Communication for All Programme (CAP)

Consultancy Services for Programme Evaluation

Terms of Reference

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Objective of the Evaluation

WACC is in need of consulting services to carry out a programme evaluation of its Communication for All (CAP) Programme. The evaluation relates to the CAP contract E-WEL-2019-0256 (September 2019 to August 2023). This evaluation will be carried out remotely and will not entail international travel.

The CAP strengthens and supports communication rights by and for marginalised, vulnerable and disadvantaged people in developing countries. It addresses the communication needs of rural and urban poor, indigenous people, people with a disability, women, and people affected by past, current and potential violent conflict, and others. The CAP focuses on five themes: Gender and Communication, Indigenous Communication Rights, Digital Justice, Climate Justice, and Migration and Communication rights. Under its current iteration (September 2019 to August 2023) the CAP is supporting 53 small and mid-sized civil organizations in DAC eligible countries.

Expected Outcome: WACC staff and board members have a clear understanding of CAP 2019 outcomes and impact, and are able to identify factors contributing to or constraining its effectiveness, relevance and impact. This will contribute to better-informed decision-making and help WACC to identify and maintain the strong aspects, and to plan ways to address constraining or weak aspects under its control.

Expected Output 1: Identification of the strengths and weaknesses of the CAP design and implementation model based **primarily on qualitative case studies** of 15 organizations that have benefited/ are benefiting from CAP support, as well as on analysis of WACC materials, including survey and internal assessment results. These will be summarized in a report and will be presented to and discussed with WACC staff and board members in a final workshop.

Expected Output 2: Development of recommendations about ways to enhance the design and implementation model of the CAP based on the evaluation questions. These will be summarized in a report and will be presented to and discussed with WACC staff and board members in a final workshop.

WACC estimates that it would take between 65 days to complete this assignment. WACC is looking to pay a fee of 450 EUR/day, for a total fee of 29,250 EUR. WACC encourages offers from evaluators based in Global South countries.

Background

About WACC

The World Association for Christian Communication (WACC) is an international organization that promotes communication as a basic human right, essential to people's dignity and community. WACC works with all those denied the right to communicate because of status, identity, or gender. It advocates full access to information and communication, and promotes open and diverse media. WACC strengthens networks of communicators to advance peace, understanding and justice. To learn more about WACC's commitment to communication rights, please view WACC's No-Nonsense Guide to Communication Rights.

WACC currently has about 450 personal and institutional members, as well as about 2000 partners in some 100 countries. Its offices are in Toronto and London. It is a registered charity in both Canada and the UK.

WACC's vision is "Communication for All," which it tries it bring about by addressing structural deficits that prevent people from fully participating in decision-making processes about issues that affect their lives. WACC and its partners tackle the concept of information and communication poverty in relation to Agenda 2030 and the Sustainable Development Goals.

The financial resources devoted to the pursuit of WACC's aims include an annual investment of approximately $CAD 2.2 million. Human resources include the efforts of a professional staff currently numbering 8 full-time and 3 part-time and occasional contract staff and consultants. Human resources also include the experience and skills of around 50 volunteer leaders of its 8 regional associations and global governing bodies as well as the occasional work of other volunteers and interns. Part of the core funding for WACC's operation comes from BfdW and therefore no personnel and office costs are included in the CAP budget.

In addition to long-term relationships with several donor partners who have supported its activities for many years, WACC has relationships with other donor partners who fund specific projects and activities from time to time. Major support for WACC comes from the European and North American Protestant churches and church-related development agencies that channel official development assistance funds through WACC. It also receives support to a lesser extent from North American churches. WACC occasionally receives funds from secular agencies and foundations designated for particular activities. In recent years, WACC has directly received official development assistance funds from the United Kingdom and Canada, and grants from United Nations agencies. Income from membership and subscriptions is a minor source of revenue. WACC's Annual Reports are available here.

WACC is now in the first year of its 2022-2026 strategic plan and has recently revamped its Theory of Change.

Broader Programmatic Priorities for WACC

Beyond the CAP, which is described in detail in the section below, WACC has some other programmatic priorities. The Consultant is not expected to provide recommendations on these other priorities, but may want to keep them in mind when developing recommendations for the CAP. Some of those include:

- Aside from the CAP, WACC's other major programme is the Global Media Monitoring Project (GMMP), WACC's flagship research and advocacy initiative on gender equality in and through the news media. The research component is implemented every five years since 1995, followed by actions that use the results as evidence for advocacy and training. The next research is scheduled for 2025. More information on the GMMP is available on WACC's gender-focussed web portal www.whomakesthenews.org.

