

REQUEST FOR PROPOSAL (RFP)

to conduct

Qualitative Impact Evaluation of Klahan9 SPACE Project in Cambodia

18 July 2024

PROPOSAL DATA SHEET

The Client is: BBC Media Action Cambodia

Represented by: Sao Vichheka, Country Director

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1) Request For Proposal (RFP):

To conduct qualitative impact evaluation of Klahan9 SPACE Project in Cambodia, identifying impact of the intervention including best practices and impact stories, and addressing qualitative indicators and questions.

2) Language of the proposal:

English

3) The financial offer:

United States Dollar (USD)

4) Proposal preparation:

To apply, please e-mail your proposal (maximum 5pages) and CV(s) of relevant personnel to:

Email: Procurement@kh.bbcmmediaaction.org

The proposal should include:

- Technical proposal – including key sections: approach (how the consultant will carry out this evaluation effectively and efficiently), methods of data collection (detail data collection techniques), evaluation capacity and management, quality assurance/ethical considerations, and detailed timeline based on the proposed timeframe.
- Financial proposal (including the cost of fieldwork (including travel), project management, any other anticipated costs, and an overall budget).
- CVs of people working on all elements of the research (put in annex)
- Brief of profile and experience showing examples of similar qualitative evaluation conducted by the consultant team (put in annex). Names of two references for which your organisation/company has carried out similar work (put in annex)

Please include “AgencyName_Klahan9 SPACE Qualitative Impact Evaluation” in the subject line. Only shortlisted agencies will be notified.

5) The Deadline for receipt of proposals:

28 July 2024 (at 5:00 PM – Cambodia Time)

TERMS OF REFERENCE

Qualitative Impact Evaluation of Klahan9 SPACE Project in Cambodia

1. SUMMARY

BBC Media Action is planning to commission a qualitative impact evaluation of the Klahan9 SPACE project, funded by Swedish International Development Cooperation Agency (Sida) and the Swiss Agency for Development and Cooperation (SDC). The evaluation will assess the project's impact, including best practices and impact stories, and addressing qualitative indicators in the M&E framework. The evaluation should be completed by the end of October 2024.

2. BBC MEDIA ACTION

BBC Media Action is the BBC's international charity - we believe in media and communication for good. Last year, we reached more than 130 million people in some of the world's poorest and most fragile countries. Our projects and programmes save lives, protect livelihoods, counter misinformation, challenge prejudice and build democracy.

We have been working in Cambodia since 2003, using media and communication to empower and engage young Cambodians, improve health outcomes, and build resilience to the effects of climate change. We have expertise in working with and for young people and their influencers. Much of our work has been tailored specifically to the needs of young people, building knowledge, encouraging discussion, and increasing confidence to act on issues relating to community development.

3. KLAHAN9 SPACE PROJECT

Klahan9 SPACE project is a 44-month project (1st May 2021 – 31st December 2024) jointly funded by the Swedish International Development Cooperation Agency (Sida) and the Swiss Agency for Development and Cooperation (SDC). The project aims to increase levels of youth participation in Cambodia by equipping youth with the knowledge, skills, confidence, and networks to participate, and enhancing conditions for them to do so – e.g. by shifting negative attitudes towards their participation – young Cambodians will actively participate in public life which in turn will enable them to better influence decision making.

The project's media content and outputs primarily target young people, aged 15 to 30 either in rural or urban areas in Cambodia, providing them with knowledge, skills, motivation, confidence, network, and way to participate in public life. The creative outputs (TV Programme and Digital Content) use role modelling as the primary tool to nudge constructive intergenerational dialogue specifically between young people, and parents and decision-makers, raise awareness

of different ways of engaging in public life, build confidence and motivate young people to engage in public life, encourage discussion on issues that affect young people and the community they live in and showcase young people taking action to address issues of importance to them, their family and society.

The project also reaches parents, community influencers and decision-makers, etc. as the secondary target group since they have a potential influence on young people's decision-making and participation. It aims to support these groups to feel confident to support youth participation and discuss issues and ways young people can engage in public life with others. Project strategies include creating inclusive online and offline spaces for youth participation; amplifying youth voices; encouraging discussion with decision-makers and parents and strengthening the provision of public interest media for, and representative of, young people.

