



Terms of Reference

Helsinki, 18th January 2021

Eat4Change Project

Activity 7.33: External evaluation reports

Budget lines 5.4.3 & 5.4.4 Mid-Term Evaluation & Final Evaluation

Optional: campaign evaluation

I. Project frame, background information:

Project title: Eat4Change – Mobilising youth for sustainable diets

Donor: European Union (Grant contract - External Actions of the European Union: CSO-LA/2020/414-438)

Project locations: Argentina, Austria, Belgium, Brazil, Greece, Estonia, Finland, France, Portugal, Sweden, United Kingdom

Project Coordinator: WWF Finland

Target groups: a) 52 million European citizens (50% men, 50% women, 20 million youth) are aware of the impact of dietary choices, b) 8 million European citizens (3 million European youth aged 15-35,) taking active role c) multipliers and staff of youth, educational, social and environmental organizations, d) corporate actors, e) food producers, processors and traders in EU export markets, f) policy makers

Project Partners: WWF offices in Finland, Sweden, Austria, UK, France, Belgium, Brazil and Greece, the WWF European Policy Office (EPO), Fundación Vida Silvestre Argentina (FVS), Associação Natureza Portugal (ANP) and Estonian Fund for Nature (ELF) and AIESEC.

The objectives of the Project: The Eat4Change project contributes to the Overall Objective: “A shift toward more sustainable diets and production practices, particularly in the livestock sector, supports implementation of SDGs and climate change treaties and contributes to positive economic, social and environmental impacts in Europe and developing countries.” Specific Objective/Outcome: “By 2024 targeted European Youth 1) have greater awareness of the impact of diets on “People and Planet” and a critical understanding of their role as consumers and active citizens 2) contribute to sustainable development goals and climate actions by embracing more sustainable diets, influencing peers and supporting engagement with corporates and policy makers for improved practices and policy coherence.”

Project Duration: May 2020 – April 2024

Period to be evaluated:

1. *Midterm Evaluation:* May 2020 – April 2022
2. *Final Evaluation:* May 2020 – April 2024
3. *Optional work: Campaign evaluation* October 2021 – 2024

II. Objectives of the evaluation:

The objectives of the **external project evaluations** are as follows:

- to evaluate the sustainability of the project and the impact on target groups (European citizens incl. youth, educators and other multipliers, corporate actors, food producers, processors and traders, policymakers)
- to evaluate the effectiveness and efficiency of project implementation
- to capture key success stories and major challenges of the Project
- to draw key lessons learned

III. Evaluation criteria, guiding questions and proposed methodology:

The following criteria and guiding questions shall be considered for the evaluation. In the midterm evaluation the focus will be laid more on relevance, efficiency and effectiveness whereas at project end it will be more focused on the criteria impact and sustainability.

Criteria	Guiding Questions
1. Relevance	<p>1.1 To what extent does the Project achieve the objectives of the EC call guidelines and contribute to the EU policies and priorities?</p> <p>1.2 Does the Project match with the partner organizations' goals and outcomes?</p>
2. Impact	<p>2.1 Does the project hit the right leverage factors to achieve the Overall Objective stated in the logframe? What are the key leverage factors?</p> <p>2.2 Has the project been successful in supporting partners' strategy and programmes related to the project topic?</p>
3. Effectiveness	<p>3.1 Which activities proved to be successful in terms of contributing to the project objectives and what were the key success factors?</p> <p>3.2 Which activities didn't contribute to the project objectives as much as was planned? What could have been done differently to reach the objectives?</p> <p>3.3 Were there any external or internal factors that impeded the Project from achieving the planned objectives and outputs in any of the target groups?</p>

<p>4. Efficiency</p>	<p>4.1 Was there sufficient exchange and communication between the project working groups?</p> <p>4.2 To which extent are the project management structure, system and tools appropriate in relation to</p> <ul style="list-style-type: none"> • narrative and financial reporting EC guidelines • translation of EC criteria into project guidelines • Monitoring and Evaluation framework, reporting • clearly agreed goals and project frame • clear indicators to achieve objectives • clear roles and responsibilities • learning from each other / apply good practice • internal communication (with Coordinator and Project Partners) • clarity of decision making • mutual trust, mutual respect • conflicts are addressed adequately • risks are addressed adequately
<p>5. Sustainability</p>	<p>5.1 What will be partner organizations' efforts to ensure long-term continuation of 'Eat4Change' activities after the end of the Project?</p> <p>5.2 To what extent has the organizational capacity (e.g.: expertise on sustainable diets, working with youth, communication to citizens, managing EC projects etc.) of the partner organizations improved through the participation in the Eat4Change Project? Is there anything that is largely adopted by the Partners for other projects/programs?</p> <p>5.3 Is there anything from the Project that is adopted by a company or other organization or policy change and will thus ensure the sustainability of the Project's results?</p>
<p>6. Individual perspective</p>	<p>6.1 What was your personal success in this project?</p> <p>6.2 What challenges did you face?</p> <p>6.3 What are the 3 recommendations that you would give project colleagues similar to your position?</p>

In addition, the evaluators should evaluate the coherence with other interventions and EU added value.

Methodology & Reference Group:

The following reference groups and methodology are proposed. There will be also other written project material (e.g. project reports and logframe) available provided by the project coordinator.