- WACC is also involved in several migration-related projects. In 2017, WACC carried out a research and advocacy project on the representation of migrants in European media. Between 2019 and 2022, WACC implemented a project in Venezuela and Colombia to meet the information needs of Venezuelan migrants. In 2023, WACC will launch multi-year programmes to address the communication and information needs of refugees in Eastern Europe and people at risk of becoming victims of human trafficking in Asia Pacific.

- WACC has also become more involved in climate justice efforts in recent year. Since 2019, WACC has been implementing a project in Colombia to engage community broadcasters in the protection of high-altitude Andean ecosystems. In 2023, WACC will launch a a new multi-year initiative to build the advocacy capacity of community broadcasters in the Brazilian, Ecuadorean, and Colombian regions of the Amazon

- Lastly, WACC is leading several digital justice efforts. In 2019 it joined the Just Net Coalition, a global network of human rights institutions working for a fairer internet, and in 2021 held a major symposium entitled "Communication for Social Justice in the Digital Age" and is currently working to help build awareness and capacity about digital justice issues, mainly within the ecumenical movement in Europe.

About the Communication for All Programme (CAP)

Co-unded by Brot für die Welt- Germany (brot-fuer-die-welt.de) (BfdW), the Communication for All Programme (CAP) constitutes the core programme work of WACC. The CAP's rationale stems from an understanding of communication rights as essential to sustainable development. A Theory of Change for the CAP can be found here.

As WACC's proposal to Bread for the World states:

> "*Communication rights remain for most of the world's people a vision and an aspiration. They are not a reality on the ground. On the contrary, they are frequently and systematically violated. Governments must be constantly reminded that they are legally required under the human rights treaties they have ratified to implement, promote and protect communication rights. Communication rights are the expression of fundamental needs. The satisfaction of these needs requires a strong political will and the allocation of substantial resources. Lack of commitment to such resources serves only to deepen the global distrust of political institutions.*
>
> *In view of what WACC perceives as these communication deficits, the CAP will address the problem of creating enabling environments that allow people to express themselves freely, individually and collectively by all means of communication in order to participate fully in society. In ideal circumstances this will enable them to improve their lives and livelihoods and in practice, this is best seen at the local level where specific challenges can be met."*

The CAP provides eligible selected civil society organizations in DAC-list countries with financial and technical support to address communication and information-related development issues. WACC has historically tended to direct its support towards grassroots-level civil society organizations carrying out high-impact initiatives and whose work is unlikely to receive funding and support from larger donors. Prior to being called CAP, this project was called the Development Initiatives Programme (DIP) and was in operation for more than 30 years. In 2018/2019, following an external consultancy, the project was rebranded as CAP to reflect a greater focus on the theory and practice of communication rights in relation to sustainable development, as well as to emphasize the intention to use the CAP not just to support small projects but also the wider communication rights movement.

That support normally entails:

- Approximately 5,000 EUR -20,000 EUR in funding for a 12-month project to address a concrete communication-related development need;

- WACC staff support in relation to project design, monitoring and evaluation framework, research methodology, and dissemination of project learnings;

- Accompanying measures that provide additional support for the implementation of the small projects, strengthen the small project partner in the implementation process, and serve as a networking tool to enable the partner to build new connections and alliances:

  - An additional 600 EUR grant to enable the eligible selected organization to increase public awareness about their project;

  - Funds to enable eligible selected organizations to participate in conferences and workshops internationally to share best practices and share project learnings;

  - Opportunity to participate in WACC-convened knowledge sharing events where selected organizations have the opportunity to connect with like-minded organizations and WACC programme staff;

  - Opportunity to connect with other WACC partners via a virtual forum;

  - Access to materials about communication rights.

The CAP's current objectives and indicators are:

Objective 1. 1. Civil society organizations in OECD-DAC countries have enabled vulnerable, marginalized and disadvantaged groups in society in these countries to exercise their communication rights

> Indicator: By the end of the project at least 45 small projects addressing the communication needs of vulnerable, marginalized and disadvantaged groups in society have achieved at least 75% of their stated objectives.

Objective 2. The active engagement of CSOs in OECD DAC countries in networks advancing communication rights for sustainable development is strengthened.

