

**TERMS OF REFERENCES**  
**Final Project Evaluation of Multi-Media Initiative for Youth (MIY) Project**

**1. Assignment Information**

<b>Assignment Title:</b>	Final Evaluation for Multi Media Initiative for Youth project (2014-2018)
<b>UNDP Practice Area:</b>	Voice and participation (Governance)
<b>Cluster/Project:</b>	Multi-Media Initiative for Youth Project (MIY)
<b>Contract Type:</b>	Individual Contractor (IC)
<b>Duty Station:</b>	Home-based and in-country mission to Cambodia
<b>Contract Duration:</b>	40 working days (27 Sep to 30 Nov 2018)

**2. Background and Project Description**

Youth unemployment rate in Cambodia is only 3.3% and an adult unemployment rate only 1.1%. Yet, the vast majority of the labor force works in the informal sector. Although estimates for the informal sector are not available, it is likely that most of the vulnerable workers are in the informal economy, where earnings are low, there is no access to social protection or security of job or income, and labor standards are usually poor. Furthermore, women are predominantly at higher risk than men to remain in vulnerable employment and are more likely to be engaged in informal employment

According to ILO 2013 survey, the young people, who make up 56% of the population, want to move out of informal jobs, and seek more secure and better paid jobs. However, in turn, the employers are struggling to find workers with adequate skills. Skill mismatch is another major issue. This is either due to the lack of information regarding the skills demand in the market or young people and their families don't realize the financial returns of investment in education and TVET trainings.

The Multi-media Initiative for Youth (MIY) project is established to support the Cambodian young people (aged 15-30) to improve their knowledge and efficacy (confidence in their ability), individually and collectively, to work together better among themselves and with older people to achieve common goals. The project has been implemented in two phases. The phase I was implemented from November 2014 to June 2016 and phase II from July 2016 to December 2018. The project is co-funded by the Swedish Government and UNDP with the BBC Media Action as the main Implementing Partner of the project.

The project has undertaken two major activities, which include: 1) Delivery of youth-oriented employment education through multi-media platforms such as TV, radio and social media; programmes; and outreach activities; 2) Capacity development for Cambodian youth through capacity strengthening activities with the National Employment Agency.

The project strategy was guided by a theory of change which lays out the change pathway for project intervention to achieve the intended outcomes. The change pathway was determined as following:

- Increased access to information for young people aged 15-30 in Cambodia about job opportunities; formal and informal ways to find employment; access to training and support; or ways to improve the way they make a living.
- Increase Cambodian young people's knowledge and skills in seeking employment/ an occupation that will meet their economic needs and provide good conditions.

- Increase Cambodian young people's confidence, and knowledge of strategies, to discuss and negotiate with parents and other community power holders about their livelihoods.
- Increase media production skills in the Cambodian media industry to contribute to improved programming on economic resilience.

Learning from the phase one's success and challenges, the project ToC was adjusted for phase two by focusing more the participatory multi-media approach to ensure higher engagement from young people with the programme. The project is working toward the following changes:

- Unemployed or vulnerably employed youth especially female youth in Cambodia know what the various job options are, the advantages and disadvantages of focus jobs, and the skills needed to do these jobs.
- Unemployed or vulnerably employed youth especially female youth in Cambodia feel motivated to enroll onto TVET training or study STEM subjects.
- Unemployed or vulnerably employed youth especially female youth in Cambodia have negotiation skills to talk to gatekeepers about what they want to do and gain their support.
- Employed youth especially female youth in Cambodia have the analytical, attitudinal and decision-making soft skills needed by employers that would allow them to secure promotion.

In 2016, UNDP Cambodia conducted a Mid-term Review (MTR) of the MIY project in order to assess the overall progress towards project intended objectives, CPAP and UNDAF outcomes and to inform BBC Media Action and UNDP about necessary adjustments and future directions. The findings from MTR were used to adjust the existing project approach and arrangement to maximize the impacts of the project.

According to the project document, a qualitative project evaluation is further needed to assess the overall achievements at the end of the project in light of the evolving of country context and recommend possible intervention in preparation for the development of the next phase of the project.

### **3. Objective of the Final Evaluation**

The final project evaluation is being commissioned in 2018 before completion of the project to inform key stakeholders on the project results, identify lesson learns and potential future role and contribution of UNDP toward increasing employability for young people in Cambodia. This will aid UNDP future's programming and project development process in line with UNDP Country Programme Development 2019-2023.