Project outputs/activities:

Klahan9 SPACE was designed as an integrated media and communication initiative, involving mass media content on multiple platforms and carefully designed community outreach activities and media support and trainings. The Klahan9 SPACE Project is implementing its project through:

- **Media Production:** Uses the power of media to reach Cambodian people of all ages through TV and Digital platforms which allow us to engage a wide audience, including those without digital access, in a regular, sustained process. [33 episodes of Sok San Family](#) TV drama, the project's main output, were produced to highlight young people taking actions to address issues of importance and raise awareness of different ways to engage in public life. In addition to the TV series, 387 short-format digital content and 10 episodes of digital series, [Ban Der Ban Deng](#) have been produced and posted on Klahan9 social media platforms, such as [Klahan9 Facebook](#), [Klahan9 TikTok](#), [Klahan9 Instagram](#), and [Klahan9 YouTube](#).
- **Outreach:** Community-level opportunities for young people to develop their networks and get involved in both formal and informal participation. Eight Roadshow Academies have been conducted and **reached 1088 direct participants in 10 provinces**. In addition to Roadshow Academies, the project has created a community space and strengthened networks by working closely with the implementing partners such as Youth Council of Cambodia (YCC) and Youth Resource Development Program (YRDP).
- **Media Support and Training:** Alongside the work with community outreach partners, BBC Media Action also worked with local media partners to develop content and strategies which hold open civic space for young people in Cambodia over the long-term. Media partners were identified, and capacity development training and mentoring was provided to some young media practitioners by BBC Media Action trainers.

4. RATIONALE OF THE QUALITATIVE IMPACT EVALUATION

The external evaluation conducted by independent consultant team in April revealed that Klahan9 SPACE is a unique project in Cambodia, relevant and innovative to strengthen youth participation through media. The project was scored well across all six OECD-DAC evaluation criteria, showing a notable relevance, coherence, effectiveness, efficiency, impact, and sustainability. The evaluation noticed emerging evidence of project impact at the level of individual changes in young people's attitudes, knowledge, skills, and behaviours. Lessons learnt and challenges were also illustrated in the external evaluation report, but impact assessment was not the focus of this evaluation. While the Nationally Representative Survey being conducted to quantify the impact and the progress against indicators in the framework, this qualitative impact evaluation provides deeper understanding of the project impacts in a qualitative way.

5. EVALUATION OBJECTIVES AND QUESTIONS

This qualitative impact evaluation aims to:

- 1) identify impacts of the Klahan9 SPACE intervention particularly on the participation of young people in public life.
- 2) document stories of key impactful results.
- 3) document the best practices of the implementation process that translated into the impactful results.
- 4) to generate qualitative evidence for the endline indicators.

The proposed evaluation questions are:

Overall Impact

- 1) What are the impacts of Klahan9 SPACE project on knowledge, skills, confidence and motivation, networks, and discussion of the young Cambodians (15-30) on civic issues on the improvement of their participation in public life?
- 2) How can these changes be explained in relation to the exposure to the Klahan9 SPACE content?
- 3) How sustainable these changes will be?

Impact of Media Outputs

- 1) What are the impacts of Klahan9 media outputs on youth participation in public life?
- 2) How did these changes occur?
- 3) How did the media outputs influence youth participation?
- 4) How sustainable these changes will be?

Impact of Outreach Activities

- 1) What are the impacts of outreach activities on youth participation in public life?
- 2) Why did these changes occur?

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- 3) How did the outreach activities inspire youth to participate in public life?
- 4) How sustainable these changes will be?

Impact of Media Support and Training

- 1) What are the impacts of the media support and training programme on youth participation in public life?
- 2) Why did these changes occur?
- 3) How did the media support and training programme contribute to improvement of youth participation in public life?
- 4) How sustainable these changes will be?

Combination Impacts

- 1) What are the combination effects of media outputs, media support and training, and outreach on youth participation in public life?
- 2) Why did these changes occur?
- 3) How did these combination effects occur?
- 4) How sustainable these changes will be?

Best Practices

- 1) What are the aspects of the project design and implementation that facilitate the impactful results?
- 2) Why did the project design and implementation contribute to generation of impactful results?
- 3) How did the project design and implementation facilitate the impactful results?