> Indicator: Building on the network building measures, at least 25 CSOs in OECD DAC countries have joined existing campaigns/movements1 by the end of the project in order to highlight the importance of communication rights for sustainable development (such as giving an input on communication rights for CSOs participating in the campaign, etc.).
>
> Indicator: Building on the network building measures, at least 7 joint communication rights for sustainable development initiatives (such as campaigns, side events, etc.) have been started by CSOs in OECD DAC countries have occurred by the end of the project.

The thematic priorities of the CAP have evolved over the years to meet needs at different times. Past programme areas include: Strengthening Community Radio, Communication for Peace, Citizen Journalism, Monitoring Poverty Reporting, Media & Gender Justice, Building and Recognizing

[1] These campaigns/movements would not be on communication rights, but rather on broader sustainable development issues. For example, a WACC partner working on migration and communication issues may join a campaign advocating for migrant rights to highlight the importance of addressing migrants' right to access to information and freedom of expression.

Communication Rights, HIV & AIDS Stigma and Discrimination, and, Communication for Ecumenism and Inter-Religious Dialogue.

Under the current iteration of the CAP, the programme has five thematic priorities:

Digital Justice	**Migration and Communication**
Within the United Nation's 2030 Agenda, SDGs 9 and 17 recognize the need to enable people everywhere to benefit from access to the internet and to mobile telephony. The inclusion of these issues in the Sustainable Development agenda represents undeniable progress from a communication and information perspective as increased access to relevant technology and platforms can help equip people with the tools to participate in the information society, have their voices heard, and contribute to the production and dissemination of knowledge. This is especially relevant as it is estimated that about 3 billion people today lack access to the internet and about 2 billion do not have access to a mobile phonei. WACC applauds the focus on access to ICTs and Internet services in Agenda 2030. Nevertheless, WACC and its partners believe that at a time when digital communication is becoming increasingly prevalent and policymakers in many countries are developing the digital infrastructure and governance models of the future, it is critical to move beyond the mere celebration of access in order to address more structural issues. Questions about ownership, regulation, privacy, and illegal surveillance of civil society actors must be central elements of the conversation about ICTs in development. Some of these issues have been raised by the United Nations Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, Mr. David Kaye, in his office's 2015, 2016, and 2017 reportsii. WACC acknowledges that greater access to the internet and digital platforms alone will not be sufficient to contribute to sustainable development. It is essential to promote the use of these new tools in such a way that those communities most often excluded achieve	There were approximately 244 million migrants around the world in 2015. In 2016, approximately 40 million people became internally displaced persons (IDPs) and 22.5 million became refugees, the highest figures on recordiii. As migration and displacement have increased, so has media coverage, not all positive. Media reports have led to increased anxiety and hostility among nationalist and populist politicians as well as other domestic and international actors. In an age of rampant misinformation and "fake news", migration is becoming a lighting rod for xenophobic groups who seek to undermine trust in public institutions, including the media. Furthermore, the ability of migrants and refugees to make themselves heard in their host societies and contribute to the public discourse on migration is severely curtailed by linguistic, cultural, economic, and political factors, which in turn further impoverishes public debate. In most cases, migrants have next to no avenues to contribute to the public conversation on migration, despite being at the centre of it. In this context, WACC believes that, now more than ever, migrants' rights and communication rights advocates should work together to help enable migrants and refugees to gain greater access to information, access communication platforms in order to have their voices heard, develop media literacy skills, and challenge dominant narratives about migration. Projects supported under this thematic area will: Promote migrants' right to access to information and to freedom of expression, Enhance the capacity of migrant groups to engage in advocacy, build relationships with media houses, and produce a body of evidence to help them raise public awareness about the issues they face.

greater participation and in a way that helps create the political will to implement public policies that contribute to greater equity and inclusion. This use of digital platforms must occur within a framework of rights that help generate genuine opportunities for free and informed participation to promote true sustainable development. This is particularly important given the growing trend of shrinking space for civil society, which often manifests itself online as well in the form of online surveillance and internet shutdowns. Projects supported under this theme will: Support community-initiated efforts to develop and/or manage telecommunications infrastructure, in order to increase access to mobile telephony and internet services, Support digital media literacy among marginalized and excluded communities, especially in order to counter the phenomenon of online disinformation and misinformation, Build the capacity of marginalized and excluded communities, including women and girls, to develop and use open-source software, and/or Build the capacity of civil society organizations to participate in policy making processes related to communication infrastructure, policy, and digital rights.	WACC's decision to focus on migration and communication issues is the result of a growing concern within WACC's networks about this issue. This concern is exemplified by several projects on the subject carried out by WACC members and partners in several regions; WACC shared key learnings so far during a partners' consultation held in the context of the Deutsche Welle Global Media Forum in Germany (2019). Projects supported under this theme align with SDG 16- Peace, Justice, and Strong Institutions, SDG 10- Reduced Inequalities, as well as with 2030 Agenda as a whole as migration is a cross-cutting theme. It also aligns with the goals of the UN Global Compact for Migration, particularly objective 17 "Eliminate all forms of discrimination and promote evidence-based public discourse to shape perceptions of migration".

