1. **Overview**

The Children’s Investment Fund Foundation (CIFF), in partnership with the Global Strategic Communications Council (GSCC), is commissioning a short-term consultancy to assess and provide recommendations on monitoring and evaluation methods for communications campaigns.

The consultancy is expected to take place from **March to May 2020**, with an application deadline of **6th March 2020**.

2. **Background**

CIFF is an independent philanthropic organisation, headquartered in London with offices in Nairobi, Addis Ababa, Beijing and New Delhi. It works to transform the lives of poor and vulnerable children in developing countries, with areas of work in children and mothers’ health and nutrition, children’s education and welfare and smart ways to slowdown climate change. CIFF-funded programmes place significant emphasis on quality data and evidence. Before making an investment and during implementation, CIFF works with partners to measure and evaluate progress to achieve large scale and sustainable impact. For more information, please visit: [www.ciff.org](http://www.ciff.org).

GSCC is an international network of communications professionals in the field of climate and energy.

The year 2020 is a critical year for climate action. The next major UN Climate Summit, COP26, is an opportunity to increase governments’ ambition and to establish credible plans across sectors to meet the targets set by the Paris Agreement. Data and evidence will be crucial to inform the climate community of real-time progress and to influence key decisions.

Across the climate communications field, there is a well-recognised gap in the metrics and tools available to measure outcomes, either in terms of attitudinal & behaviour change, or policy change. A limited number of organisations have invested in trialling various approaches, but there is a need for refined metrics and appropriate tools for measuring the success and effectiveness of communications work, beyond reach.

3. **Purpose & Scope**

We are looking for a consultant available to start immediately to help CIFF and GSCC assess the various methods (including software/tools but also providers/expert agencies) available to date for measuring and evaluating communications campaigns, both online and offline. We are also interested in understanding the potential integration/combination of various elements of the tools and approaches that will create the kind of holistic understanding of impact and provide strategic insight. These tools may include, but not limited to:

- Swayable
- SenseMaker
- Meltwater
- Talkwalker
- QuiltAI
- Signify
- Omnibus surveys/target polling
- Knowledge, Attitudes, and Practice surveys
- Outcome harvesting

A large focus of this work will be on assessing the suitability and usability of these methods, to inform potential investment in trialling various tools by CIFF, GSCC, and others. Key consideration will be the ability of these methods to provide real-time, actionable data, and how combinations of tools might give the most effective insights.
The primary interest for this review is in assessing tools that measure outcomes, not outputs. Example communication outcomes that require refined M&E approaches include:

- Changes in opinion or beliefs
- Changes in individual behaviour/actions
- Contribution of comms campaigns towards policy change or policy enforcement.

### 4. Methodology & Work Plan

We expect the following M&E activities will be needed, but the specific approach and timeframe will be specified during inception conversations at the beginning of the assignment:

- A desk review of literature and mapping of key stakeholders relevant to the strategic and opposition management communications space, as well as the key methods and tools used to measure and evaluate communications campaigns, both online and offline. Thematic areas may include: climate strategic communications, human rights campaigners, political party campaigns, etc. This may include short online surveys or key informant interviews to better understand individual/organizations’ experience with the methods/tools.
- Develop an evaluation scorecard/rubric for assessing various methods. Key criteria to include: type of outcome the can be measured, reliability, price, staff time required, deployment opportunity in 2020. Consultants are welcome to propose additional criteria.
- Develop a suggested integration model for combining different elements of the tools to harvest maximum insight.

Interested applicants should submit a short illustrative methodology and work plan to achieve the above objectives, which will be used to assess proposals. The contracted consultant will then develop a detailed methodology and work plan within the first month of the assignment, in consultation with CIFF and grantees.

### 5. Deliverables & Tentative Timeline

The tentative timeline for this assignment is between February/early March – end of April 2020. Key deliverables identified for this assignment include:

1. Final report, including methods analysis and recommendations (April 2020)
2. Dissemination deliverable(s) (format TBC), ex: in-person presentation, webinar, factsheets, etc.

We encourage evaluators to opt for concise reports and, where possible, visualisations of insights as part of their deliverables.

