

Terms of Reference

Evaluating Community-Based Awareness Raising Interventions under the Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS) initiative

Commissioned by IOM Headquarters Geneva, PXD

Project Data Table

Project Title:	Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS)
Geographical Coverage:	Egypt, Ethiopia, and Nigeria
Executing Agency:	International Organization for Migration (IOM)
Management Sites:	HQ Geneva
Maximum budget:	EUR 80,000
Estimated Start Date:	1 February 2023

CONTEXT

The International Organization for Migration (IOM) is implementing a three-year project funded by the Government of the Netherlands titled **Cooperation on Migration and Partnerships to Achieve Sustainable Solutions (COMPASS)**. The overall objective of this three-year multi-country initiative to be implemented from the 1st of January 2021 to the 31st of December 2023 is to contribute to ensuring that migrants of all gender and diversity groups have access to protection sensitive pathways and are empowered to contribute to sustainable development outcomes in their communities. The awareness raising component specifically aims to contribute to empowering young people and their communities with knowledge and up-to-date information to make informed migration-related decisions, thus contributing to preventing exploitation that can occur through irregular migration and at the hands of smugglers and human traffickers.

COMPASS design and implementation follows an ecological approach to improve migrant protection and assistance; to reduce unsafe and irregular migration; and, ultimately, towards sustainable and satisfactory outcomes for migrants and their families and communities. This approach posits that meaningful and sustainable change in individual migrant behaviour and attitude, social attitudes towards migration and sustainable improvement in migration governance can only be triggered through the implementation of multilevel and multi-dimensional interventions targeting individuals, households, communities as well as relevant national institutions.

The ecological approach is underpinned by three key implementation modalities: a service delivery approach, a capacity development approach, and an evidence-based and learning approach. The programme plans to achieve the above-mentioned overarching goal through the realization of the below interdependent medium-term results (outcomes) based on four COMPASS intervention pillars: (1) Protection, (2) Counter-trafficking and Smuggling, (3) Awareness Raising and (4) Safe and Dignified Return and Sustainable Reintegration:

- **Outcome 1:** Migrants of all gender and diversity groups and their families are better empowered to pursue sustainable resolution of vulnerabilities and reintegration.
- **Outcome 2:** Target communities with high mobility are better empowered to facilitate the protection of migrants, sustainable reintegration of returnees and to implement initiatives that prevent irregular migration.
- **Outcome 3:** A conducive policy and legal framework for migrant protection, combating trafficking and smuggling, and promoting safe and dignified return and sustainable reintegration is enabled.
- **Outcome 4:** Multi-sectoral coordination between and among state and non-state actors is enhanced to improve efficiency and effectiveness in migrant protection, combating trafficking and smuggling, and promoting safe and dignified return and sustainable reintegration in line with international standards.

This evaluation will focus on the awareness raising component of the COMPASS programme which aims to ensure that young people and their support networks in target communities with high mobility are better informed on the risks of irregular migration and available alternatives to prepare them for better informed migration choices. The awareness raising component ultimately aims to contribute to target communities with high mobility being better empowered to facilitate the protection of migrants, sustainable reintegration of returnees and to implement initiatives that prevent irregular migration. The following intermediate goals are expected to contribute to the long-term goal:

- Stakeholders in target communities with high mobility have better access to relevant information on mobility trends, vulnerabilities, protection needs as well as development opportunities in their communities.
- Improved community stakeholders' participation in initiatives that protect vulnerable/aspiring migrants and returnees and prevent irregular migration.

The awareness raising activities under COMPASS apply an evidence-based methodology for community-led initiatives that promote safe migration primarily among young people alongside interventions in communities of origin with high mobility. [The model](#) taps into the communities' socio-cultural knowledge to design activities. It encompasses six main steps, with the flexibility to customize activities for the local context:

Step 1: *Analysis and problem definition*

Identifying target communities, community-based youth organizations, returnees, and potential change agents.

