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Terms of Reference (TOR) for a evaluation of the results of the project "Free Media for a Free Society" and the impact of project activities on target groups and beneficiaries

- I. **POSITION:** Legal entity from Bosnia and Herzegovina, with a capacity and experience in evaluation of EU projects, standards of their implementation, as well as linking activities with end products and results / achievements.
- II. **PLACE:** Bosnia and Herzegovina
- III. **PROJECT REFERENCE:** *Free Media for Free Society* Project, Contract No: 2018/400 -875
- IV. **PROJECT DURATION:** 3 October 2018 to 31 December 2021
- V. **TASK & DURATION:** Engaging a legal entity for evaluation of the results of the project "Free Media for a Free Society" in the period from December 22, 2021 to February 5, 2022.

VI. BACKGROUND

BH Journalists Association (BHJA) is non-profit and non-political organization from Bosnia and Herzegovina. Mission of the BHJA is to affiliate journalists and other media employees with the aim to protect their professional and human rights, preserve profession's dignity and freedom of public word, as well as to create democratic environment for the media work. BHJA key goals are: a) protecting and improving the freedom, rights and professional responsibilities of journalists as well as protecting the reputation and dignity of the journalism profession; b) improving the constitutional rights of citizen in BiH to be informed in an ethical, fair, objective and balanced manner on matters of public interest. The BHJA currently has app. 700 members from all types of media (print, radio, TV, news agencies, on-line media, and blogs), coming from all part of BiH. The BHJA main activates and values are: 1) BHJA provide different service in space of protection of freedom of expression and media independency. Through Free Media Help Line service (FMHL) it offers a free-of-charge legal and professional assistance for the protection of 200 journalists and 60 media in BiH. (2) Organizing interactive and tailored thematic education trough in house trainings, Journalist's Academy, workshops and seminars in order to develop and improve the knowledge and skills of journalists and students in journalism's area. Approximately, 1000 journalists, editors and journalism students have benefitted from BHJA educational programs per years activities. (3) The BHJA provides 6 different discounts and services for its members such as: international press cards, discounts for bus transportation, railroad transportation with two railway companies...(4) The BHJA played an active role in drafting, passing and implementation of laws, rules



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and regulations pertaining to the work of journalists and the media in the country. (5) Socially important capital of BHJA is a strong public promotion of activities, advocacy of freedom of expression and quality journalism and lobby activity in the direction of creating a democratic media landscape. Annually, BHJA organizes 50 public events, more promotional and street actions, which were presented into 600 different media reports news, reports and interviews.

VII. ABOUT THE PROJECT

Since 2018 BH Journalists Association (BHJA) and the Association of Electronic Media in Bosnia and Herzegovina (AEM BiH) implement the project „Free media for free society“ in order to support the involvement of the civil society in the EU integration process in Bosnia and Herzegovina, including the implementation of the sector strategies and policies related to media that will influence decision making when it comes to freedom of expression- one of the critical area for the EU integration. Specific objectives:

- **SO 1** To support media associations to establish a **Media Interactive Exchange Hub** as a tool for a joint professional exchange as well as for advocacy against endangered journalists' independence and integrity BiH and as a tool for dissemination of education and trainings re: EU standards in the field of media freedoms and reporting
- **SO 2** To provide **Training and Professional Expertise to the Core of Journalists and Editors** in local media in order to improve professional journalistic standard and to develop qualitative and trustworthy investigative stories for benefit of their audience **Training for CSOs on media literacy**;
- **SO3** To support stronger networking among media and CSOs by building a **Media Content Laboratory that will use** modern gadgets and innovative approaches for producing, keeping and exchange of investigative media stories between local media outlets across the country and for presenting showcases against journalists' and media' malpractice.

VIII. THE PURPOSE OF THE PUBLIC CALL

The purpose of this public call is to hire a legal entity from Bosnia and Herzegovina that has the capacity, experience and professional expertise in the field of Project evaluation. The evaluation of the mentioned project should determine the degree of fulfillment of the set goals and assess the impact of the project on the beneficiaries. In addition, the evaluation should identify the strengths and weaknesses of the approaches and methods used, in order to obtain recommendations for further work and continuation of activities in the field of freedom of expression and media freedoms, with special focus on the rights and freedoms of journalists in local communities and local media.