Gender and Communication	**Indigenous Communication Rights**
Gender-focussed media monitoring projects will continue to generate evidence useful for awareness creation and advocacy for change and to engage with media professionals on gender issues in media policy and practice. The focus will be on supporting civil society groups including associations and organisations of media professionals in areas of the Global South lacking a strong sub-regional or regional coordination of gender and media work. Projects will monitor gender portrayal and representation in major national or regional print, radio, television and/or internet news media, and apply the evidence collected to build	On 13 September 2007 the United Nations General Assembly adopted the Declaration on the Rights of Indigenous Peoples (UNDRIP), reflecting global concern that Indigenous peoples continue to suffer from historical injustices that prevent them from exercising their rights. The Declaration acknowledged the fact that Indigenous peoples are organizing for political, economic, social and cultural development, and that they have the right to maintain and strengthen their distinct political, legal, economic, social and cultural institutions. Importantly, the UNDRIP highlights a number of communication issues such as access to information, media representation, intellectual

critical media literacy of media audiences to enable them effectively engage with media on gender issues in content, and apply the findings for more targeted media advocacy. In addition there will be an opportunity to relate the field of media literacy to that of gender justice by supporting projects that use evidence-based findings to change perceptions and behaviour. Broadly speaking, these projects will align with SDG 5- Gender Equality, and SDG 16- Justice, Peace, and Strong Institutions.	property rights, ownership and control of the media, and cultural diversity. WACC believes that the communication dimension of indigenous rights is critical to realizing such rights, and that access to Indigenous community media, especially community radio, is a critical for Indigenous people to be able to the exercise their broader human rights and help shape sustainable development agendas. As such, projects supported under this area will focus on: - supporting the establishment of Indigenous community radio stations in areas with limited access to other media, -enhancing the participation of women in Indigenous community media at all levels, -promoting the development of Indigenous community media networks and movements, and/or -enabling advocacy efforts aimed at democratizing media structures in ways that benefit Indigenous communities. Broadly speaking, projects supported under this theme align with SDG 16- Peace, Justice, and Strong Institutions.

Communication and Climate Justice
A 2018 report by the UN Intergovernmental Panel on Climate Change (IPCC)iv on the impacts of global warming warned about the very real risk of environmental catastrophe in the medium term unless societies around the world radically change their ways of life. The report warns of risks such as more frequent droughts, sea level rises, and loss of biodiversity, among others. WACC believes that there is strong link between communication and environmental issues, including climate change. Our collective response as a human family to the many threats posed by climate change partly depends on the extent to which climate-related issues receive public attention, particularly in terms of media content, which can have a knock-on effect in terms of public mobilization and policy change. Furthermore, given that the effects of climate change have a disproportionate impact on people and communities in vulnerable situations, WACC believes that enabling those communities to tell their stories, organize for change, and advance their own solutions to the climate crisis is critical. Projects supported under this theme will: Enable communities at the grassroots level to use local and traditional knowledge to advance environmental protection and enhance local mitigation and adaptation strategies, and/or Support the development of networks of environmental citizen journalists and/or grassroots reporters, particularly those working to raise broader awareness about environmental issues.

WACC's decision to focus on migration and communication stems from a growing concern within our network of members and partners about the impact that climate change can have or is already having on their communities. Projects supported under this theme align with SDG 16- Peace, Justice, and Strong Institutions, SDG 13- Climate Action, and the objectives of the Paris Agreements.

