



Co-funded by
the European Union

#EUnlocking

Terms of Reference – Final Evaluation of EU-funded project

EU4Youth - Unlocking the potential of young social entrepreneurs in Moldova and Ukraine

1. Background on the project to be evaluated

The project “EU4Youth - Unlocking the potential of young social entrepreneurs in Moldova and Ukraine” ([EUnlocking Project](#)) helps to foster the social entrepreneurial potential of young people in Moldova and Ukraine by establishing a favourable ecosystem for social enterprises, as well as by inspiring and supporting more young social entrepreneurs to develop and sustain their innovative solutions to the promotion of social inclusion and environmental sustainability across both countries. The project is co-funded by the European Union under its EU4Youth Programme.

The objectives of the project are to:

- improve the legal framework for social entrepreneurship (SE) in Moldova and establish the respective legislation for Ukraine based on Moldova’s best-practices;
- improve the capacity of young social entrepreneurs in business administration, fundraising and advocacy activities for promoting social enterprises’ interests through the development of a Moldovan-Ukrainian network of young social entrepreneurs;
- motivate more youth to start social start-ups and raise the recognition of SE contribution to social inclusion and the reduction of inequalities;
- strengthen relevant business support structures for young entrepreneurs in both countries, including start-up funding.

Main actions

- Establish an active network of 500 social enterprises contributing to the promotion of public-private partnerships in Moldova and Ukraine;
- Create an EcoHub supporting young social entrepreneurs, which will play an important role to stimulate mutual learning, information and best practice exchanges among young social entrepreneurs, as well as provide seed funding for the 15 best social start-up initiatives that focus on environmental sustainability and have proven records offering employment opportunities for marginalised youth.
- Opening of 6 Social Entrepreneurship Labs in six most depressed and remote regions in Ukraine, ensuring outreach to underprivileged youth including young women/single mothers.
- Raise public awareness on social entrepreneurship, integrate social entrepreneurship topics into the university curriculum, and support young social entrepreneurs to earn public recognition for their innovative efforts to tackle social exclusion, inequalities and environmental degradation.



ProNGO!

CONTACT



EUnlocking is implemented by the Gustav Stresemann Institute e.V. (GSI) (Germany), Egalite International (Ukraine), AXA Management Consulting organization (Moldova), ECO-RAZENI Association (Moldova), the National Assistance and Information Centre for NGOs in Moldova "CONTACT" (Moldova), and "Pro NGO! e.V" (Germany).

Target groups and final beneficiaries:

- The target groups of the Action are young people in Moldova and Ukraine (aged 18-35), including 500 young social entrepreneurs, Members of Parliament (MPs), legal experts, governmental officials, fiscal bodies, consisting of tax inspection and custom offices of both countries, 200 NGO leaders, 200 public experts, 300 journalists and bloggers, 50 business mentors, and 24 academic institutions.
- The final beneficiaries of the Action are those young social entrepreneurs, 1000 disadvantaged young people engaged in social businesses supported by the Action as well as local communities in Moldova and Ukraine, especially the population in depressive and remote regions in these countries.

Project duration: 2020-2022

Budget: €1.66 million

2. Purpose and scope of the final evaluation

The aim of the external evaluation is to analyse the relevance, outputs, outcomes, and impact of the project in response to the project's objectives and targets as well as its sustainability. The evaluation report should include an assessment of the project impact, potential sustainability, identification of lessons learnt and best practices as well as proposed improvements for a possible extension of the project activities. The evaluation of the project should consider the following OECD/DAC evaluation criteria:

- **Relevance:** Appropriateness of the project strategy to the actual needs and priorities of the target groups/beneficiaries. Is the project strategy appropriate and logic to attain the objectives? Does the project appropriately respond to the needs and priorities of the target groups? What is the quality of the project design?
- **Coherence:** Compatibility of the intervention with other interventions in a country, sector or institution. Is the project duplicating current efforts in the field? Is the project compatible with the partners other projects and action?
- **Efficiency:** Measures the outputs -- qualitative and quantitative -- in relation to the inputs. How well are the means/inputs and activities converted into outputs? Are the activities implemented in line with the plans? Are they implemented and the outputs delivered in a cost-efficient manner?
- **Effectiveness:** Contribution of the project results to the achievement of the project objectives. To what extent are the specific objectives achieved / are likely to be achieved? What are the major factors influencing the achievement or non-achievement of the objectives?



ProNGO!

CONTACT



- **Impact:** The positive and negative changes produced by the project, directly or indirectly, intended or unintended. Main effects resulting from the project on the local social, economic, environmental and other development indicators. What is the project's likely contribution to the overall objective?
- **Sustainability:** Likelihood of a continuation in the steam of benefits produced by the project after the period of external support has ended. Are the results, services and benefits of the project likely to continue after donor funding has been withdrawn?

