

**TERMS OF REFERENCE FOR PROJECT EVALUATION**  
**The Y Factor Project**  
**National Women's Council of Ireland**  
**December 2012**

**Project Title:** Evaluation of the Y Factor Project

### **1. Project Description**

The Y Factor commenced in June 2012 as a 3 year project whose aim is to support and empower young women and young men to advocate for gender equality. The need for the project emerged from research previously undertaken with young women by young women working with the NWCI, in addition to engagement by the NWCI with emerging young feminist organisations in Ireland. These engagements revealed a high level of interest and concern among young women and young feminists about women's equality and the needs of young people for support, information, education and consciousness-raising with regard to gender inequality. The NWCI successfully sought funding to develop a three-year project (the Y Factor) that would specifically target young people for support, education and empowerment towards active engagement within the women's movement and within the NWCI.

### **2. Project Objectives**

The project is working to the following objectives:

- Establish a recognised Y Factor project entity and identity.
- Brand the Y Factor project and campaign and build identification with target audiences
- Build cross sectoral co-operation, communication, shared learning and support for the project at operational and strategic level with key stakeholders such as young people, teachers, youth workers, policy and decision makers within youth and education sectors
- Increase the capacity of project workers to engage and support young people
- Raise consciousness and greater understanding on the part of core groups of young people of the issues relating to women in Ireland
- Support, inform and empower young people to engage in effecting change within their communities and environments
- Build and sustain public awareness of and engagement with the project and the gender equality issues that affect young people
- Develop greater understanding on the part of project staff and the NWCI of the needs of young women and strategies required to address them
- Create space within the NWCI and the women's movement for the voice of young people to be included and inform NWCI'S work in general

### **3. Project Outcomes**

The Y Factor project sets out to achieve the following outcomes:

- Increased understanding on the part of 2<sup>nd</sup> level students and youth group participants throughout Ireland of gender discrimination and enhanced willingness and capacity to challenge and address it and advocate for equality in educational, work and social settings
- Increased capacity of the NWCI to address the needs of young women in an effective way
- Increased public debate on and media profile for issues affecting young women
- Increased leadership amongst young women and a stronger voice for young women in the women's movement and in the NWCI

### **4. Purpose of the Evaluation**

The Evaluation is intended to assess the relevance, performance, management arrangements and progress of objectives, realization of outcomes and overall success of the project. This external evaluation will be conducted on an ongoing basis over the course of the three years of the project from its commencement and will be comprehensive, consultative and inductive. It will both measure and assess the achievements of the project **and** based on these findings, inform how the project should proceed or be directed. At the outset, a clear evaluation methodology, terms of reference, set of progress indicators and framework for integrating ongoing evaluation findings into the future direction of the project will be devised by the evaluator /evaluation team.

The evaluation will assess the project with a view to its relevance to the work of the NWCI and the ongoing sustainability of the project or key elements of its work. It will identify/document lessons learned and make recommendations that the Y Factor and the NWCI, but also external stakeholders might use to improve the design and implementation of other related projects and programs.

### **5. Scope of the Evaluation**

The evaluation is expected to cover the following project components:

- a) Y Factor identity and brand recognition and awareness
- b) Awareness raising on issues of gender equality among target audiences and within public discourse generally
- c) Success of pilot programmes of schools and youth project interventions/learning modules
- d) Potential for and success of mainstreaming pilot learning programmes
- e) Participation in and engagement by young people with the project
- f) Value and success of communications strategy – particularly focusing on new social media and technology attractive to young people
- g) Level of participation and engagement by young people themselves in the project, within the NWCI and in wider public discourse

- h) Success of the project in identifying and connecting with opportunities to inform social policy and decision making
- i) Success of strategies to empower and support young people as advocates and activists for change
- j) Sustainability of project beyond life of project including integration of learning and outcomes into overall work of NWCI and potential for income generation and/or mainstreaming
- k) Adherence to core values informing the project – empowerment, equality, inclusion, participation
- l) Effectiveness of management and implementation strategies and use of resources

This evaluation has the following principal tasks:

- (i) Assess the project design in terms of its relevance to the needs identified and reach to appropriate audiences
- (ii) Assess the cost-efficiency of project interventions;
- (iii) Assess the project impact on identified audiences in terms of awareness of gender equality and issues for young people;
- (iv) Assess relevance and effectiveness of the project's strategy and approaches for the achievement of the project objectives;
- (v) Assess performance of the project in terms of effectiveness, efficiency, and timeliness of producing the expected outputs;
- (vi) Assess the quality and timeliness of inputs, the reporting and monitoring system and extent to which these have been effective;
- (vii) Assess relevance of the project's management arrangements; identify advantages, bottlenecks and lessons learned with regard to the management arrangements;
- (viii) Analyse underlying factors beyond the Y Factor project's control that affect the achievement of the project results;
- (ix) Provide recommendations to Y Factor and NWCI staff and management and key project stakeholders for follow-up activities;

#### **4. Deliverables**

The output of the evaluation will be:

- a) An agreed framework, terms of reference and schedule for conducting a continuous, inductive evaluation over a three year period
- b) A clear and agreed evaluation template
- c) Early identification of appropriate evaluation participants
- d) Bi-annual (or other appropriately intervalled) reports
- e) A mid-term project review report and final end of project report

The reports should:

- Contain an executive summary (mandatory)
- Be analytical in nature (both quantitative and qualitative)

- Be structured around issues and related findings/lessons learnt
- Include conclusions
- Include recommendations

Tenders submitted should include proposals for how evaluation findings will be reported to the Y Factor, outlining format and frequency of reporting.

## **5. Timing and Duration**

The total duration of the evaluation will be **2½ years** within the period of 1 January 2013-May 2015, according to the following plan:

- Collection of and acquaintance with the project document, project progress reports and other relevant project-related materials;
- Designing the detailed evaluation scope and methodology (including the methods for data collection and analysis);
- Setting up the meeting dates and preparation of the detailed information requirements in cooperation with the Y Factor Project Co-ordinator. The Project Co-ordinator will be the key contact with the Evaluator and enable access to information and contact with other project stakeholders
- Undertaking evaluation of project through agreed methods and processes according to agreed framework
- Communication with the Project Co-ordinator to clarify any other matters.

## **5. Budget available**

The budget available for this ongoing 2 ½ year evaluation is €12,000 to include all costs: consultancy fee, VAT, materials, travel and subsistence expenses. The successful tender should provide a detailed breakdown of cost allocation which will be agreed between contracting parties prior to contract signing.

## **6. Required Qualification**

- Knowledge and experience in project assessment and evaluation, including demonstrated knowledge of both participatory and inductive evaluation methodologies
- Understanding of the equality sector with a demonstrable insight into gender and women's equality
- Understanding of the community sector and its relationship with State policy and decision making and insight into issues of civil society engagement and participation
- Experience and or understanding of the education, curriculum development and youth sectors
- Excellent writing skills;

- Strong communication skills with an ability to engage with a range of diverse audiences

**For further information, please contact Elva O’Callaghan, Y Factor Co-ordinator, tel: 01-8787 248 or email [elvaoc@nwci.ie](mailto:elvaoc@nwci.ie)**