to evaluation work plan and budget. They will also give regular input and comments on draft documents and their feedback will be communicated to the Steering Committee so that the committee is regularly informed about the status of the evaluation.

The **Steering Committee** will come in at key milestones during the process, mainly: 1) Approval of the selected team of consultants and their proposal, and 2) Approval of the final evaluation report and its corresponding management response.

The ClimAct **Communications Lead** will also be involved in reviewing the draft evaluation report. The **Finance Manager** will assist with the development and management of the budget.

9. How to submit and selection process

How to submit

Proposals should contain the following components:

1. The consultants' understanding of this Terms of Reference.
2. A description of the intended approach, including proposed methodology and methods. The description should note any triangulation and validation mechanisms expected (peer review, solicitation of additional information from key sources, sense-making, etc.).
3. A workplan, with the timeline, expected deliverables, and the key moments of consultation with stakeholders needed to actively take part in the evaluation. When preparing this, please note details in chapter 7 above.
4. A list of perceived risks and mitigation strategies.
5. A summary of expected roles and responsibilities of team members and their CVs.
6. A summary of two relevant assignments previously performed by the team members, including references.
7. A copy of the registration with a Chamber of Commerce however, this is not limited to Dutch registration. Applicants are expected to send registration documents.
8. A total budget (in Euro, excluding VAT) with a cost breakdown in days or hours spent and the related fees for the tasks (making the distinction for each consultant). Any costs for accommodation, meals and transport, which are included in this budget shall be estimated. Actual costs shall be reimbursed in accordance with Oxfam Novib's expense policy for consultants.

Proposals should be submitted by e-mail to claire.mansfield@oxfamnovib.nl

The deadline for submission is **15 February 2024**. Any questions, remarks or requests for clarification can be sent to the above e-mail address.

Selection process

The selection process will be based on the best value for money covering technical quality. This will start with a check for the administrative criteria described below. These are knock-out criteria which must be part of the proposal to be considered eligible for the assignment. Proposals meeting this will then be assessed according to the award criteria. Only proposals with combined scores of at least 60 points for the technical award criteria will qualify for the assignment.

Criteria		Max. Point
Administrative Criteria		
Proposal received within deadline		KO
Copy of the registration with a Chamber of Commerce		KO
CVs of the applicant(s)		KO
No previous involvement with ClimAct		KO
At least two relevant assignments previously performed by the applicant(s)		KO
A proposal, as per guidelines described in section 9		KO
Demonstrates sound communication skills (written, verbal)		KO
Within budget		KO
Award Criteria		
Technical Criteria	Described approach, in line with expected deliverables and workplan	30 out of 100
	CVs	40 out of 100
Price		30 out of 100

The selection process will be coordinated by the Evaluation Manager with the final decision endorsed by the Steering Committee. After the deadline for submissions, interviews will be held

in the following three weeks with at least three potential candidates, to seek further clarification on the proposals, quotations and previous experiences. After the interviews, the total points scored on the award criteria may be reassessed. The selected consultants are expected to be available to start immediately after their selection.

10. Disclaimers

Oxfam Novib may require the applicant to clarify its proposal and/or provide supporting documentation. However, the applicant may not modify its proposal after the deadline for submission of proposals.

Oxfam Novib reserves the right to depart from or modify the Terms of Reference until the moment of contract signing. The Terms of Reference may be adjusted before signing the contract with the commissioned consultants, in consultation with them and based on input or suggestions from Oxfam Novib.

Oxfam Novib reserves the right to stop the purchase procedure completely or partly, temporarily or permanently until the moment of contract signing. In these situations, applicants are not entitled to reimbursement of any costs or damages incurred in connection with this purchase procedure.

Proposals should be valid for at least three months after the deadline for handing in proposals. Oxfam Novib cannot be charged in any way for costs related to preparation and submission of a proposal. This can also include interviews and/or providing further information about the proposal.

The risk of any costs and/or damages which may arise by not awarding this contract to an applicant lies solely with the applicant. Oxfam Novib cannot be held responsible for any such costs or damages.

By submitting a proposal, the Applicant agrees all the terms and conditions specified in this procedure and the provisions of the contract template. The proposal will not contain any reservation(s) to these terms and conditions. A proposal with one or more reservations can be excluded from the procedure.