Reference Group	Midterm Evaluation	Final Project Evaluation
<i>Project Managers (13) and Core team</i>	guided interview (voice or video call) with project managers/ core	guided interview (voice or video call) with project managers / core

	team members (0,5 – 1 hour)	team members (0,5 – 1hr)
<i>All Project Team Members</i> (approx. 100)	online survey with questionnaires	online survey with questionnaires
<i>Up to 3 Project Advisors</i> (selected)	guided interview (voice or video call) with selected project advisors (0,5 – 1 hour)	guided interview (voice or video call) with selected project advisors (0,5 – 1 hour)
<i>Target Groups</i>		guided interview with selected members of the target groups: youth, educators, corporates (youth intervention study available in the project end)
<i>International youth team</i>	guided interview (voice or video call) with 3 youth team members (0,5 hour)	guided interview (voice or video call) with 3 youth team member (0,5 hour)

IV. Deliverables:

2 Reports: 1 for Midterm Evaluation, 1 for Project End Evaluation

One session for the mid-term evaluation workshop

Optional: Campaign evaluation

Maximum 20 pages per report in English excluding Annexes

- Executive Summary
- Table of Contents
- List of Acronyms and Abbreviations
- Report (=main focus):
 - Introduction and Method
 - Overview on project targets (max ½ page)
 - Evaluation findings
 - Recommendations
 - Conclusions
- Annexes
 - Questionnaires
 - Itinerary of key informants
 - etc.

The style of the report shall be clear and concise and shall be targeted to a non-specialist audience. Infographics shall be used to visualize the most important evaluation outcomes.

Optional: campaign evaluation

The tender includes an option for additional work (campaign evaluation), which is tendered here but the final decision of ordering the service will be done later. The related work is to be completed during the final year of the project, but no later than in April 2024. The criteria on this Terms of Reference are based on the objectives of the mid-term and final evaluations. If the contractor makes an offer also for campaign evaluation, they are asked to provide a proposal on how they would carry out the evaluation. Mid-term and final evaluation cover project communications including an overview of the campaign, but the campaign evaluation will be a deeper analysis of the Eat4Change campaign itself.

Audience of the reports: project staff, EC

V. Time frame:

Preparation:

- End of February 2022: Selection and contract
- March 2022: "Kick-off" Meeting with Project Officer

Midterm Evaluation:

- Until 13th April 2022: Draft Questionnaires (WWF: Feedback loop)
- Until 29th April 2022: Final Questionnaires (To be approved by WWF)
- Spring/summer 2022: Survey, Interviews (WWF: Feedback loop)
- Spring/summer 2022: Draft Report (WWF: Feedback loop)
- Summer/early autumn 2022: Final report

Final Evaluation:

- April 2024: Survey, Interviews (WWF: Feedback loop)
- June 2024: Draft Report (WWF: Feedback loop)
- July 2024: Final report

Campaign Evaluation:

- End of the project

The exact timeline will be finally agreed with the evaluator.

VI. Qualifications and experience needed:

- Experience with evaluation of complex EC funded projects, similar projects and/or programmes
- Experience and skills in developing and analysing questionnaires and carrying out interviews
- Experience and understanding of evaluating communication, marketing and campaign work
- Excellent analytical skills
- Excellent writing skills (clear and concise)
- Excellent English skills (written and spoken)

VII. Information material provided by WWF:

- Reference materials available: The project follows the 2016 Practical guide on contract procedures for European Union external action (PRAG) available via <https://ec.europa.eu/europeaid/prag/previousVersions.do> (Chapter-E for Grants)
- Together with this Terms of Reference: Project Factsheet (Annex 1), Results chain (link: https://miro.com/app/board/o9J_lOjScr8=/), Logframe (Annex 2), Campaign information (Annex 3) (If you need more information about the project, please send an e-mail to eeva-maija.kakko@wwf.fi)
- Later:
 - All relevant project documents including annual reports and selected relevant background material
 - Contact lists of interview partners

VIII. Contact person and WWF Finland's role:

The key contact person is: Eeva-Maija Kakko, project officer (eeva-maija.kakko@wwf.fi)

Role of key contact person:

- Approves the final report and questionnaires and provides feedback to draft reports and/or questionnaires
- Facilitates the communication process with project managers and project team members
- Provides relevant documents and contacts of interview partners
- Approves the final time plan for the evaluation

The evaluator shall be in close contact with the key contact person (Project Officer) and Eat4Change coordination team (WWF Finland).

Selection criteria & requirements:

The selection will be done based on quality (50%), including the content of the tender and qualification of the evaluator and price (50%) of the offer.

One contractor will be selected for the 1st part of the work covering Mid-term and Final evaluation. The campaign evaluation can be done by the same or another contractor. Partial offers can be accepted: it is possible to make an offer for part a and b (mid-term and final evaluation) of the tender alone.

Tenderers must respect the eligibility rules for the grant as per Annex a2 to the Practical Guide.

If interested, please send your

- tender including your proposed timeline (including the estimated working time per each proportion of work), methodology and budget separated per evaluation (including daily rate)
- CV(s)
- samples of evaluation reports and/or questionnaires carried out and written by you
- proof of nationality

by **February 13th, 2022**

to eeva-maija.kakko@wwf.fi

Thank you!