



نساء في الصناعة السمعية
البصرية: تجربة جنوب المتوسط

Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA



SouthMed WiA - Towards Greater Gender Equality: Promoting the Role and Image of Women in the Southern Mediterranean Audio-visual Sector

External Evaluation of the Project

Terms of Reference

Interarts launches a call for professionals with proven experience in the evaluation of cultural cooperation and gender equality projects in the Southern Mediterranean region, to carry out an external evaluation of the EU co-funded project SouthMed WiA. Applicants will have to submit a written proposal according to the following terms of reference before 17 February 2019.

1. Background and Context

[SouthMed WiA](#), a project co-funded by the EU within the framework of the regional programme Med Film, was launched in February 2017 with a duration of 30 months. It addresses issues related to the perpetuation of gender-based stereotypes and the under-representation of women in the audiovisual sector of seven Southern Mediterranean countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. The project overall objective is to strengthen the capacities of the film industry operators in the Southern Mediterranean (SouthMed) to contribute to sustainable development and cultural diversity, by promoting gender equality and enhancing the image and the participation of women in the the audio-visual and film sectors.

The project emerged from the observation of persistent gender inequality and under-representation of women in the audio-visual sector (AV), both on screen and behind the camera and the perpetuation of stereotypes relating to the image of women in Arab societies. Its ultimate goal is to positively influence widespread cultural attitudes and public opinion.

It is implemented by a consortium led by Interarts (Barcelona, Spain), in partnership with CUMEDIAE - Culture & Media Agency Europe (Brussels, Belgium), COPEAM - Permanent Conference of the Mediterranean Audio-visual Operators - (Rome, Italy), ESAC - The Superior School of Audio-visual and Cinema (Tunis, Tunisia) and SIB - The Screen Institute Beirut (Beirut, Lebanon). EWA – European Women’s Audio-visual Network participated as associate partner.

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Through two calls for proposals, SouthMed WiA has awarded 8 sub-grants to projects addressing gender discrimination in the AV sector in the 7 target countries and has organized a wide range of diverse activities including capacity-building and coaching of local operators, especially women, awareness raising and outreach activities to relevant stakeholders, networking, and research on the image and role of women in the AV sector. In addition, the project has contributed to the launch of a regional network for Southern Mediterranean female film professionals that will guarantee future sustainability as well as peer learning, cooperation and exchanges, etc., among Arab women in the AV sector.

2. Evaluation purpose and target audience

The external evaluation of SouthMed WiA will assess the extent to which the project aims have been met and will identify the circumstances that have led to achieving either high or low levels of impact. The overall purpose of the evaluation is to provide a comprehensive story of the project and to evaluate the overall preliminary impact of SouthMed WiA with the aim to improve future projects' design and management. The evaluation results will be used by the implementing consortium to increase the sustainability of the project and will be distributed to the sub-grantees to give them a tool to assess how effectively their participation to SouthMed WiA has improved their capacities as advocates for gender equality in the audio-visual sector in the SouthMed region.

3. Evaluation objective and scope

The objective of the external evaluation is to analyze the achievements of the project against its original objectives while providing project partners with an independent review of activities and outputs. The evaluation will take place before the official end of some sub-grants and during the last months of project implementation therefore it will be based on the available evidence to assess initial results and benefits. The evaluation will review technical and managerial aspects and consider issues of effectiveness, efficiency, relevance, preliminary impact and sustainability. The evaluation will identify factors that have facilitated and/or impeded the achievement of objectives and should result in recommendations and lessons learned that could benefit the various stakeholders implied.

To this end, it will:

- ✓ Identify and develop quantitative and qualitative indicators in order to evaluate the sub-granted projects¹ in terms of the contexts, work plan, fields of work and final beneficiaries.
- ✓ Evaluate the sustainability and possible future replication of the sub-granted projects.
- ✓ Evaluate the mobility and networking activities carried out within the framework of SouthMed WiA and their impact.
- ✓ Evaluate the communication of the sub-granted projects and the EU visibility within the framework of SouthMed WiA.
- ✓ Evaluate and analyse how the sub-granted projects have contributed to reach the objectives of the SouthMed WiA project.
- ✓ Evaluate and analyse the results and the overall initial impact achieved by SouthMed WiA and its contribution to the EU policies in the region.
- ✓ Identify lessons learned and provide recommendations for follow-up actions as well as future projects and programs on gender equality in the AV sector.

¹ <http://www.smedwia.eu/en/about-us/beneficiaries/subgrantees/>

- ✓ Identify the best practices of the 8 sub-granted projects based on their projects achievements.

In terms of time and geographical coverage, the evaluation should last not more than 5 months and should cover the 7 SouthMed WiA target countries.