Under the current iteration of the CAP civil society organizations can be selected to receive support from WACC through three mechanisms:

Responsive modality	**Proactive modality**	**Through agreements with third party funders**
WACC may issue a call for proposals in relation to the umbrella themes and according to their ongoing relevance within the different regions. Organisations including Christian or church-related institutions, civil society organizations, community-based organisations, or other local groups can ask for project support. WACC will select projects from proposals received in response to a detailed request for proposals. The request for proposals will indicate the communication problem to be addressed; the intended results of the small projects to be supported; and the budget range. WACC has used this modality once during the current CAP period.	WACC may approach potential project partners to jointly develop projects in areas of mutual interest within current priorities under the subthemes Gender & Communication and Communication for Social Change and according to their ongoing relevance within the different regions. This gives WACC a certain amount of latitude to be more proactive in choosing partnerships for small project support. Although efforts are broadly made to make potential partners aware of the possibility of project support, this usually relies on persons in WACC's regional network and may not necessarily reach specific organizations which WACC's Secretariat may see as potential partners. WACC has used this modality extensively during the current phase of CAP.	WACC and a number of third party donors may agree to jointly support projects under the subthemes Gender & Communication and Communication for Social Change that are relevant both to WACC, the aims of project partners, and the needs of the respective target groups as outlined in formal cooperation agreements. Under the current iteration of the CAP, third party donors have included Global Fund for Women, Council for World Mission, and Cultural Survival. This has allowed WACC to raise much of funds needed to meet the 25% requirement.

The total budget of the CAP in its current iteration (Sep 2019 Aug 2023) is 1,520,000, of which WACC is expected to raise 25%. It is anticipated that BfdW will renew its support to the CAP with a new contract starting in late 2022 and ending 2026. CAP contracts generally overlap with each other for 12 months.

Excluding administration, reserve and final evaluation costs, the CAP's budget is allocated in the following way:

Support for 45 - 65 small projects in Africa, Asia, Caribbean, Middle East, Latin America and Pacific (according to the latest OECD-DAC list)	1,020,000
Consultations and networking (short term consultants for expert input, travel costs, room rental, etc.)	120,100
Bursaries to attend events (travel costs, registration costs, course fees, etc.)	59,800
Public recognition (up to 600€ per small project, external consultants for publicity materials)	10,200
Resource materials (external consultants for the design and adaption of materials on communication rights in the different regional contexts, translations, etc.)	10,000
Virtual forum (external consultancy for technical capacity, editorial and/or design work)	4,000
WACC staff travel to support CAP partners at international conferences	10,000
Equipment	200,000

Scope and Focus

Scope

The following indicative list of initiatives will be included in the evaluation. It is recognised that, for practical reasons, the evaluation scope may be modified during preparation of the evaluation work plan.

a)The following 15 small projects, which WACC has selected using criterion that balances programmatic focus and region (WACC and the evaluation team can of course agree to review a different set of projects):

Digital Justice	Migration and Communication	Gender and Communication	Indigenous Communication Rights	Communication and Climate Change
Asserting Peoples' Rights on Data and Social Justice in a Digital World: Philippines National Workshop and Regional Consultations, Computer Professionals Union-Philippines, Philippines	Migrant Voices: Freedom of Expression & Access to Information in Mexico, La Sandia Digital, Mexico	Increasing awareness of gender inequality in media content in Mongolia, Press Institute of Mongolia, Mongolia	Building the Capacity of Indigenous Community Radio Stations in Ecuador, CONFENIAE, Ecuador	Promoting Traditional Climate Change Mitigation Methods through Media, FF-SPAK, Kenya

Wireless Women Engineers (WWE), Digital Empowerment Foundation, India	Empowering Syrians Among Us, Community Media Network, Jordan	Challenging gender stereotypes and advancing gender equality objectives in news media organizations, Novi Put, Bosnia and Herzegovina	Establishing FERETI FM, FERETI Action Network, Kenya	Strengthening network of radio reporters to use indigenous knowledge to mitigate climate change, COMNETU, Uganda
Young Palestinian women exercise their right to fully participate in the information society, Young Women Christian Association (YWCA) of Palestine, Palestine	Advancing the rights and welfare of IDPs through media monitoring, investigative journalism &media-driven advocacy, Journalists for Christ, Nigeria	Strengthening and amplifying the voices of women, UKS Research, Resource, and Publication Centre	Words and Knowledge: Building Peace from Indigenous Territories, PROCOINDES, Colombia	Agroecological Caribbean Network: Caribbean grassroots organizations in response to global warming, Folk Research Centre, St Lucia

B) Accompanying measures, that provide a framework for the implementation of the small projects, support the CSOs in their implementation, serve as a networking tool and assure the sustainability of the outcomes.:

- Partner consultations and networking/experience sharing gatherings.
- Bursaries to project partners for learning experiences.
- Support to partners for public recognition.
- Staff technical support for selected project partners.

Stakeholder Involvement

Key stakeholders are WACC and Brot für die Welt and the small project partners benefiting from project support and accompanying measures.

