

## **Terms of Reference and Call for Proposals to undertake a Consultancy on evaluation of the effectiveness of the URN/ Twaweza partnership in Uganda.**

**September 12, 2019**

### **Background:**

Twaweza means “we can make it happen” in Swahili. Twaweza works on enabling children to learn, citizens to exercise agency and governments to be more open and responsive in Tanzania, Kenya and Uganda. Our flagship programs include Uwezo, Africa’s largest annual citizen assessment to assess children’s learning levels, and Sauti za Wananchi (SzW), Africa’s first nationally representative mobile phone survey. We undertake effective public and policy engagement, through powerful media partnerships and global leadership of initiatives such as the Open Government Partnership.

This year, Twaweza will conduct an evaluation of the effectiveness of Uganda Radio Network in informing Ugandan citizens on issues important to their everyday lives as well as providing avenues through which their voices could be expressed and heard. URN is a leading independent news agency that collects and distributes information that feeds on the discussion for Radio and print media at both national and sub national level. Since 2011, we have partnered with URN to strategically serve as a distribution system to open up discourse on Twaweza data to increase interaction and accountability between citizens and their representatives. The Evaluation will involve and focus on URN itself, the "client" radio stations, and listeners, to establish whether the long term objectives of the partnership have been met. The evaluation scope will take into account URN products and initiatives including the national perspective magazine, website, mentorship efforts, partner radio station recruitment and support, and the established news bureaus.

Twaweza commissioned URN to;

- Collect, generate, and publish sixteen (16) news stories covering Twaweza content and programs: Sauti za Wananchi (twelve - 12), Uwezo (two - 2) and What works in Education (two - 2)
- Proactively distribute/promote the news stories to a minimum of fifty (50) partner radio stations and provide evidence of their use by at least ten per cent (10%) of these radio stations.
- Produce four (4) nationally relevant radio programs for distribution to a minimum of fifty (50) radio stations. Topics shall be decided in collaboration with Twaweza. Provide evidence of their use by at least ten per cent (10%) of these radios.
- Promote all Twaweza launch events, sixteen (16) news stories, four (4) public dialogues and four (4) National Perspectives programs on Facebook and Twitter for a total of a minimum of one hundred (100) posts.

The URN Evaluation will be undertaken using qualitative and quantitative data collection methods and techniques. Qualitative data will be generated through a combination of participatory techniques such as key informant interviews and desk review. Interview guides outlining questions per theme will be developed and used during collection of qualitative data. Quantitative data will be obtained through surveys on citizens, news editors drawn from the key target districts of Moyo, and Kabale . Twaweza will engage with URN to hold listening groups on past content and then facilitate discussions that will inform insights from ordinary citizens. The Consultant will be required to use a competent team to ensure competitive desk reviews, data collection (Creating Rapport, Questionnaire design, pre-testing, interviewing and probing techniques). Data should be analysed and full triangulation should be done.

**Objective:**

The objective of this consultancy is to propose and implement a study design that will allow Twaweza to document the effectiveness of the URN model, whether the model has served the purpose of the contract to build capacity and provide better information for local radios. The evaluation will seek to answers or confirmation of whether, i) URN as a source of high quality news, ii) Objectivity of the news, and iii) How URN news appeal to listeners, iii) How Twaweza's engagement with URN has supported achievement of the partnership objectives. The findings of this evaluation will generate lessons and experiences on what has worked or not worked, including the enabling and disabling factors. The evaluation should provide a set of recommendations that inform Twaweza on the next steps. The findings will also inform the adoption of the URN model across the countries.

The focus of this study is the extent to which URN has delivered on the committed partnership objectives with Twaweza on the last two contracts. The evaluation should provide answers on the extent to which the partnership attained its objectives<sup>1</sup>. This is in line with the OECD criteria which asserts that in evaluating the effectiveness of a programme or a project, it is useful to consider the following questions:

- To what extent were the objectives achieved / are likely to be achieved?
- What were the major factors influencing the achievement or non-achievement of the objectives?

**Specific tasks and outputs:**

- a. Develop a comprehensive study design, including a theoretical grounding and definition of concepts; a follow-up; sampling procedures and sample size. Consider the feasibility of comparison locations. The plan will be reviewed and approved by Twaweza.
- b. Develop a detailed work plan and timeline to carry out the evaluation research activities, and a related budget.
- c. Develop and pre-test tools for data collection
- d. Carry out the research plan within the timeline provided, and provide a comprehensive field report
- e. Transcribe and analyze the data using modern analytical methods; all transcripts, lists of codes, analysis plans shared with Twaweza
- f. Pro-actively share insights with Twaweza, participate in learning meetings and events, as requested
- g. Finalize the report taking Twaweza comments on board

**Expected Outputs and/or Deliverables:**

1. Inception Report.
2. Field data collection plan including tools and targeted respondents.
3. Completed Evaluation Report with Synthesized the information into two outputs; (Research report and 6 -8 paged summary of the key findings).
4. A report should be produced in English language, simple in expression and easy to understand. The report format and text should be an A4 paper size, Times New Roman 12 and 1.5 spacing.
5. A POWERPOINT summary presentation of the findings and the analysis thereof (this will also be presented) to Twaweza in a learning event for verification, validation and provide feedback on the findings.

**Timeline:**

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<sup>1</sup> OECD DAC Criteria for Evaluating Development Assistance.

The contract will start 15<sup>th</sup> October 2019 to 15<sup>th</sup> December 2019. The Project desires consultancies that should not exceed 45 working days that will include preparation, data analysis, aggregation and documentation of the final report. Field data collection should be planned no later than 30<sup>th</sup> October 2019. Full report expected no later than 30<sup>th</sup> November 2019.

**Qualifications:**

At minimum the **CONSULTANCY** must possess the following:

1. Demonstrable social science research experience.
2. Experience with the media landscape in Uganda.
3. Experience in conducting program and portfolio reviews.
4. Advanced proficiency in evaluation of theory of change.
5. Demonstrable experience with rigorous research analysis.
6. Good understanding of citizen agency and public policy advocacy environment in Uganda.
7. Proven excellent synthesis skills of large datasets, and proven excellent.
8. Excellent analytical and report writing skills.
9. Clear, effective writer in English.
10. Personal skills: good communication, analytical and drafting skills;
11. Having access to technically qualified and competent research team is an advantage.
12. Permitted /licensed to undertake research in Uganda.

Please submit an expression of interest not **more than 15 pages** together with a CV and proposed budget to [jobs@twaweza.org](mailto:jobs@twaweza.org) and cc to [aasinguza@twaweza.org](mailto:aasinguza@twaweza.org) with "PROPOSAL ON EVALUATION OF URN EFFECTIVENESS IN UGANDA 2019" in the subject line not later than Friday 4<sup>th</sup> October 2019 **25th September 2019**. These terms of reference can also be accessed on website [www.twaweza.org](http://www.twaweza.org) .