Qualitative Indicators

- 1) What do young people know about how they can participate in public life?
- 2) How do young people know that they can participate in public life?
- 3) What do young people know about how they can participate in public life?
- 4) How exposure to Klahan9 content/activities influence audiences' knowledge on participation? Why were there some elders (parents and community gatekeepers) exposed to project media content and outreach activity report more supportive attitudes towards young people's participation in public life?
- 5) Why other elders (parents and community gatekeepers) exposed to project media content and outreach activity report lack of supportive attitudes towards young people's participation in public life?
- 6) Why other young people exposed to Klahan9 content/activities could not improve their participation in public life?

6. METHODS AND APPROACH

Qualitative evaluation methods will be used to identify the impact of the intervention and best practices as well as qualitative indicators for the M&E framework. The consultant team will be required to suggest appropriate methods for this qualitative impact evaluation based on the evaluation questions above.

BBC Media Action will identify potential participants among audience and stakeholders for the consultants to carry out the interviews.

7. DATA COLLECTION AND TOOLS

Face-to-face qualitative inquiries will be carried out by the consultant team in local language. However, remote interviews could be recommended when necessary. Detailed interviewing guides will be developed by the consultant team, addressing all the evaluation questions.

8. LOCATIONS

The following provinces are selected based on the locations of potential participants. The location could be flexible based on the availability of the successful cases. The selection of provinces is tentative. It could be changed after the qualitative impact evaluation design workshop with partners and project team.

- 1) Battambang
- 2) Siem Reap
- 3) Banteay Meanchey
- 4) Phnom Penh

9. TIMEFRAME

Fieldwork for qualitative data collection will be carried out in August and September, and the final report and brief (SPACE Impact Insight) should be completed by the end of October 2024. Detailed timeframe is illustrated below.

Please provide detailed timelines including training of data collectors, piloting, fieldwork, analysis, and delivery of final data and data tables. The data analysis and reporting should be completed in October 2024.

Table 1 *Key activities and timeline*

No	Activities	Timeline	Duration	Responsible
1	Recruit consultant team	18 – 31 July	2 weeks	BBC MA
2	Organize qualitative impact evaluation design workshop	05 Aug	1	BBC MA/Consultant
3	Develop qualitative impact evaluation plan	09Aug	5	Consultant
4	Review the evaluation plan	10-15 Aug	5	BBC MA

5	Finalize the evaluation plan	22Aug	1	Consultant
6	Develop a detailed fieldwork schedule for data collection	26 Aug	1	Consultant
7	Carry out fieldwork for qualitative data collection	01-19Sept	12	Consultant
8	Develop report outlines and preliminary debriefing	25 Sept	1	Consultant
9	Carry out data analysis and report writing (full & brief)	26 Sept-21Oct	12	Consultant
10	Present findings in Impact Insight Forum	21 Nov	1	Consultant

10. QUALITY ASSURANCE

BBC Media Action prioritises research of the highest standard and expects the consultant team to outline how they will ensure the quality of this evaluation when fieldwork for data collection carried out by the national team members with remote technical guidance and oversights from the international team leader. This includes clearly defined quality maintenance mechanisms for planning, fieldwork for actual data collection, such as monitoring the fieldwork process through regular debriefing, in addition to those conducted by BBC Media Action staff. Brief regular check-in with BBC Media Action team will be conducted to understand the progress and challenges in the field so that immediate support from BBC Media Action's Research and Learning team could be provided on time during data collection.

11. ETHICAL CONTROL, RISKS AND MITIGATIONS STRATEGIES

In the proposal a section will be required describing how the researcher or evaluator /consultant/agency plans to meet and adhere to ethical considerations and quality control standards including the Global Data Protection Regulation (GDPR). They also need to adhere to a strict code of ethics and endeavor to address major concerns around consent, confidentiality, anonymity and the potential risks and impact of the research on both those researched and researchers and how it could affect the overall operation of the evaluation process.

12. DELIVERABLES FROM THE CONSULTANT TEAM

The following deliverables are required to be provided by the consultant team:

- 1) Qualitative impact evaluation plan (including methods, tools, and schedule)
- 2) Final qualitative impact evaluation report in English (including qualitative findings, best practices, and impact stories) [using attractive communication design based on BBC Media Action's communication guide]
- 3) Final Impact Insight Brief in English and Khmer (max. 8 pages including photos, figures, and stories) [using attractive communication design based on BBC Media Action's communication guide]
- 4) Final presentations in English and Khmer

13. ROLES AND RESPONSIBILITIES

The following roles and responsibilities will be carried out by the Consultant team and BBC Media Action.