The consultant is expected to conduct a participatory evaluation providing for meaningful involvement by project and network partners, beneficiaries and other interested parties

The consultant is expected to conduct a participatory evaluation providing for meaningful involvement by investment partners includingkey donors, project and network partners, regional membership associations, beneficiaries and other interested parties.

Focus

The evaluation is to:

a) assess to what extent the CAP has strengthened communication practices benefitting vulnerable, marginalised and disadvantaged people during the period 2019-2023;

b) assess to what extent the CAP has better positioned small project partners to continue providing leadership in initiatives (their own or those of others) addressing development related communication problems; and

c) assess the strengths and weaknesses of the CAP design.

With reference to a sample of initiatives taking place between 2019 and the present, the evaluation is intended to shed light on:

- the extent to which CAP outcomes and impacts have been achieved, and the extent to which they are sustainable and how.
- the relevance of the outcomes to the needs or problems they address and to WACC's overall mission and mandate.
- the extent to which initiatives are actually reaching the intended target groups.
- The extent to which the accompanying measures provide a framework for the implementation of the small projects, support the CSOs in their implementation, and serve as a networking tool
- the reasonability of the relationship between costs and outcomes.
- Identify lessons and provide recommendations for guiding future initiatives.

The focal questions of the evaluation are:

Relevance

- Are projects supported relevant for the target groups (direct and indirect) and the CAP objectives including the development goal?
- Is the CAP as a programme relevant for the communication rights mandate of WACC and to contribute to the strengthening of a global communication rights movement?
- What relevance do the outcomes of the CAP have in order to address the needs or development problems identified by WACC in the CAP application and to WACC's overall mission and mandate?
- What relevance does the CAP have in the context of international development policies and with regard to sustainable development, especially Agenda 2030 and its 17 SDGs? How could its relevance be enhanced?

Effectiveness

- To what extent has the CAP strengthened communication practices benefitting vulnerable, marginalised and disadvantaged people during the period 2019-2023?
- To what extent has the CAP, including direct small project support and accompanying measures, better positioned small project partners to continue providing leadership in initiatives (their own or those of others) addressing development related communication problems?
- To what extent have the strategies, approaches and the activities conducted/projects supported contributed to the project objectives (quantitatively and qualitatively)?
- What improvements are needed, if any, to improve the participation of former and current partners in the design, implementation, and monitoring of the next iteration of the CAP?
- Has the gender dimension of the project been met?

- Has the CAP strengthened the capacity of small project partners to build new networks and alliances with other groups working on sustainable development and/or communication rights? building been strengthened?
- Is the way the CAP is planned and implemented leading to the best and sustainable effect possible? What should/could be changed to be more sustainable?

Impact

- To what extent did the CAP 2019 contribute to CSO in DAC countries enabling vulnerable, marginalized and disadvantaged groups in society in these countries to exercise their communication rights?
- To what extent did the CAP 2019 contribute to CSO in DAC countries actively engaging in networks advancing communication rights for sustainable development?
- Have the accompaniment measures listed above contributed to knowledge sharing on communication rights? Have the accompaniment measures contributed to develop advocacy strategies on communication rights?
- To what extent did the accompaniment measures provide a framework for the implementation of the small projects, support the CSOs in their implementation, serve as a networking tool and contribute to the sustainability of the CAP?
- To what extent has the CAP reached the intended direct (project partners) and indirect (target groups of the small project partners) target groups??
- Do the civil society organizations supported by the small-scale projects and accompanying measures apply communication rights-based strategies to respond to the needs of the communities they serve? How?
- To what extent did the CAP partners contribute to the strengthening of communication rights network in their contexts? What should/could be changed to do so?
- How did the CAP 2019-2023 advance sustainable development (based on the SDGs)? How could the impact in this regard be enhanced? How does the CAP 2019-2023 feed into the strategy/strategic objectives of WACC? What should/could be changed for an upcoming project to do so?

Efficiency

- Is the relationship between costs and output reasonable?
- Is the relationship between costs and outcomes reasonable?
- How efficiently has the CAP been managed? What can be done in terms of improving project management by the Global Secretariat? How well is the organizational structure suited to achieve the most sustainable impact?
- Have the CAP project objectives been achieved in an economically viable manner? What in the way the CAP was carried out could be changed to achieve the same or better results at lower costs?
- Assess the efficiency of the CAP in terms of the strategies, approaches, structure and organizational capacity base.