3. Evaluation approach and methods

The evaluation could include desk research, surveys, interviews, group discussion and writing of draft and final report:

- Desk research: should include a review of all the material and documentation developed within the project, the reports of the events organised, the tools created or adapted, including web-tools and other relevant reports of activities, survey etc. The consultant should collect all quantitative data from the logframe (list of activities, number of participants, number of supports, etc.).
- Surveys: The consultant can consider to carry out survey(s) among the target beneficiary of the project (young people/young social entrepreneurs in Moldova and Ukraine);
- Key Informant Interviews/Focus group discussions: The consultant should carry out interviews/group discussions with all project partners as well as with representatives of the target groups/beneficiaries.
In light of the War in Ukraine and COVID-19 travel restrictions, we do not expect the consultant to travel to the regions in order to interview the project target groups and beneficiaries. If such travel is envisioned, it should be included in the proposal.
- Recommendations for project duplication/scaling up: The consultant should take in account while conducting the evaluation our will to replicate this project in the future in the same countries and/or a neighbouring one. The final report should therefore include recommendations on duplication or scaling up of the Action.
- Output of the evaluation: The consultant is requested to produce an evaluation report in English about 25-30 pages, including a table of contents, brief introduction, objectives and methodology, findings and conclusions per OECD criterion, lessons learned and best practices as well as a list of recommendations. Please note that annexes (e.g. acronyms, list of persons interviewed, TOR, methodology, calendar, etc.) should also be included, but not part of the page limit of the report.

- An executive summary should also be included summarising the overall lessons learned and recommendations.
- And an oral restitution with the partners and donor will be organised online.

4. Expected Deliverables

- Inception report, including a detailed methodology, list of interviewees and tools for the evaluation
- Draft evaluation report in English addressing the evaluation questions.
- Final evaluation report in English addressing the evaluation questions based on feedback upon the draft report

5. Profile and qualifications of the consultant

Applicants may be individuals or a team of consultants.

Key qualifications should be:

- Relevant academic degree (master level).
- A minimum of ten years' experience and expertise in the non-profit sector, preferably networks in the field of development and linked to networks.
- At least three evaluations in the last five years, ideally impact evaluations, and focusing on advocacy, policy, capacity building and communication work implemented by NGOs.
- Demonstrated experience of evaluation involving qualitative data and 'soft' outcomes.
- Demonstrated experience of evaluating multi-country projects that are funded by the European Commission.
- Working experience in several countries and continents.
- An understanding of the nature of capacity development work and advocacy activities.
- Experience in project cycle management.
- Excellent oral and written **English skills**.
- Capacity to study documentation and conduct interviews in **Romanian and Russian**. **Ukrainian** language capacity is an advantage.

6. Application procedure

The application file should include:

- **A technical offer including:**
 - Evaluation methodology: Describe your overall approach and evaluation methodology including, but not limited to, evaluation questions, evaluation design, proposed tools and methodology.
 - Understanding of the issues at stake and the Terms of Reference.
 - Relevant experience: Provide details of projects of similar scope, complexity and nature you have worked on previously.

- Key personnel and staffing: Describe the key personnel. Include CVs of key personnel who will be part of the proposed plan.
- Timeline: Include a detailed timeline of key activities.
- Three references (including telephone numbers) and web links to previous work (if available) or Annexes.

- **A detailed financial offer including:**

- a line-item budget: The cost estimates used to prepare the budget should be presented in Euro (VAT - 0). The tenderer should include his/her proposed daily rate, including **all costs**.

Applicants should clearly highlight any risk around conflict of interest.

The application documents must be submitted no later than **5 June 2022** in electronic format to the following address: Dr. Nowak m.nowak@gsi-bonn.de specifying ***“Final Evaluation application/EUnlocking project”*** in the subject line.

7. Provisional timeline

Contracting of the evaluator	23 June 2022
Inception phase, including kick-off meeting and inception meeting	27 – 30 June 2022
Evaluation phase	1 July – 7 August 2022
Submission of draft report	8 August 2022
Feedback of the project team	12 August 2022
Submission of final evaluation report	19 August 2022

8. Selection Criteria

- Proposed methodology
- Relevant experience
- Financial offer with breakdowns per unit
- Sample of the previous relevant assignment

9. Use of the evaluation

- Implementing organizations, project team and partners
- The donor (EU)

- Part of the evaluation report will be published to share lessons learnt and best practice

10. Confidentiality and data ownership

The consultant(s) will ensure that the study will respect and protect the rights and welfare of the people and communities involved and is technically accurate and reliable, conducted in a transparent and impartial manner, and contributes to organisational learning and accountability.

The consultant will protect the confidentiality of those participating in the survey at all stages. All data and products are confidential and are the property of the project. No data or other information from this survey will be released to third parties without the written approval of the project. The consultant will hand over **all** database generated from this evaluation (interview records, meeting minutes, survey results, etc.) to the project and will destroy information and material after **all** data and original documentation has been delivered to the project team at the end of the contract.