### 6. Qualifications & Experience

Competencies and experience include:

1. Experience using communications M&E tools.
2. Proven track of using M&E methods that verify knowledge/awareness levels, behaviour change, and policy change.
3. Strong understanding of and experience working in the strategic communications field (regardless of sector: climate, sexual and reproductive health and rights, maternal & child health, human rights, party politics, etc).

### 7. Budget

Proposed budgets will be reviewed with respect to the suitability of the work plan and activities for delivering deliverables in a cost-effective manner. A cap of $30,000 (inclusive of VAT) has been earmarked for this exercise.

### 8. Application Procedures

The anticipated deadline of the submission of the short proposals is 6th March 2020. Please submit all materials by COB to ccampian@ciff.org, with the title “Comms M&E Landscape Review”. Applications should include an example/link to a work product relevant to this assignment.
Please note that all personal data and application materials provided by applicants will be used in accordance with applicable UK privacy regulations in the UK, and all records will be deleted after the application process, unless applicants specifically mention that they agree for their applications to be held by CIFF for potential evaluation work in the future.

Applicants should further note the TOR specification in Annex 1 of the TOR.

CIFF understands that background information is limited for a detailed proposal, and therefore request proposals to be limited to 8 pages or less to highlight the consultant/s relevant experience and illustrate how they will approach and budget an exercise to achieve the above stated objectives within the timeframe and given budget. The full proposal should include two components:

1) A technical proposal that does not exceed 8 pages, consisting of the proposed methodology, work plan, and highlight of individual or team members’ relevant background.

2) An illustrative budget (per provided template) that itemizes costs in USD for the proposed work plan and given timeline. The financial proposal should clearly itemize the budget necessary for different work streams, and clearly state the cost of key personnel in daily rates. Please review CIFF’s overhead policy in Annex 2 of this TOR. Please include VAT if applicable.

3) Annex:
   - CVs for each key team member/s who will be working on the assignment; 2-page limit per CV.
   - References: At least three relevant references and contact information
   - At least one example of a work product most relevant to those identified for this assignment.

Proposals should be professionally presented, submitted electronically via email in Microsoft Office format, in English, with font no smaller than 11 point. Where documents are embedded within other documents, please provide separate electronic copies of these embedded documents.

Applicants should submit only such information as is necessary to respond effectively to this ToR. Unless specifically requested, extraneous presentation materials are neither necessary nor desired. Submissions will be evaluated on the basis of information submitted by the deadline.

Where the applicant is a company, the proposal must be signed by a duly authorised representative of that company. Where the applicant is a consortium, the proposal must be signed by the lead authorised representative of the consortium, which organisation shall be responsible for the performance of the contract. In the case of a partnership, all the partners should sign or, alternatively, one only may sign, in which case she or he must have and should state that she or he has authority to sign on behalf of the other partner(s). The names of all the partners should be given in full together with the trading name of the partnership.

For any further queries or clarifications kindly send inquiries to ccampian@ciff.org.
The following criteria will be used to evaluate proposals, with the technical component weighted as 65% and the financial proposal as 35% of the proposal’s overall assessment.

**Criteria for Technical Component**
- Previous experience with similar assignments: 30%
- Proposed staffing plan (demonstrated technical, managerial, and capacity development experience in team members): 30%
- Methodology: 30%
- Professional presentation of technical proposal: 10%
- Total: 100%

**Criteria for Financial Component**
- Realistic illustration of potential expenses: 30%
- Unit costs for potential expenses: 30%
- Professional salaries: 30%
- Professional presentation of financial proposal: 10%
- Total: 100%

**Annex 1: TOR Specifications**

1) While the information contained in these terms of reference is believed to be correct at the time of issue, no liability is accepted for its accuracy, adequacy or completeness, nor will any express or implied warranty be given. This exclusion extends to liability in relation to any statement, opinion or conclusion contained in or any omission from, this Terms of Reference (including the annexes) and in respect of any other written or oral communication transmitted (or otherwise made available).

2) Contracting is also subject to the selected party having all necessary authorisations and approvals.

3) Neither the issue of these terms of reference, nor any of the information presented in it, should be regarded as a commitment or representation on the part of CIFF (or any other person) to enter into a contractual arrangement.