Step 2: Strategy design

Based on the available evidence and observation, IOM partners with a creative agency or individual and a local organization to design an initial concept, which includes a set of activities and information tools.

Step 3: Development and testing

Selected community members give feedback on the concept in a workshop that includes representatives of the target audience. Based on this feedback, the activity plan and information tools are then finalized.

Step 4: Implementation and monitoring

IOM and its partners roll out activities while closely monitoring to stay on track and aligned with defined objectives.

Step 5: Evaluation

Assess process and outcomes using mixed methods to improve future COMPASS awareness raising activity design.

PURPOSE AND USE

The overall purpose of the awareness raising evaluation is both summative and formative as it is expected to generate recommendations to improve both the quality of interventions and the implementation approaches. More specifically it will:

- Identify which awareness raising intervention component is most **effective**, which do not work so well in what contexts.
- Assess the **quality** of implementation processes while capturing emerging unintended (positive and negative) results arising from awareness raising interventions
- Assess the **soundness** of the Theory of Change for awareness raising under COMPASS.

The evaluation is expected to yield critical evidence to further inform COMPASS year three programme implementation related to the awareness raising participatory design and implementation process and future similar interventions. The evaluation is also expected to identify mechanisms through which awareness raising interventions lead to the desired change to inform a better understanding of how awareness raising interventions contribute to the overall change the programme is aiming to achieve. The findings will guide the scaling up of intervention components proven to be more effective and to discontinue those seen as least effective.

SCOPE

The evaluation will cover a total of two (2) communities in each of the three countries where COMPASS is implementing awareness raising activities, namely, Egypt (target communities to be determined), Ethiopia (Shewa Robit, North Showa Zone, Amhara Region) and Nigeria (Owa Alero, Ward 2, Ika Northeast, Delta State). It should also be undertaken on all indicators relevant to AWR raising component, but additional indicators may also be proposed and assessed as needed. Moreover, the evaluation is expected to identify any united positive/negative effects that are not reflected in the actual programme indicator list.

Evaluation criteria and questions

The aim of the evaluation is to assess the effectiveness of the designed awareness raising activities and more importantly: to identify what is working well and what is not, and why. Therefore, criteria against which the awareness raising evaluation will be assessed include design and implementation quality standards, relevance, effectiveness, efficiency, and sustainability, impact, and coherence. Key evaluation questions include:

Design/relevance and implementation quality standards

- *How good is the AWR intervention design and implementation approach?*
 - To what extent has the intervention package addressed the needs and priorities of stakeholders in the target locations?
 - To what extent did the design and implementation process take into consideration any special needs of vulnerable groups?

Effectiveness

- *How well were AWR interventions implemented in the two countries?*
 - To what extent have expected outputs been attained? How does the level of attainment differ between the two communities and what factors could account for these differences?
 - To what extent have outputs contributed towards outcome level change (e.g. change in attitude, behaviour and perceptions towards irregular migration decisions/intentions)?
 - What were the intervention components that contributed most towards the achievements of the results? What are the external factors that contributed or hindered the achievement of the results?

Efficiency

- *How efficient was the implementation approach in the two countries?*
 - Could the results achieved have been achieved with fewer resources?

Sustainability

- *How sustainable are the AWR interventions and achieved results?*
 - What concrete sustainable actions have partners taken to ensure ownership in the intervention package in each target location? How are these actions similar or different across the two target locations and what factors could have contributed to a differential in the practice of ownership?
 - What is the likeliness that stakeholders, including local government officials, community leaders and CSO's, will take the intervention package forward? Is there a significant difference across the two target locations?
 - What mechanisms have been built into the intervention package to promote sustainability? Did these mechanisms differ between the two target locations? If so, what contributed to the difference?
 - In what ways does it appear likely that results may be sustained over time and beyond project lifecycle? What would more need to be done to sustain results?