The results of the evaluation will be used by project partners, project donors, and will be available to other organizations involved in community development and strengthening independent, investigative journalism, as well as the media community. The specific objective of the evaluation is to assess the relevance,



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effectiveness, efficiency and sustainability of project activities.

Relevance

Assess the mutual compliance and logic of project goals, methodologies and activities - whether the chosen methodology is appropriate to the goals and target groups, what works, which of the activities is most effective, what has no impact on users, etc.

- Is the chosen approach and methodology of action through the project relevant for achieving the objectives and imaginary impact on the development of the project beneficiaries' own capacities and the development of their community?
- Did and in what way did the project activities contribute to changes in target groups and target communities?
- Are the defined project activities and expected results appropriate for achieving the project objectives?
- Do and to what extent do project activities enable the application of EU and CoE standards of human rights and media freedoms in the BiH media context?
- To what extent have the project partners contributed to the creation of project synergies in the wake of the set project goals?

Effectiveness

Demonstrate the impact of the project on the beneficiaries and assess the extent to which the project has contributed to the set objectives; Define areas of most visible change and success, as well as challenges.

- How did the project beneficiaries use the acquired knowledge and skills to actively participate in the project and lead project activities?
- To what extent have project activities increased the interest and capacity of beneficiaries by knowing their labor rights and seeking respect for those rights?
- What was the direct benefit for the project beneficiaries? What are the benefits for the authorities and the community as a whole?
- Has the project affected solutions to problems and priorities in the target communities and groups that are defined within plans based on needs research?
- Has the project influenced other institutions / organizations to support the improvement of journalists' rights in local communities, the work of local media in the public interest, and the improvement of media literacy in civil society organizations?



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Efficiency

Conduct an analysis of the implementation of planned activities, structures, procedures and their implementation in practice, cooperation and interactions between project partners, interactions with project beneficiaries, ways in which project participants responded to challenges, etc.

- How did the management structure that led the project work?
- Were the roles and responsibilities of the project manager clearly defined?
- Assess the competencies of the organization and the efficiency of project implementation and measure the quality and coordination of implemented project activities.
- How did the project team react to the occurrence of various risks that were foreseen by the project application and were there any unforeseen risks?

Sustainability

Assess the likelihood measure with a focus on whether the results achieved by the project will continue to have an impact on project beneficiaries even after the completion of project activities, such as: adoption of new policies in the field of media freedom and human rights, policies, partnership and post-project , continuation of developed online tools, platforms or websites: Media Interactive Exchange HUB, Media Content Laboratory and other project products, formation of intersectoral networks, research teams and any form of financial sustainability, capacity building that opens opportunities for continuation or expansion of project activities and etc.

It is necessary to assess the self-sustainability of the project in terms of sustainability of activities, finances, human and technical capacities of the organization, the impact of the Consortium and organizations individually on target groups and key stakeholders in BiH and Europe, and strategic positioning of Consortium members within the media community.

IX. SCOPE OF WORK

The evaluation will consist of several integrated phases that will be presented in the report. The evaluator is expected to develop a detailed evaluation plan, and to define clear qualitative and quantitative indicators that will measure the impact of project activities, all in cooperation with the project team, ie the staff of the BH Journalists Association and the Association of Electronic Media in BiH.

The evaluation should cover the following areas:

- Perception of decision makers, relevant actors at the domestic and international level, media community, civil society about the Project activities;
- Visibility of Project activities among beneficiaries;
- Relevance and applicability of the Project products to beneficiaries;



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- Sustainability of the main products of the project: Media Interactive Exchange HUB and Media Content Laboratory regardless of donor support;
- Review of existing project documentation, archived material related to project activities, basic materials used to prepare and launch activities, agreements with partner organizations or associations, narrative and financial reports, evaluation reports after training or workshops, databases and all other relevant documents.
- Analysis of the impact of results on beneficiaries and target groups, as well as the work of the working group on monitoring the results of project activities;
- Generating data in the final report. The data collected will be the basis for the evaluation report, but other information and available statistics relevant to the evaluation of the financial support program will also be taken into account. The final report will take into account all findings on relevance, effectiveness, efficiency, sustainability, and lessons learned during the Project implementation.

