EU project “Support to the National Public Broadcaster of Ukraine”

ENI /2016 / 375-149

SUPPORT TO THE
National Public
Broadcaster
OF UKRAINE

TERMS OF REFERENCE

FINAL EXTERNAL EVALUATION

1. Introduction

DW Akademie is looking for experts to carry out the final evaluation of the EU- and German-Funded project "Support to the public service broadcaster of Ukraine" (Ref. ENI/2016/375-149). Due to the special conditions caused by the Corona pandemic, the evaluation will be conducted remotely. These Terms of Reference are to be taken as the basis for the evaluation. DW Akademie invites interested and qualified persons to submit proposals.

2. Project Information

DW Akademie is Deutsche Welle's center for international media development, journalism training and knowledge transfer. Our projects strengthen the human right to freedom of expression and unhindered access to information.

DW Akademie, in partnership with BBC Media Action, the BBC's international development charity, and NIRAS, an international, multidisciplinary consultancy company, supports the reform process of the National Public Service Broadcaster of Ukraine (UA:PBC).

This was part of the technical support provided by DW Akademie and BBC Media Action to the Public Broadcaster of Ukraine within the project entitled "Support to the National Public Broadcaster of Ukraine" (2017-2021) funded by the European Union (EU) and the German Federal Foreign Office (Ref. ENI/2016/375-149).

The key objective of the largest media project implemented so far by DW Akademie and its partners was the promotion of public broadcasting through a multi-dimensional approach involving a wide range of international and local media experts that supported different departments of the Ukrainian public broadcaster.

The overall expected outcome was to improve the effectiveness of UA:PBC through three set of outputs: (1) organizational development consultancy, (2) the functioning of a new digital multiplatform Newsroom and (3) a training center for journalists, the Public Media Academy (PMA). The purpose was to create sustainable infrastructure for high quality objective and unbiased news content for all population segments. The implemented activities engaged with all platforms including television, radio, and new media both on the national and regional levels.

3. Scope and Criteria of the Evaluation

DW Akademie is commissioning a final evaluation of the extent to which the project has achieved the following specific objective set in the logframe of the EU project (see Annex I, Tender Dossier): "The effectiveness of the Ukrainian public broadcaster including the functioning of a digital multiplatform Newsroom and a training centre, in order to create the permanent basis of quality, objective, and unbiased news content for all population segments (television, radio, and new media both on the all-national and regional levels), is improved".

Both the contracting authority and the contractor must adhere to a set of principles that follow the recommendations of the OECD/DAC and the German Association of Evaluators (DeGEval): Impartiality and Independence, Credibility, Usefulness, Participation, Feasibility, Fairness and Accuracy.

The evaluation should be based on six criteria developed by the OECD/DAC, with a particular focus on **the criteria Effectivity** and **Impact.** Please find below some indicative questions to be finalised in the kick-off workshop:

- **Relevance**: Did the project manage to contribute to helping UA:PBC fulfil its role of independent media in Ukraine serving the public interest? Did UA:PBC manage to cover stories of vulnerable/marginalised groups, otherwise not covered by the mainstream media?
- **Coherence**: How well does the intervention fit with other interventions such as the EU-funded project implemented by the Council of Europe, or activities implemented by the Swedish International Development Cooperation Agency (SIDA), the UK's Foreign Commonwealth Development Office (FCDO) ,and the German Federal Foreign Office?
- **Effectivity**: Did the project activities contribute to strengthening the effectiveness of the beneficiary, the national public broadcaster of Ukraine UA:PBC? Did the support for the organisational development of UA:PBC including transformation within its structure, workflows and resources, contribute to consolidating the reform process? Is there a noticeable change in the newsroom operation influencing the effectiveness of the broadcaster? Specifically, to what extent the multiplatform Newsroom and the Public Media Academy in Kyiv and Odesa have influenced the effectiveness of the Public service broadcaster, how would you assess their current operations, and how does that compare to the period preceding their creation? What are the skills levels achieved by the newsroom team and journalists from the different platforms of UA:PBC?
- **Efficiency**: Were the activities and procedures cost-effective (cost-benefit ratio) and proportionate? How was the cooperation between the lead and co-applicants? Were the decision-making processes effective? Were lessons learned adequately exchanged?
- **Impact**: What difference did the intervention make on the audience reach, especially digital audience – on the organisational structure and workflows, and on the skills within the organisation and the training possibilities? What impact did the project have on the public service broadcaster and the different key stakeholders within the organization, such as Top Management, Middle Management, Regional Producers and Managers, Journalists in the Newsroom?
- **Sustainability**: Will the positive effects continue? Did the project contribute to the reform from State to Public Service Broadcasting and to the positioning of UA:PBC as leading independent source of information in Ukraine?

4. Evaluation Process and Format

a) Process description

After the selection of the evaluator and signing the contract, DW Akademie will provide the documents and other information needed for the evaluation. During an online kick-off workshop, the evaluator and DW Akademie agree on the final scope of the assignment, the research questions,

methodology and evaluation steps. An inception report prepared by the evaluator will detail methodological strategies and the evaluation design.

In addition to the analysis of the document, the evaluator is expected to exchange directly with project partners, beneficiaries and donors. DW Akademie will facilitate the communication with the interview partners. The evaluator will analyse the data collected independently and draft an evaluation report, which will be discussed with the project team in a debriefing meeting.

b) Format of the evaluation report

The final evaluation report shall comprise no more than 25 pages and be written in English. Additionally, a two-to-three pages executive summary shall be handed in, as well as an annex containing additional information that is important for the understanding of the evaluation results. This includes research tools, such as questionnaires, list of interviewees etc. DW Akademie recommends a mixed methods design including both quantitative and qualitative techniques with visualisations as appropriate.