Sustainability

- Have connections between current and past partners, WACC members and other relevant organizations been built after the events organized by WACC? Are these connections still active?
- Are the outcomes of the accompaniment measures listed above sustainable? What should be improved in order to enhance the sustainability of each of those measures?

- Are the project partners better positioned to provide leadership for further initiatives?
  How does the CAP contribute to the sustainability of communication rights work? What would happen to the communication rights movement should the CAP cease to exist?
- How should the next CAP be designed in order to contribute best to:
  - the respective strategic objectives of WACC?
  - the communication rights mandate of WACC
  - to establish a global communication rights movement/strengthen communication rights?

Evaluation Process and Methodology

The evaluation will be carried out in conformity with the principles of ethical research and ethical conduct. It will also be carried out in conformity with the principles of a gender perspective in accordance with WACC's commitment to advancing gender justice. WACC also encourages a participatory approach to evaluation in order to benefit both WACC as a donor and individual project partners in selected countries.

Evaluation Work Plan

The Consultant will prepare a work plan to operationalize the evaluation. The work plan will describe how the evaluation will be carried out, bringing refinements, specificity and elaboration to the evaluation framework in Appendix 1. It will be approved by WACC's General Secretary and/or Programme Manager and act as the agreement between WACC and the Consultant for how the evaluation will be conducted.

The evaluation work plan will address the following elements:

- Overview of Investment
- Expectations of Involvement
- Roles and Responsibilities
- Evaluation Methodology and Framework
- Information Collection and Analysis
- Reporting
- Work Scheduling

Evaluation Methodology

The evaluation will include online meetings with WACC staff and with the 12 partners listed above. The purpose of the online meetings with partners is to conduct interviews and review documentation in accordance with the requirements stipulated in the evaluation work plan and framework. The methodology may also include telephone interviews, email correspondence and/or surveys with other informants.

Evaluation Report

The Consultant will prepare an evaluation report that describes the evaluation and puts forward the evaluator's findings and recommendations. Evaluation findings are to focus on the key evaluation issues. The presentation of the evaluation findings is to be linked to the evaluation issues and derived from the information collected.

Deliverables

The Consultant will prepare all deliverables according to standards outlined in Appendix 1.

These deliverables are to be prepared in English. They are to be submitted electronically via e-mail in a format compatible with Microsoft Office. All deliverables are to be submitted to WACC's General Secretary and/or Programme Manager.

Draft Evaluation Work plan

The Consultant will submit via e-mail a draft evaluation work plan in a format compatible with Microsoft Word.

Final Evaluation Work Plan

Following receipt of WACC's comments on the draft work plan, the Consultant will produce a final evaluation work plan to be submitted via e-mail.

Draft Evaluation Report

The Consultant will submit via e-mail a draft evaluation report for review by WACC and Brot für die Welt conforming to the evaluation report standards outlined in Appendix 1.

Final Workshop and follow-up work with WACC staff

The consultant will present the findings and recommendations contained in the final report at a final workshop with WACC staff and will work with WACC staff to develop an implementation plan to implement the recommendations. The implementation plan should be submitted along with the final report.

Final Evaluation Report

After receiving WACC's comments on the draft report, the Consultant will submit via email a final evaluation report conforming to the evaluation report standards outlined in Appendix 1. The final report will be submitted as a signed PDF as well as a version in a format compatible with Microsoft Word. This report will also contain the 15 case studies stemming from the evaluation as annexes.

Timeline

The anticipated timeframe is set out below. This time frame may be modified by mutual agreement during consultations between the Consultant and WACC at the time of the drafting the Work Plan or thereafter, if required. All phases must be completed by June 30, 2022.

Phase and Activity / Deliverable	Time Frame 2023	No. of work days
Phase 1 Inception and Draft Evaluation Work Plan	February	9

Phase and Activity / Deliverable	Time Frame 2023	No. of work days
Online meetings with WACC Staff	February 9-13	5
Preparation of draft evaluation work plan	Feb 16-20	3
Submission of draft evaluation work plan	Feb 23	
WACC comments on draft	Feb 25	
Submission of final evaluation work plan	Feb 31	1
Phase 2 Data Collection and Data Analysis	March & April	42
Preparation for key informant interviews	Mar 1-10	3
Key Informant Interviews	Mar 1-10	3
Online meetings with each of the 12 partner organizations (3 days per organization)	Mar 13-Apr 31	36
Phase 3 Data Analysis and Report Preparation	April and May	12
Data analysis and report preparation	April 3- 14	10
Submission of draft evaluation report	April 17	
WACC comments on draft	April 21	
Revisions to draft report, if needed	April 24-28	2
Submission of final evaluation report	May 10	
Phase 4 Presentation of Report and Follow-up	May and June	2
Presentation of final evaluation report to WACC staff and final workshop on implementing recommendations	May 29-June 5	2
TOTAL		**65**