The following tools must be used when creating the methodology:

- Questionnaire for beneficiaries
- Questionnaire for international and domestic actors and decision makers
- Interviews with small grant beneficiaries
- Interviews with international organizations, civil society representatives and the media community on the results of the Project
- Desk research

X. TIME PLAN

The approximate deadlines for this engagement that must be met, and around which the engaged the legal entity and the responsible person in the BHJA will subsequently agree, are:

| Date | Scope of the work | Estimated number of engagement days |
|-----------------------------------|---|-------------------------------------|
| 22 - 27 December 2021 | Public call and selection of the best offer | 5 working days |
| 27 – 30 December 2021. | Design, development and finalization of the methodology of evaluation | 2 working days |
| 30 December 2021- 20 January 2022 | Data collection, documentation analysis, desk research, interviewing key stakeholders | 13 working days |
| 21 January – 5 February 2022 | Prepare and delivery of Evaluation report | 10 working days |

XI. COPYRIGHT

The content of the information obtained during the engagement of the legal entity is subject to



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protection and is owned by BHJA. Use of such content, in whole or in part, by third parties without the permission of the owner is not permitted. The use of information is possible and justified only if such use is an integral part of the project activities being implemented.

XII. REPORTING

The legal entity will prepare final Evaluation Report according to the scope of the TOR and agreed with the BHJA Project manager, as well as in accordance to the present time plan. All reports must be submitted in English.

XIII. BID VALUE AND PAYMENT

The maximum available value of the contract is 5.000,00 EUR which includes all relevant taxes, contributions and fees on the value of the contract. The financial bid must not exceed this maximum amount.

XIV. QUALIFICATIONS AND REQUIREMENTS

The Legal Entity must:

- (1)** Be registered in accordance with the positive laws of BiH;
- (2)** Has at minimum 5 years of experience in Project evaluation;
- (3)** Has an excellent knowledge, skills and information in two areas: (a) BiH media scene, labor rights and media rules in the field of investigative journalism, and rules for the functioning of the media at the local level;, and (b) Civil society sector, with a focus to media literacy and cooperation between media and CSO sector;
- (4)** Has an excellent knowledge of EU and CoE standards of media freedom and security of journalists
- (5)** Has an excellent knowledge of EU projects, standards of their implementation, evaluation standards as well as linking activities with end products and results / achievements;
- (6)** Has an excellent knowledge of methodology, different techniques and measurement of achievements within the evaluation process and reporting;
- (7)** Must have good communication skills and willingness to work in a team.

XV. METHOD OF DELIVERY AND DEADLINE

All interested applicants must submit the following documentation, no later than **26 December 2021 until 24:00.**

- **Technical application**

The technical application should contain a detailed description of the actions that the legal entity



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intends to take in order to respond to the requirements of this ToR. The obligations, listed in the points: X - Scope of work, and XI – Time Plan, should be described especially carefully and comprehensively in the technical application. Also, an integral part of the technical offer should be the staff CV and a list of references and work experience or delivered consultations confirming the qualifications listed under point “XV” of this task description.

- **Financial offer**

The financial offer must be in accordance with point “XIV” of this task description, noting that all tasks listed under points “X” and “XI” of the task description has been taken into account.

The bid (technical and financial) must be submitted by email or in person to the following address: bhnovinari@bhnovinari.ba or Udruženje/udruga BH novinari, Kralja Tvrtka 5, 71 000 Sarajevo (Note: tender documentation for public call for evaluation of the results of the project "Free Media for a Free Society" and the impact of project activities on target groups and beneficiaries) by the deadline specified under item "XV".

XVI. CHOICE OF THE BEST BIDDER

The selection of the best bidder will be done by a three-member commission formed by the project partners BHJA and AEM, and based on the best evaluated technical and financial bid. After the selection of the best bidder, a special agreement will be made, which will define the obligations, rights and agreements between the BHJA and the selected legal entity.

XVII. RISKS

The Client - BHJA, reserves the right to terminate the contract if the selected legal entity does not comply with the provisions of the Contract, the scope of work as well as the time frame for the implementation of activities.

Note: The methodology and the course of the evaluation will be harmonized with the selected candidates.