5. Deliverables

The following deliverables, to be drafted in English, will be expected:

1. Presentation of the evaluation design during the kick-off workshop with project team.
2. Inception report (max. 5 pages): The evaluator(s) will present a report giving detailed information about their interpretation of the ToRs, proposed study methods and specified research questions as agreed in the kick-off workshop.
3. Preparation and execution of online interviews.
4. Draft evaluation report including possible lessons learned.
5. Debriefing: the evaluator(s) will present the results of the assessment and the feedback of the project team will be considered in the final report.
6. Final evaluation report.

Please note that while the main project documents are in English, some files also include Russian, German or Ukrainian and some relevant interview partners do only speak Ukrainian or Russian.

The expected volume of work will entail 40 days and may be distributed among the evaluation team.

6. Application Requirements

a) Service Provider Eligibility Criteria

Applicants should be experienced in conceptualizing and conducting evaluations in a media development context. They should be very adept at gathering and processing information and data, with proven analytical abilities and knowledge of empirical research methods. The following expertise is particularly appreciated:

- Proven record in conducting logframe-based evaluations – ideally with experience in evaluating large-scale projects;
- Proficient in English and Ukrainian or Russian;

- Regional expertise is a strong asset;
- A good understanding of issues relating to freedom of expression, media and if possible public broadcasting reforms in post-soviet countries;
- Proposals from co-evaluators who wish to provide technical support for the work of a lead evaluator in the data collection phase - as well as proposals of evaluator tandems - are possible. Co-evaluators should also have expertise in the development or media development field. Apart from technical support, they are also expected to provide their expertise and actively participate in the discussions.

b) Service Provider Exclusion Criteria

Eligible bidders:

- Have not been sentenced by final judgment on one or more of the following charges: participation in a criminal organisation, corruption, fraud, money laundering.
- Are not in a situation of bankruptcy, liquidation, termination of activity, insolvency or arrangement with creditors or any like situation arising from a procedure of the same kind, or is not subject to a procedure of the same kind.
- Have not received a judgment with res judicata force, finding an offence that affects its professional integrity or constitutes a serious professional misconduct.
- Comply with their obligations as regards payment of social security contributions, taxes and dues, according to the statutory provisions of the countries where they are established.

c) Documents to be submitted for participation in the tender

The following documents have to be provided by every bidder:

1. A **motivation letter** in which the applicant conveys her or his motivation and suitability for the specific evaluation.
2. **CV(s)** of person(s) to be involved in the assignment, documenting relevant experience in the afore mentioned fields (incl. contact details of two reference persons). In the case of team applications, kindly note that DW Akademie will issue only one contract with the lead evaluator representing the whole team.

3. A **technical proposal** (approx. 6 to 8 pages) containing the following information:

    - Understanding of the required terms of reference and of the specificities of the project region
    - Relevant expertise demonstrating the ability to perform the evaluation
    - Methodology including a coherent and concise concept for the evaluation design and type of questions envisaged
    - Suggested timeline for the delivery of the evaluation

4. A detailed **budget proposal** and the projected working days using the template provided in Annex B, respecting the following:

- made on the official letterhead of the company (LLC, or Individual Entrepreneur) with the signature and stamp of responsible manager and/or director with indication of place and date;
- budget proposal to be in EUR incl. VAT;
- budget proposal should indicate the expected budget of human resources for the evaluation (number of experts/ analysts, amount of time needed and their rates); in case of evaluation tandems, working days should be indicated separately for each evaluator.
- inclusion of the commission of the service provider (should there be any) in the cost of each service without writing it as a separate line in the commercial offer.

5. The filled "Tender Information" template provided in Annex A.

NOTE: upon submission of applications, there is no claim to conclusion of the contract.

d) Deadline for submission

Proposals should be submitted *in electronic form only* to

dw-akademie.ukraine.eu-projects@dw.com with Yana.Naralska@dw.com in cc

by 14 January 2022 at the latest.

Applications submitted after the deadline will not be considered valid.

e) Indicative Evaluation Timeline

- Deadline for Submission: 14 January 2022
- Evaluators will be selected by 24 January 2022. The actual evaluation assignment will start on 1 February 2022
- The kick-off workshop will take place mid-February 2022 (exact date to be discussed). The evaluation process including data collection is scheduled to start immediately thereafter.
- The first version of the evaluation report should be available by end of March 2022
- The final evaluation report must be completed by 15 April 2022.

f) Payment

- 100 % post payment upon completion of the final evaluation report.
- Applicants are required to have an account in EUR.

g) Compliance Statement

Compliance statement of the provider (see below) will be a part of the winner's contract.

"We emphasize the importance of a free, fair and competitive procurement competition that excludes any forms of abuse. In this regard, this company has neither directly nor indirectly offered or granted any undue advantages to public servants or other persons in connection with this offer up to this point, nor will it offer or grant such undue incentives or rewards in the course of this tender procedure or - in the event the contract is awarded - in the subsequent implementation of

the contract. We also emphasize the importance of compliance to minimum social standards ("core labour standards") in the implementation of the project. We commit ourselves to comply with the core labour standards ratified in Ukraine."

h) Contact Information

Yana Naralska, Project Manager, Ukraine

Email : Yana.Naralska@dw.com

7. Use of the evaluation

The findings of the study are property of DW Akademie. This includes the exclusive intellectual property rights including the right of publication. The study and these terms of reference are absolutely confidential and under no circumstances made to be known to third parties. The tenderer grants the European Union a royalty-free, non-exclusive and irrevocable licence to use the products for the purposes listed in Chapter 3.6.2 of the European Union's 2018 Requirements for implementing partners 'Communication and visibility in EU-financed external actions'.