Evaluator Profile and Qualifications

The consultant/evaluation team is expected to be:

- Reliable and effective with substantial experience in conducting NGO evaluations, preferably related to communication rights and/or communication for development and a proven track record in delivering professional evaluations,
- At least 5 years' experience in development cooperation, especially in relation to media development, gender justice, climate justice, migrants' rights, digital rights, and Indigenous people's rights.
- Fluent in English with additional fluency in either or both Spanish and French; offers from evaluation teams are welcome
- Familiar with at least two or more of the following three regions: Latin America, Africa and Asia,
- Able to understand WACC's values and general aims as described on its website www.waccglobal.org

Budget

WACC estimates that it would take between 65 days to complete this assignment. WACC is looking to pay a fee of 450 EUR/day, for a total fee of 29,250 EUR.

Accountabilities and Responsibilities

WACC's General Secretary and/or Programme Manager will represent WACC during the evaluation, and will be responsible for:

-Overall responsibility and accountability for the evaluation

-Guidance through all phases of execution

-Approval of all deliverables

The Consultant is responsible for: 1) conducting the evaluation; 2) the day-to-day management of evaluation operations; 3) regular progress reporting to WACC's General Secretary and/or Program Manager; 4) the development of the evaluation findings; 5) production of deliverables in accordance with contractual requirements. The Consultant will report to WACC's General Secretary and/or Programme Manager.

Location

All work will be carried out virtually.

Reporting

The CONSULTANT must produce a final report on the assignment in the relevant correspondence language to be supplied to the CLIENT and Brot für die Welt within 30 days following the completion of the order. The report is expected to be in line with DAC evaluation criteria: https://www.oecd.org/dac/evaluation/39119068.pdf

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The report must contain at least the following:

- a summary;
- a description of the advisory process (action taken, methods used, people involved – deviations from schedule must be explained);
- a description of the services supplied;
- factors which were of assistance in the supply of the services, factors which were a hindrance to it;
- Copies of the evaluation report and other documents produced in the context of this consultancy; and
- Conclusions and recommendations.

If appropriate, the CLIENT may request additional interim reports.

The CONSULTANT will on his/her own initiative submit separate reports on any unusual events.

If requested by the CLIENT, the CONSULTANT will take part in a discussion to review what has been achieved.

It is expected that the assignment will be executed in accordance with gender equality, effectiveness, target-group orientation, and sustainability criteria.

How to Apply

Please e-mail your proposal, including a summary of costs, to Lorenzo Vargas, WACC Programme Manager, at LV@waccglobal.org by January 30, 2022.

APPENDIX 1- Evaluation Report Standards

The evaluation report will contain the elements set out below.

Table of Contents
Abbreviations and Acronyms
Executive Summary

- Introduction
- About the evaluation
- WACC profile and key contextual factors
- Summary of findings
- Main conclusions
- Key recommendations

Introduction

- Purpose of the report
- Scope of the evaluation
- Evaluation team

Investment Profile

- WACC and key contextual factors

Evaluation Profile (how the evaluation was carried out)

- Reasons for the evaluation
- Objectives
- Scope
- Issues, questions, indicators, information sources (evaluation framework)
- Methodology (activities, methods and their limitations)

Case studies (6 pages maximum per case study, with at least three high quality pictures)

Evaluation Findings

Conclusions

Recommendations

Evaluation Abstract

- 2 to 4 stand alone pages highlighting key findings and recommendations

Appendices as required

- terms of reference
- evaluation work plan
- evaluation framework
- profile of evaluation consultant team
- bibliography of documents, references consulted
- list of consultations undertaken in carrying out the evaluation
- interview protocols, etc.

[i]2018 Global Digital Report. 2018 https://wearesocial.com/us/blog/2018/01/global-digital-report-2018
[ii] United Nations Office of the High Commissioner for Human Rights. Freedom of Opinion and Expression- Annual Reports http://www.ohchr.org/EN/Issues/FreedomOpinion/Pages/Annual.aspx
[iii] https://publications.iom.int/system/files/pdf/wmr_2018_en_chapter1.pdf
[iv] https://www.ipcc.ch/sr15/