Methodology

COMPASS awareness raising interventions are implemented alongside several other interventions both by IOM and its partners all of which may have effects on the intervention's outcomes. The evaluation is therefore expected to use nested mixed methods design to allow the identification of any unintended (positive or negative) effects, but also to capture other results among direct AWR participants as well as indirect beneficiaries and other downstream stakeholders beyond the formal goals in COMPASS programme documents. Mixed methods are also adequate to identify and characterise mechanisms that generate observed outcomes and to identify what is working and what is not. The evaluation team is expected therefore to develop a detailed methodology and methods (in coordination with COMPASS M&E, Research and Communication Teams) that adequately respond to the above defined purpose and answer key evaluation questions under each pre-defined evaluation criteria above.

Key data collection methods may include desk review, surveys, key informant interviews, Focus Group Discussions (FGDs), Most Significant Change, where appropriate. The use of multiple data sources will strengthen the evidence supporting the evaluation conclusions through triangulation of methods and data. The selected evaluation expert is expected to elaborate the methodology in close consultation with programme awareness raising and communication, M&E, and research teams to ensure the final methods packages will help collect relevant and quality data to answer the key evaluation questions.

The evaluation must uphold the IOM Data Protection Principles, UNEG norms and standards for evaluation, and relevant ethical guidelines.

Dissemination and Use

The main findings will be shared with relevant stakeholders at global, regional, national, and local levels, including partners involved in designing and implementing the awareness raising activities as well as AWR target participants and their communities.

ROLES AND RESPONSIBILITIES

This evaluation will be led by an expert evaluation consulting organization with track in awareness raising / social behavioural change evaluation or with a track record in undertaking similar studies, working in coordination with COMPASS programme management and M&E at HQ, regional and country-level.

Roles and responsibilities of the evaluation expert partner

The evaluation team will lead the evaluation process in close consultation with HQ and Country-level COMPASS programme M&E and is expected to undertake the following specific activities:

- Review key project documents to understand programme context, intent, design, desired short, medium- and long-term goal.
- Lead the development of the Theory of Change for COMPASS awareness raising interventions through a participatory process working with awareness-raising teams in Egypt, Ethiopia and Nigeria.

- Based on the ToC, design appropriate overall evaluation protocol that clearly articulate the overall approach to the assignment and methodology, methods, and tools as well as timelines for key activities.
- If and where needed, train (remotely or in-person) field workers (interviewer and supervisors) on data collection tools and procedures to ensure standardized methodology and same level of understanding and rollout.
Field tests the data collection instruments before use.
- Manage and oversee the data collection, processing, and cleaning.
- Prepare data for analysis: coding, encoding, etc. to ensure data is disaggregated accordingly in line with key indicator features.
- Analyse and synthesize data using appropriate statistical and qualitative analysis software package (SPSS, STATA, MAXQDA, Nvivo, etc) to draw credible evaluation conclusions about the COMPASS merit, worth and significance
- Produce the draft evaluation report according to appropriate structure indicated above. The report must comprise COMPASS awareness raising intervention Theory of Change and underlying assumptions and describe in the findings whether the pathway to change articulated in the theory of change is what transpired and whether the main assumptions underpinning it held. The report should also include clear recommendations for future improvement and or replication.
- Incorporate feedback/comments from project management team and prepare final report
- The final report must include an evaluation matrix that reflect all relevant indicator scores/rating as well as all data collection instruments, data audit trail which can guide any scale up or replication.

Roles and responsibilities of IOM

- Provision of documentation. Relevant documents may include, but are not limited to, COMPASS programme documents and national KAP baseline studies in Nigeria and Ethiopia.
- Facilitation and support the evaluation through timely provision of necessary logistics and coordination support for smooth implementation of the assignment, including making available data collection staff where and when needed.
- Facilitate access to the two communities where the awareness raising interventions are being implemented to ensure local social and cultural protocols and norms are observed.
- Monitor progress and provide additional information as needed.
- Review, provide inputs to and approve each deliverable.

