CALL FOR APPLICATIONS – EXTENDED TO THURSDAY 30th October 2014
CENTRE FOR RIGHTS EDUCATION AND AWARENESS
TITLE: CALL FOR EXPRESSION ON FINAL PROJECT EVALUATION OF CREA/W COMIC PROJECT

INTRODUCTION

About CREA/W
Centre for Rights Education and Awareness (CREA/W) is a non-govemmental, non-partisan organization. Our vision is a transformed and just global society and our mission is to champion expand and actualize womens’ rights.

Project Background:
CREAW under its Governance and Leadership Program and with the support from COMIC Relief, has been implementing a project in Meru, Nakuru, Nyeri, Murang’a, Kisii, Nairobi and Kiambu with an overral goal to address violence against women in the 2012/13 general elections.

The one year project focused on achieving the 3 outcomes namely;

- 270 female political aspirants contest and 6,000,000 women participate in a free fair and peaceful 2012/13 general elections in Kenya.
- Strengthen national protocols that mitigate and respond to violence against women during electoral processes.
- Within 10 months, increase body of knowledge on emerging trends in violence against women during before and after the 2012/13 general elections.

The program would contribute to the following outputs:

Outcome 1: 270 female political aspirants contest and 6,000,000 women participate in a free fair and peaceful 2012/13 general elections in Kenya

- Training manual on female aspirants’ safety and security developed.
• 167 community resource persons including women aspirants’, their election agents and media representatives acquire knowledge on election violence monitoring.
• 270 female political aspirants and 540 election agents in Nairobi, Nakuru, Kisumu, Kisii, Meru, Mombasa and Nyeri acquire knowledge on practical ways to secure their physical and psychological safety and integrity in the electoral process.

Outcome 2: Strengthen national protocols that mitigate and respond to violence against women during electoral processes
• 105 representatives from Police, Local administration, health facilities, Independent Electoral and Boundaries Commission, National Cohesion and Integration Commission, community and mainstream media to monitor, identify report and respond to factors breeding potential and actual incidences of violence against women aspirants prior to during and after 2012 elections.
• National Cohesion on Integration Commission mobilise political party leadership for recording of peace messages.
• 50 audio and 20 audio-visual pre recorded messages on peace aired on radio and television.
• Legal Aid and psychosocial support realized for 10 GBV survivors.
• Pro bono lawyers agree on modalities for providing free legal aid to survivors of GBV during the electoral period.

Outcome 3 Within 10 months increase body of knowledge on emerging trends in violence against women during before and after the 2012/13 general elections
• Content on GBV that will educate & entertainment viewers developed.
• One desk review of pre 2012 election studies on trends of GBV during electoral processes conducted.
• Quarterly reports detailing trends in GBV during the 2012 electoral process developed.
• One report on manner and extent to which media has reported on GBV during the 2012 electoral cycle developed.
• CREA W Institutional development.

b) Strategies, Beneficiaries and Target Audience:
1. The project is designed and implemented around various strategies namely: Capacity building, media advocacy, monitoring and documentation, fostering media relations, strategic partnerships with states and non-state actors/ action research, legal aid and advocacy campaigns.
2. The project was executed around the issues above mostly at county and national levels.
3. The key partners and target institutions were the media, police, National Cohesion on Integration Commission, Independent Electoral and Boundary Commission, Local administration, health facilities, county governments (especially after March 2013); political parties, other CSOs and strategic networks.

4. The beneficiaries are women aspirants and the communities in the targeted counties.

**Purpose of the Final Evaluation**

The objective of this final evaluation is to assess the project relevance, impact, and sustainability, whether the project identified new ways of working that can be shared with other projects and/or organizations.

Specifically, the final evaluation should systematically and objectively as possible determine the following:

1. To determine the results achieved to date are a reflection of the stated outcomes and outputs in the project documents.
2. To determine the achievement of results that have not been achieved and highlight the factors both external and internal that may have contributed to this.
3. To assess the challenges that would have affected the achievement of the goal.
4. To evaluate whether the activities implemented resulted into the expected outcomes and outputs.
5. To identify and document the key lessons and best practices emanating from the project implementation.
6. For the future, identify and document key recommendations.

**Scope of the Evaluation**

The evaluation will gauge the project against the following variables and indicators:

a) Impact: Examine the consequences of the broader social-economic and political environment on the overall objective.

b) Efficiency: Examine whether funding, personnel, regulatory, administrative, time, other resources and procedures contributed to or hindered the achievement of outputs.

c) Effectiveness: Assess the extent of achievement of the intended outcomes in relation to targets set in the original logical framework. In addition to this, did the project achieve other unplanned outcomes and outputs?

d) Relevance: Outline the project’s significance with respect to increasing citizen’s voice, government accountability and responsiveness, and service delivery within the national and local context; How effective was CREAW at responding to changes in context and ensuring mechanisms to incorporate the interests of affected communities?

e) Sustainability: Assess the potential for the continuation of the impact achieved and of the delivery mechanisms.
f) Reliability: Assess whether the process that introduced the changes/impact are replicable.

 g) Innovation and learning: Identify innovations and lessons generated by the project.