4. Evaluation questions and tasks

The external evaluation should answer at least the following questions:

- ✓ **Efficiency, effectiveness, performance:** Based on the project framework, which results, in quality terms, have been achieved by the SouthMed WiA project in relation with the time invested, the resources of knowledge at disposal and the total financial resources available for the project? Which are the causal linkages that relate inputs, activities and outputs of the project to its impact?
- ✓ **Relevance:** How relevant is the project to target groups', including governments', needs and priorities? Has the project partnership strategy been appropriate and effective?
- ✓ **Internal coherence:** Were the result indicators and their means of verification adequate? What possible adjustments would the evaluator recommend?
- ✓ **Impact and spillover:** Were there any unforeseen positive/negative effects of the activities? What are the major external factors that influenced or impacted on the implementation of the project?
- ✓ **Synergies:** To which extent were synergies and collaborations achieved with other projects, activities and relevant stakeholders?
- ✓ **Sustainability:** What efforts have been made to encourage sustainability of the project results? Which unmet needs did the evaluator identify that would be relevant to look into in for an eventual continuation of the project? What would the evaluator recommend to improve the sustainability of the project?

5. Approach and Methodology

Preference method to be followed while carrying out the project's external evaluation:

- Preparatory meetings with SouthMed WiA project manager.
- Online meetings with the consortium partners.
- Online survey, and meetings and field-work with the consortium partners, the sub-grantees and the beneficiaries of the sub-granted projects activities.
- Attendance to the stakeholders' meeting in Amman (Jordan) in March and to the final conference scheduled in June in Morocco.

Documentation obtained in the course of the project, including mid-term and final reports of the project and the ones submitted by the sub-grantees, final outputs, communication materials and assessment reports derived from coaching and regional networking activities will be made available to the evaluator for use in the context of the evaluation exercise.

The evaluation should be carried out on the basis of the following principles:

- **Transparency:** The process, data, findings, conclusions and recommendations will be made available for the public.

- Independence: The evaluator(s) have not been involved in the design and implementation of the project.
- Ethics: The evaluation and the evaluator(s) should respect the rights and dignity of respondents, project participants, beneficiaries, and other evaluation stake holders.
- Quality: The evaluation must provide evidence-based conclusions.
- Utility: The knowledge gained from the evaluation should be of use for further development and implementation of culture and gender equality practices in the region.

6. Timing and deliverables

The evaluation shall start in March 2019. A draft evaluation report should be available by 24 June 2019, after which comments will be made by SouthMed WiA management and coordination team.

The evaluator(s) should attend both the stakeholders' meeting in Amman in March 2019 and the final conference that will take place in June 2019 in Casablanca, Morocco. On these occasions, the evaluator(s) will participate to the activities with the sub-grantees and the partners. Individual meetings and interview with co-applicants, sub-grantees and stakeholders will be organized to assess the individual components of the project and collect material for the final evaluation report.

The final evaluation report shall be finalised by 19 July 2019 and shall include:

- ✓ Executive summary
- ✓ Intervention description
- ✓ Evaluation purpose
- ✓ Evaluation methodology
- ✓ Findings
- ✓ Conclusions (answers to the Evaluation Questions)
- ✓ Recommendations
- ✓ Annexes (list of people interviewed, key documents consulted, data collection instruments)

7. Evaluator profile and required competencies

The external evaluator(s) selected should have:

Excellent knowledge of principles and methods of evaluation in the context of international development and experience of EU funded cultural cooperation projects assessment and evaluation² and experiences in undertaking meta-review and synthesis of evaluation reports.

Demonstrated grasp and understanding of gender issues in the SouthMed region, and preferably gender mainstreaming in the cultural sector and experience in gender evaluation.

Working experience in the field of international cooperation in at least three of the targeted countries (Morocco, Algeria, Tunisia, Egypt, Lebanon, Palestine and Jordan). Proven methodology in qualitative interviews in the Southern Mediterranean countries on a diversity of contexts is highly recommended.

Strong oral and written communication skills in English and Arabic (French is highly recommended).

² https://europa.eu/capacity4dev/evaluation_guidelines/document/evaluation-methodology-vol3-guidelines-project-and-programme-evaluation

8. Selection criteria

The tenderer will be selected on the basis of the previous experience in carrying out similar exercises, the understanding and creative interpretation of the aims of the evaluation, the quality of the evaluation exercise proposed and the ability to examine both the results and the quality of the SouthMed WiA project and of the sub-granted projects. In particular, evaluators are encouraged to take into account the outputs of the sub-granted projects as well as those of the broader action and to interview the staff of the sub-granted projects implementing organisations, the beneficiaries of their activities as well as other external observers capable of a critical analysis of the achievements and quality of the project.

Proposals will be evaluated by three members of the SouthMed WiA consortium.

9. Budget and Proposal Submission

The proposals shall be submitted by email to Interarts (Ms Anna Lucia Pinto, apinto@interarts.net) **by 17 February 2019 (9 p.m. CET)**. Proposals shall include the following:

- Concept note (2 pages max.) describing the methodology of the evaluation (working programme & calendar).
- Budget with a detailed expenditure by chapters, including the fees and any expenses to successfully carry out the assignment (maximum 8.500€).
- CV of the evaluator(s) / agency / platform, clearly indicating the experience in previous evaluation assignment. Three different references must be included.
- At least two examples of successful related assignments.

Proposals must be submitted in English.