- Review and assess the overall achievements of development results at the level of outputs, outcomes and impacts as outlined in the Project's Results and Resources Framework and Theory of Change
- Identify opportunities and challenges related to the design, and implementation of the MIY based upon the following criteria: relevance, effectiveness, efficiency, impact and sustainability;
- Assess how the project relates to or complements other youth employment projects including overall contribution to related national policies on youth development and employment, and the UNDP Country Programme Action Plan (CPAP) 2016-2018;
- Identify lessons and good practices from MIY, with potential for scaling up or inclusion in national policies or programmes;
- Synthesize lesson learns and provide recommendations on the opportunities for UNDP to contribute in addressing youth employment issues;

### **4. Scope of the Assignment**

The evaluator is expected to frame this evaluation exercise using the OECD/DAC evaluation criterion including relevance, effectiveness, efficiency, sustainability, and impact, as defined and explained in the UNDP's Handbook on Planning, Monitoring and Evaluating for Results<sup>1</sup>.

**Relevance:** to evaluate the relevance of the MIY's strategy, design and implementation arrangements in Cambodia's development context while also considering future challenges, particularly with the Middle-income transition. This includes overall relevance of the MIY strategy in responding to the national priorities.

- To what extent does MIY's intervention address contribute the national strategy on youth employment
- To what extent does the MIY's intervention addresses the challenges of the target group, especially female youths and youth in informal employment;
- To what extent are the objectives of MIY still valid in the current and future Cambodia's development context;

**Effectiveness:** to evaluate how effective MIY was in achieving its objectives during each year of its four years of implementation. The evaluation will also look at how the project identified, managed and mitigated risks and will provide practical recommendations concerning the improvement of future project effectiveness.

- To what extent were the project objectives achieved / are likely to be achieved by the end of the project in of December 2018;
- What were the major factors influencing the achievement or non-achievement of the objectives;
- To what extent has the project's capacity building process been effective in helping the NEA to effectively reaching out and engage young people for better employment opportunities.

**Efficiency:** To the extent possible, the evaluation will compare the benefits from MIY with the budget to assess how efficient the project is. The evaluation will provide practical recommendations regarding how to improve the efficiency, as required.

- Were project activities cost-efficient?
- Were project outputs achieved on time?
- Did the project leverage the synergies with similar initiatives

**Impact:** the consultant is expected to analyze both how capacity has been developed and how project achievements contribute to future strengthening of capacities both the youths and national institutions.

- What were the changes resulting from MIY intervention in the way in which Cambodia is addressing youth employment issues?
- What were the impacts of MIY on developing the capacity of NEA?
- What were the changes in the job seeking behavior and career development of young people as a result of MIY activities?
- Did the intended beneficiaries benefit from the project? In what ways?

**Sustainability:** The evaluation will assess how the project's achievements contribute to sustainability by engaging appropriate Government, non-Government and community level stakeholders.

- To what extent are the benefits of MIY likely to continue after its completion?
- What were the major factors which influenced sustainability of the project results.

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<sup>1</sup> <http://web.undp.org/evaluation/guidance.shtml>

**Gender mainstreaming:**

- Has the MIY project ensured that it has delivered an inclusive approach? Has gender mainstreaming at all levels of the project cycle been delivered to ensure this?

**5. Expected Outputs and Deliverables**

<b>Deliverables/ Outputs</b>	<b>Estimated Duration to Complete</b>	<b>Target Due Dates</b>	<b>Review and Approvals Required</b>
Inception report with detailed Work Plan, detail methodology and outlines of evaluation report,	7 days	4 Oct 2018	Youth Employment Specialist & ACD-P
A draft evaluation report after field mission consulting with relevant stakeholders and beneficiaries	25 days	8 Nov 2018	Youth Employment Specialist & ACD-P
Final evaluation report after substantive comments from UNDP and key stakeholders.	8 days	30 Nov 2018	Youth Employment Specialist & ACD-P

**6. Evaluation Ethics**

The evaluation will be conducted in accordance with the principles outlined in the UNEG 'Ethical Guidelines for Evaluation'<sup>2</sup>.

**7. Institutional Arrangement**

Once the contract agreement is signed between the consultant and the UNDP Country Office, an initial meeting with BBC MA, SIDA and UNDP teams will be convened to provide overall direction and guidance as well as to discuss arrangements of the exercise. The consultant will report to UNDP Youth Employment Specialist. S/he will work closely with Programme Analyst, UNDP Assistant Country Director (ACD) Programme and BBC Media action team.