4) No publicity regarding these terms of reference, the evaluation, or the award of any contract will be permitted unless and until CIFF has given prior written consent to the relevant communication. For example, no statements may be made to the media regarding the nature of the evaluation, the contents or any proposals relating to it without the prior written consent of CIFF.

5) The applicant shall treat all information obtained as a result of these TOR as confidential and shall not use any such information other than for the purpose set out in these TOR.

6) CIFF reserves the right to:
   a. Waive or change the requirements of these terms of reference from time to time without prior (or any) notice being given by CIFF.
   b. Seek clarification or documents in respect of a submission by a party.
   c. Disqualify any party that does not submit a compliant submission in accordance with the instructions in these terms of reference.
   d. Disqualify any party that is guilty of serious misrepresentation in relation to its submission or expression of interest.
   e. Withdraw these terms of reference at any time, or to re-invite parties on the same or any alternative basis.
   f. Choose not to award any contract as a result of the current procurement process.
   g. Make whatever changes it sees fit to the timing, structure or content of the procurement process, depending on approvals processes or for any other reason.
7) CIFF will not be liable for any bid costs, expenditure, work or effort incurred by a party in proceeding with or participating in this procurement, including if the procurement process is terminated or amended by CIFF.

Annex 2: CIFF Overhead Policy

CIFF’s overhead re-imbursement policy is that we will support indirect re-imbursement up to:
- 10% on true direct programme costs (and approximately allocated HR costs),
- 5% on the value of sub-contracts and sub-grants, and
- 0% on equipment purchases or procurement

Procurement is defined as any substantial purchase of goods directly related to programme goals (vehicles, medical equipment, drug purchases, and substantial travel costs) funded directly, or indirectly, by a CIFF grant.

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<thead>
<tr>
<th>Direct Costs</th>
<th>Indirect Costs</th>
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<tbody>
<tr>
<td>Salaries of employees directly attributable to the execution of the project</td>
<td>Facilities not acquired specifically and exclusively for the project (e.g. Foundation, Institute, or University headquarters)</td>
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<tr>
<td>Includes Project Management</td>
<td>Utilities for facilities not acquired for and directly attributable to the project</td>
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<tr>
<td>Includes administrative support solely dedicated to the project</td>
<td>Information technology equipment and support not directly attributable to the project</td>
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<tr>
<td>Fringe benefits of employees directly attributable to the execution of the project</td>
<td>General administrative support not directly attributable to the project. Examples are as follows:</td>
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<tr>
<td>Includes Project Management</td>
<td>- Executive administrators</td>
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<td>Includes administrative support solely dedicated to the project</td>
<td>- General ledger accounting</td>
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<td>Travel for employees directly attributable to the execution of the project</td>
<td>- Grants accounting</td>
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<td>Consultants whose work is directly attributable to the execution of the project</td>
<td>- General financial management</td>
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<td>Office and similar supplies directly attributable to the execution of the project</td>
<td>- Internal audit function</td>
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<tr>
<td>Sub awards directly attributable to the execution of the project (subject to lower reimbursement rates)</td>
<td>- IT support personnel</td>
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<tr>
<td>Sub contracts directly attributable to the execution of the project (subject to lower reimbursement rates)</td>
<td>- Facilities support personnel</td>
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<tr>
<td>Lease costs for facilities newly acquired and specifically used for the grant project (excludes existing facilities). For example:</td>
<td>- Scientific support functions (not attributable to the project)</td>
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<td>- A new field clinic</td>
<td>- Environment health and safety personnel</td>
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<td>- New testing laboratories</td>
<td>- Human resources</td>
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<td>- Project implementation unit office</td>
<td>- Library &amp; information support</td>
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<tr>
<td>Utilities for facilities acquired for and directly attributable to the execution of the project</td>
<td>- Shared procurement resources</td>
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<td>- General logistics support</td>
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<td>- Material management</td>
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<td>- Executive management (CEO, COO, CFO, etc.)</td>
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<td>- Other shared resources not directly attributable to the project or Institutional legal support</td>
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<td>Research management costs</td>
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<td>Depreciation on equipment</td>
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