### Issues to be addressed

The evaluation shall provide at the minimum, answers to the above variables and indicators by responding to the following specific questions:

<table>
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<tr>
<th>Scope</th>
<th>Indicative Questions</th>
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<tr>
<td>Context</td>
<td>This section will give a brief description of the project (why, what, where and over what period) and will clearly outline which of the CREAM’s programmatic goals and objectives the programme sought to contribute to. The highlighting of expected outputs, outcomes and long-term results along with identified indicators.</td>
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| Impact   | • What was the project’s overall impact and how does this compare with what was expected?
• Did the project address the intended target group and what was the actual coverage?
• Who were the direct and indirect/wider beneficiaries of the project?
• What difference has been made to the lives of those reached by the project? |
| Efficiency | • Are there obvious links between significant expenditures and key project outputs?
• How well did the partnership and management arrangements work and how did they develop over time?
• How well did the financial, M&E, systems work?
• How were local partners, involved in project management and how effective was this and what have been the benefits of or difficulties with this involvements?
• Were the risks properly identified and well managed?
• How well was equality mainstreamed?
• Was staffing appropriate and did departments work well together?
• Were national to local linkages sufficiently developed? |
| Effectiveness | • Have interventions achieved objectives?
• How effective and appropriate was the project approach?
• With hindsight, how could it have been improved? |
| Equity   | • How did the project actively promote gender equality?
• What was the impact of the project on children, youth and the elderly? |
### Methodology for the Evaluation

The evaluation will involve a desk review of:

- a) The Original log-frame and proposal.
- b) The Activity log.
- c) The Outcome challenge.
- d) Progress reports submitted to Comic Relief.
- e) Advocacy documents and research reports produced through the project.
- f) Reports and relevant sections of the organizational mid-year and annual reports.

The evaluation will also require discussions with:

- a) Target communities.
- b) Network partners (community and national level).
- c) Organizational management.
- d) Project staff.
- e) Key individuals working with institutions targeted by advocacy.

| Relevance | • What was the impact of the project on ethnic minorities?  
| --- | --- |
| | • How well did the project, relate to COMIC thematic objectives?  
| | • Did the CREA W identify a need for the interventions carried out and how?  
| | • Did the CREA W respond to the identified need?  
| | • Did the CREA W respond to opportunities arising in the current context?  
| | • Did the CREA W address the rights demands of the target communities, those suffering human rights abuses, particularly those from marginalised or previously disadvantaged communities?  

| Sustainability | • What are the prospects for the benefits of the project being sustained after the funding stops? Did this match the intentions?  
| --- | --- |
| | • How could collaboration, networking influencing of opinion support sustainability?  
| | • What other mechanisms and strategies have you put in place to enhance programmatic and institutional sustainability?  

| Reliability | • What aspects of the project are replicable elsewhere?  
| --- | --- |
| | • Under what circumstances and/or in what contexts would the project be replicable?  

| Innovation and learning | • Has the project identified a new way of working that could be shared with others?  
| --- | --- |
| | • If so, describe how the project is innovative and/or what are the main lessons learned?  
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f) Participants in advocacy events and
g) Targets of capacity building.

The impact section will particularly seek feedback from:
   a) Beneficiaries of the project,
   b) The key partners.

CREAW values the expected external review, rigorous content and objective nature of the evaluation process. Moreover, CREAW wants the report to be a document with which it engages and which will provide a point of reflection and useful change of practice where necessary.
Therefore, CREAW staff and management will provide feedback on the initial draft of the evaluation report, present and discuss recommendations from the report at our next quarterly programme meeting, and develop an implementation matrix with clear action points, delegation of responsibilities and deadlines.

**Key Qualifications, Skills, and Capabilities**
   a) Relevant university degree (Masters preferred)
   b) Strong understanding and experience of working in Kenya, including an understanding of historical processes in the human rights field.
   c) Proven record of accomplishment in undertaking evaluations of organisational women human rights based project.
   d) Demonstrable skills and experience in qualitative and quantitative research methods.
   e) Experience of exploring the causal links between advocacy activities, policy and legislative results, implementation and the longer-term impacts.
   f) Experience of exploring the causal links between research, capacity building activities and increased competence in implementing learning.
   g) Experience of exploring the causal links between civic action and the achievement of rights.

**Submitting an Expression of Interest**
CREAW invites bids from individuals or consultant firms with the experience and skills described above. Tenders must include:
   1. A proposal with the interpretation of the TOR.
   2. A detailed CV demonstrating and outlining relevant skills, experience and include referees (no more than 2 pages).
   3. Include the team leader and any team members
   4. A work plan and budget covering all costs (no more than 1 page).
Please indicate this title: **Design for the Final Evaluation of CREA/W/COMIC RELIEF Project** in the subject of your application email.

Intellectual Property: As per the CREA/W's standard consultancy contract ownership and copyright of all data, drafts and final products will be the sole and exclusive property of the CREA/W.

All applications must be addressed to the selection panel CREA/W and submitted via electronic mail to vacancies@creawkenya.org, copy to wangechi@creaw.org, latest by close of business Thursday 30 October 2014.