A national consultant is recruited separately by UNDP Cambodia will work with the International Consultant to collect relevant resource documents, informant appointments and translation wherever necessary. BBC MA team will facilitate in providing project related documents, identifying stakeholders, project beneficiaries and sources of information. UNDP will support the consultants in organizing some meetings with relevant stakeholders, partners and beneficiaries, if necessary.

**8. Duration of the Work**

The duration of this assignment is 40 days. The schedule of the assignment including in-country mission will be finalized upon completion of selection process. The consultant will be required to spend at least 10 working days in country. Transportation to provinces will be supported by the project.

**9. Duty Station**

Home based with at least 10 working days in Cambodia -Phnom Penh with visit(s) to three selected provinces in Cambodia. The budget proposal should include related travel expenses to provinces, except

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<sup>2</sup> UNEG, 'Ethical Guidelines for Evaluation', June 2008. Available at <http://www.uneval.org/search/index.jsp?q=ethical+guidelines>

the transportation which will be arranged by the project. However, the local transportation within Phnom Penh city will be at Consultant's own arrangement.

Selected individual contract(s) who is expected to travel to the Country Office (CO) to undertake the assignment in the country (Cambodia) is required to undertake the *Basic Security in the Field (BSIF) training* (<https://dss.un.org/dssweb/WelcometoUNDSS/tabid/105/Default.aspx?returnurl=%2fdssweb%2f>) prior to travelling. CD ROMs must be made available for use in environments where access to technology poses a challenge.<sup>i</sup>

## 10. Minimum Qualifications of the successful Individual Contractor

<b>Education:</b>	A Master's Degree or higher in Communication/Media, Public Administration, Business Administration, Public Policy, Social and Political Sciences or Development Studies.
<b>Experience:</b>	<ul style="list-style-type: none"> <li>• At least 10 years of experiences in conducting monitoring and evaluations of development projects/programs in related areas,</li> <li>• Strong knowledge youth employment issues in the context of Asia preferably in Cambodia</li> <li>• Good knowledge on multi-media and communication approaches for development projects/programmes,</li> <li>• Knowledge and experiences working in with UN agencies or multilateral/bilateral development agencies.</li> </ul>
<b>Competencies</b>	<ul style="list-style-type: none"> <li>• Strong interpersonal, communication and analytical skills, ability to coordinate and synchronize work with diverse cultural backgrounds and ability to work in different environments.</li> <li>• High skill in problem identification and strong analytical skill for recommended improvement and future intervention.</li> <li>• Ability to deliver quality products in high stress or short deadline situations</li> <li>• Excellent written and English communication skills with a demonstrated ability to assess complex situations in order to succinctly and clearly distil critical issues and draw forward looking conclusions,</li> <li>• Ability to communicate in person and writing with a wide range of stakeholders, including government, UNDP, donors and civil society, and ability to work collaboratively on-line and via e-mail.</li> <li>• Be flexible and responsive to changes as part of the review and feedback process.</li> </ul>
<b>Language Requirements:</b>	English
<b>Other requirement</b>	Submission of proposed practical methodology for the assignment

## 11. Criteria for Evaluation of Level of Technical Compliance of Individual Contractor

<b>Technical Evaluation Criteria</b>	<b>Obtainable Score</b>
A Master's Degree or higher in Communication/media, Public Administration, Business Administration, Public Policy, Social and Political Sciences or Development Studies,	10
At least 10 years of experiences in conducting monitoring and evaluations of development projects/programs in related areas,	30
Strong knowledge on youth employment issues in the context of Asia preferably in Cambodia,	30
Good knowledge on multi-media and communication approaches for development projects/programmes,	20
Knowledge and experiences working in with UN agencies or multilateral/bilateral development agencies.	10
<b>Total Obtainable Score</b>	<b>100</b>

## **12. Payment Milestones**

The consultant will be paid on a lump sum basis under the following installments.

<b>No.</b>	<b>Outputs/Deliveries</b>	<b>Payment Schedule</b>	<b>Payment Amount</b>
1	Upon satisfactory submission of output #1	4 Oct 2018	20%
2	Upon satisfactory submission of output #2	8 Nov 2018	50%
3	Upon satisfactory submission of output #3	30 Nov 2018	30%