



## **Terms of Reference - Consultancy: Monitoring, Evaluation and Learning for EM2030 and EM2030 Partner-led Advocacy in Tanzania**

### **1. Background**

Equal Measures 2030 is a global civil society and private sector led partnership with the mission of fuelling progress towards gender equality by making sure girls' and women's movements, advocates and decision makers have easy-to-use data and evidence to guide efforts to reach the Global Goals by 2030 and leave no one behind.

Partners include Plan International, ONE Campaign, Bill & Melinda Gates Foundation, Data2X, Women Deliver, KPMG, International Women's Health Coalition (IWHC), Comité de América Latina y El Caribe para la Defensa de los Derechos de la Mujer (CLADEM), The African Women's Development & Communication Network (FEMNET), and the Asian-Pacific Resource & Research Centre for Women (ARROW).

### **2. Scope**

Equal Measures 2030 seeks the services of a consultant or consultancy firm that can support with monitoring, evaluation and learning (MEL) related to EM2030-funded national, regional and global advocacy. The consultant will help to finalise EM2030's Theory of Change, as well as related systems and processes for global MEL activities. The consultant will also gather learning from the partnership's work in Tanzania in particular, and help make recommendations about the future of EM2030's programs in Tanzania.

The selected candidate or agency will have specific expertise with MEL for advocacy work, experience in working with small start-up organisations, and an understanding of the constraints faced by community-based organisations and movements. Experience working on gender equality issues, and working with girls' and women's rights organisations, will be an asset.

The EM2030 Secretariat team and the EM2030 partners are based in several countries and time zones, meaning that the ability to work with clients and key informants remotely and flexibly will be essential.

### **3. Objectives/outcomes**

Under the supervision of the Head of Advocacy and in collaboration with MEL Focal Points in the EM2030 Secretariat team and within Plan International USA, specific tasks include:

***MEL for National Advocacy in Tanzania***

- Supporting end-of-project monitoring and reporting for the EM2030-funded national advocacy project undertaken by the Achieve SDG5 (ASDG5) Coalition in Tanzania, including providing technical expertise to support end-of-project surveys with project participants (policymakers, advocates, coalition members) and analysis of survey results
- From Annual Technical Reporting, identifying impact stories/examples of best practice in data-driven advocacy from ASDG5 and other partner projects to both inform donor reporting and facilitate peer-learning among partners
- Compiling a short report including an evaluation of the ASDG5 project and the external landscape for data-driven advocacy in Tanzania, and providing recommendations on the design of future EM2030-funded projects.

***MEL for National Advocacy in other EM2030 Focus Countries***

- Supporting mid-project MEL for other EM2030-funded national advocacy projects, assisting the design and implementation of surveys with policymakers and broader stakeholders

***MEL for EM2030 Overall***

- Helping to finalise EM2030's current Theory of Change, ensuring that it represents:
  - Learning from national partner-led advocacy, including ASDG5, over the past 1-2 years
  - Feedback from the broader EM2030 partnership provided through recent strategic consultations
  - The interactions between national outcomes and regional partner-led advocacy
  - The role of global advocacy in driving EM2030's overall impact
- Updating EM2030's MEL framework to align with the updated Theory of Change, including assigning indicators for regional and global advocacy and other EM2030 activities
- Providing recommendations on updates to existing MEL systems and tools based on new TOC, results framework and learning from past year

**4. Expected deliverables**

- Inception briefing, discussing in-detail each of the consultancy objectives and providing initial reactions to materials provided
- Draft workplan for the consultancy (within 2 weeks of starting)
- ***MEL for National Advocacy in Tanzania***

- Draft questionnaire for end-project-surveys for ASDG5 project in Tanzania (to be conducted with a small set of policymakers, project participants and coalition members), building off similar surveys used in other EM2030 focus countries in 2018) and key informant and coalition member interview guides.
  - Recommendations for online platforms that can be used for delivery of the end-project-surveys in Tanzania
  - Analysis of survey findings
- Summary report (15-25 pages) including the following inputs:
  - Key findings based on analysis of end-project survey
  - At least 2-3 interviews with Tanzania Coalition Members (including written transcripts in English)
  - Desk-research and at least 2-3 key informant (informants not directly involved in the project) interviews on the context for data-driven advocacy and the EM2030 model in Tanzania (including written transcripts in English)
  - Brief evaluation summary of the EM2030 Tanzania based on findings of inputs above
  - Set of recommendations on the design of future EM2030 work in Tanzania
- ***MEL for National Advocacy in other EM2030 Focus Countries***
  - Draft questionnaire for mid-project surveys for other EM2030-funded national advocacy projects (for a small number of policymakers and broader stakeholders), building off similar surveys used in EM2030 focus countries in 2018)
    - Recommendations for online platforms that can be used for delivery of the end-project-surveys in Tanzania
    - Analysis of survey findings
- ***Broader EM2030 MEL support***
  - Planning and facilitation of a MEL strategy session with relevant EM2030 Secretariat team members to revise the EM2030 TOC and Results Framework
  - Updated TOC and MEL framework, including written recommendations on adaptations to existing MEL Tools and Systems
  - Short report including 3-5 new impact stories / case studies from EM2030 partners, including Tanzania, providing examples of best practice in data-driven advocacy

## 5. Qualifications

- At least 10 years' relevant experience in monitoring, evaluation and learning (MEL), with a Master's degree in a related field
- Demonstrated experience conducting project evaluations including designing, conducting and analysing surveys and key informant interviews
- Excellent writing skills in English
- Demonstrated and significant expertise with monitoring, evaluation and learning for advocacy work
- Experience in working with small start-up organisations that are at a critical stage of growth
- An understanding of the constraints faced by community based organisations and movements
- Experience on gender equality issues, and working with girls' and women's rights organisations, will be an asset
- Ability to work with clients based remotely and in different time zones
- Ability to work in a self-directed manner and to communicate proactively

## 6. Timeline and estimated budget

- This work is expected to commence as soon as possible and be completed no later than 31 December 2019
- Estimated number of days in total is 25-45 days
- Prospective candidates or agencies should submit:
  - A letter of interest
  - A CV, or CVs of key project personnel
  - Estimated cost of the project, broken down by number of days and daily rate or by project phase
  - Client testimonials for similar work (desirable)
- Please submit to [martha.flynn@equalmeasures2030.org](mailto:martha.flynn@equalmeasures2030.org) and [amanda.austin@equalmeasures2030.org](mailto:amanda.austin@equalmeasures2030.org)
- Applications will be considered on a rolling basis