The Consultant team will:

- 1) Develop a detailed qualitative impact plan including method, tools, and schedule in consultation with BBC Media Action.
- 2) Conduct document review to understand the project and expectations.
- 3) Participate in impact evaluation design workshop to understand the arrangement and expectations from stakeholders. The discussion will be in local language. Thus, a national team member is recommended to be there.
- 4) Based on the list of potential participants and locations provided by BBC Media Action, develop detail fieldwork schedule for data collection. BBC Media Action team will provide all relevant contacts. The appointments should be made by the consultant team.
- 5) Carry out qualitative interviews with stakeholders and audiences. Consents and/or assents must be obtained from all participants including children under 18 years old and respective caregivers.
- 6) Conduct debriefing sessions with BBC Media Action during and after data collection in the field.
- 7) Carry out data analysis and reporting writing in English. The report should include the qualitative findings, best practices (detailing why and how the impact occurred), and impact stories). The final report should be design using attractive communication style based on BBC Media Action's communication guide.]
- 8) Produce SPACE Impact Insights Brief in English and Khmer (max. 8 pages including photos, figures, and stories) [using attractive communication design based on BBC Media Action's communication guide].
- 9) Develop PowerPoint presentations in English and Khmer using attractive communication designs based on BBC Media Action's communication guide and present the findings in the Impact Insights Forum.

BBC Media Action will:

- 1) Provide orientation to the consultant team including project, results, context of the qualitative impact evaluation and expectations, to inform development of an evaluation plan.
- 2) Hold regular 'check-in' meetings to discuss progress and evaluation arrangements.
- 3) Provide feedback on the proposed data collection methodology, sample and tools.
- 4) Identify potential participants, location, and contacts. Provide guidelines for reporting.
- 5) Provide feedback on the evaluation plan, fieldwork, and reports.

14. CONSULTANT/EVALUATION TEAM QUALIFICATION

BBC Media Action is open to proposals from individuals or a small group of consultants who met the following requirements and criteria:

Essential

- A minimum of 5 years of experience in conducting independent complex impact evaluations.

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- Experience in conducting evaluation using OECD criteria.
- Experience in conducting fieldwork (e.g. desk review, interviews, focus groups, observation)
- Strong analytical skills, ability to translate complex data into effective insights and written reports and strong communication skills.
- Ability to work independently on time and to budget.
- Fluent/excellent working proficiency in oral/written English.

Desirable

- Strong understanding of context of youth civic participation in Cambodia
- Experience of evaluating media and communication interventions;
- Fluent in both English and Khmer.

15. COST

Please provide detail budget based on the activities related to the consultant team above. The budget proposal should include the cost of national and international consultants, transports, DSA, communication in field.

16. CONFIDENTIALITY

All documents prepared during the assignment will be treated as BBC Media Action's Property. The documents or any part, therefore, cannot be sold, used and reproduced in any manner without prior written approval of BBC Media Action. The contracted consultant will submit all original documents, materials and data (hard and/or soft copy) to BBC Media Action.

17. DECISION ON TENDERS

We will award this contract competitively. Overall assessment of proposals will be concerned with both quality of the proposal and value for money. In particular, the assessment will focus on:

- 1) Advanced university degree in social science, Ph.D. preferred for a lead consultant.
- 2) Excellent knowledge and skills in qualitative research and evaluation.
- 3) Proven track records in producing high quality of qualitative impact evaluation reports, at least three references.
- 4) At least 15 years of experience in conducting qualitative evaluation including the use of OECD DAC evaluation criteria.
- 5) Quality of the approach and methodology to effectively and efficiently carry out this impact evaluation.
- 6) Strong qualification of national team member (s).
- 7) Detailed costs with different options to reflect the cost efficiency but to carry out this assignment effectively. [For example, Option 1 remote management from the international team leader and the actual fieldwork conducted by the national qualitative evaluator; and Option 2 with physical presence of the international team leader in the field – cost of airfares.]