TIMELINES AND DELIVERABLES

The assignment is expected to be completed within 8 weeks from the commencement date. It is provisionally scheduled to take place between from February to April 2023. Specific deliverables include:

- **Inception report:** The inception report should include a detailed description of the approach to the assignment and must comprise the methodology, the evaluation matrix and draft data collection tools and methodology for data analysis and synthesis strategies as well as timelines of key activities.

- **Study Protocol** to include all the data collection tools that will be used, the data collection schedule, and all areas that the consultant requires support.
- **Visual Presentation**, summarizing the key findings in a systematic way, to be presented as preliminary findings to the programme team and solicit their feedback.
- **Draft Evaluation Report** that follows the report structure provided above summarizing all the findings from the primary and secondary data, and recommendations
- **Final Evaluation Report** will be produced, incorporating feedback and comments from programme key stakeholders including the donor. The final report should include the following as annex:
 - An indicator matrix with scores/rating
 - Final study protocol with field-tested tools
- **Two-page brief** summarizing key findings, recommendations and conclusions be shared with stakeholders.

All deliverables are to be written in English and meet good language standards. The final report should meet the standards laid out in the UNEG Quality Checklist for Evaluation Reports and comply with IOM internal guidelines.

The estimated workload and responsibilities:

Activity	Responsible	Timeline
Inception Meeting	IOM/Agency	½ day
Compile and share relevant documentation	IOM	2 days
Review documents and prepare a detailed inception report, including the indicator matrix and data collection tools	Agency	5 days
Prepare evaluation and data / protection protocols	Agency	4 days
Planning and facilitation of the data collection activities, logistical arrangements, and schedule	Agency/IOM	8days
Data collection	Agency	12 days
Draft report and PPT with Theory of Change	Agency	6 days
Review and comments on the draft report	IOM	5 days
Stakeholders meeting	IOM/Agency	½ day
Final report and two-page brief	Agency	7 days
Total		50 days

APPLICATION PROCEDURE

Interested evaluation consulting organizations are requested to respond to the advertisement to: mescu@iom.int on or before **26 January 2023** with the subject line: “Evaluating COMPASS Community-based Awareness Raising initiative”. The submission package should include the following documents:

Technical proposal

- Letter of Interest from the interested research agency that explains why they are suitable for the assignment.
- A technical proposal that clearly outlines the approach to the assignment including the methodology (sampling, data analysis, reporting) in response to the ToR.



- CVs of core team members highlighting qualifications and experience in similar projects.
- Work references - contact details (e-mail addresses) of 3 referees (organizations for which similar assignments were produced)
- 2 most recent sample reports of any previous evaluations done for other clients.

Financial proposal

The submission from interested agencies should also include a detailed itemized budget indicating the fees and breakdown of expenses (including unit cost for each of the relevant budget item) aligned to the technical proposal. The budget ceiling is 80,000 Euro. Financials proposals that exceed this amount will not be considered.

Eligibility criteria

- The evaluation team should have a good mix of skills and expertise relevant to process and impact evaluation, especially in the field of awareness raising, community engagement and/or social and behavioral change communication (SBCC).
- More than 7 years' experience working in the field of research, M&E and conducting multi-country realistic evaluations.
- Good and balanced understanding of mixed methods evaluation design.
- Proven technical skills (mix methods design and good track records on quantitative and qualitative data collection and analysis using analytical software such as NVivo, Dedoose, STATA/SPSS).
- Ability to observe ethical standards as per UNEG guidelines throughout the process.
- Proven experience dealing with migration challenges including counter-trafficking, protection of vulnerable migrants, return and reintegration.
- Experience working on issues related to migration and previous experience evaluating awareness raising or information campaign or behavior change communication related interventions.
- Experience working or proven knowledge in Egypt (or North Africa) Ethiopia and Nigeria is an added advantage.
- Proficiency in English and local languages and having locally based research teams is an added advantage.