

EU4CULTURE - Promoting Culture & Creativity as an Engine for Economic Growth and Social Development in EaP Countries

Terms of Reference

Final Evaluation of the EU4Culture Project

<i>Coordinator of the grant contract:</i>	Goethe-Institut (GI)
<i>Name and title of the contact person:</i>	Dr. Anatoli Beifert – Team Leader
<i>Name of beneficiary(ies) and affiliated entity(ies) in the action:</i>	Czech Centers (CC), Danish Cultural Institute (DCI), Institut français en Géorgie (IF)
<i>Title of the action:</i>	EU4Culture: Promoting Culture & Creativity as an Engine for Economic Growth and Social Development in EaP Countries
<i>Contract number:</i>	2020/417-654
<i>Target country(ies) or region(s):</i>	Eastern Partnership Countries (EaP)

1. Background and context of the EU4Culture Project

EU4Culture is the EU funded project. The project targets the cultural and creative sector in the Eastern Partnership (EaP) countries, aiming to support the development of culture as an engine for growth and social development across the region.

EU4Culture makes particular focus on non-capital cities and towns of the Eastern Partnership countries. The project assists cities in the EaP region to develop and implement a Cultural Development Strategy (CDS).

EU4Culture also supports the cities with capacity building activities related to strategy development, strategy sustainability, internationalisation, cultural enterprise and management, and cultural indicators and statistics.

A grant scheme for cultural projects, cross-innovation projects, festivals, as well as mobility scheme, complement the project.

Overall Objective: To contribute to making culture as an engine for growth and social development across the Eastern Partnership (EaP) region

Specific Objective 1: Increased role of the cultural sector as an engine for economic development



Specific Objective 2: Enhanced intercultural dialogue and knowledge exchange across the EaP partner countries

Specific Objective 3: Improved local governance in the culture sector

Key Activities:

- Development and implementation of Cultural Development Strategies (in non-capital cities/towns)
- Grants to complement city Cultural Development Strategies
- Capacity-building support to city cultural development strategies
- A mobility scheme for individual artists and culture professionals

Within the “EU4Culture” project a maximum of three non-capital cities/towns from Armenia, Azerbaijan, Georgia, Republic of Moldova, and Ukraine received grants of a maximum of EUR 30,000 to design a Cultural Development Strategy. In July/August 2022, one non-capital city/town in each participating EaP country was selected to receive a maximum EUR 300,000 to implement the Cultural Development Strategy (three finalists in case of Ukraine).

Due to the current political developments in Belarus as well as the Russian war against Ukraine, some of the project activities were updated correspondingly.

Target Groups:

- Relevant Public Authorities (e.g. municipality, city government).
- Cultural actors, representatives of the creative sector and other relevant private stakeholders.
- Relevant multipliers/facilitators.

Project Management and Key Stakeholders:

The EU4Culture project is implemented by the Goethe-Institut (lead), the Danish Cultural Institute, Czech Centres and the Institut Français in Georgia.

EU4Culture *Management Structure* consists of:

- Project Management Team (PMT) – operational level
- Regional Consortium Management Board (CMB)– tactical level
- Steering Committee (SC) – strategic level of responsibility

The Project *Management Team* consists of:

- 7 staff members of the Regional Project Team, located in Tbilisi, Georgia.
- National Coordinators and Local Accountants from each EaP country (total 10).

The Project started on 1 January 2021 and will end on 31 March 2025.

List of documents that will be provided by the EU4Culture project to the Evaluator by the project:

- Goethe-Institut Glossary of Key Terms in Results-oriented Project Management
- Goethe-Institut publication “Culture works”



- EU4Culture Project Description of the Action
- EU4Culture Project Logframe
- Supporting documentation of project activities (when relevant)
- Annual and monthly reports (when relevant)
- Deliverables of the project activity on Cultural Indicators

2. Description of the Evaluation Assignment

Type of Evaluation Final Evaluation of the EU4Culture Project

Geographic Scope Eastern Partnership Countries

Period to be evaluated January 2021 – December 2024

Final Evaluation of the EU4Culture Project

Objective

Objective of the project final evaluation is to examine project's relevance, effectiveness, efficiency, sustainability, impact and coherence (OECD-DAC criteria). Furthermore, as an additional criterion the final evaluation may consider the criterion of a value-based working approach (cf. Goethe- Institut publication Culture Works. Using Evaluation to Shape Sustainable Foreign Relations). This criterion analyses to what extent intercultural understanding, a culture and context sensitive working approach, and working as partners in dialogue has been fulfilled.

Scope:

The time scope of the Final Evaluation is the whole duration of the EU4Culture project (i.e. January 2021 – December 2024). Geographically, the final evaluation covers project's implementation in the Eastern Partnership countries: Armenia, Azerbaijan, Belarus (non-governmental institutions, including relevant NGOs, SCOs, private representatives of the CCI sector of Belarus), Georgia, Republic of Moldova and Ukraine. The final evaluation will focus on achievement of project's results and objectives in view of the target values set in the LFM.

Target audience of the final evaluation report

- 1. EU4Culture Consortium Management Board, project partners and Project Management Team –**
The findings of the final evaluation and recommendations will be used by the project team to analyse the impact and results of the intervention.
- 2. The European Commission (represented by DG NEAR) –** the evaluation report shall help the European Commission to analyse the level of impact and achieved results of the project.

Key issues to be addressed in the final evaluation report

- Assessment of the project relevance, effectiveness, efficiency, sustainability, coherence and impact (OECD-DAC criteria).



- Achievement of the target values for the EU4Culture overall objective, specific objectives and outputs.
- To what extent are cross-cutting issues reflected in the project.
- Recommendations for future actions to be undertaken by the donor organisations, international organisations and national authorities for further development of the sector.

3. Evaluation approach and methodology

The potential contractor must submit the technical offer, including evaluation approach for and the envisaged methodology.

4. Evaluation Deliverables and Indicative Timeline

Key Deliverables:

1. Draft Evaluation Report
2. Final Evaluation Report

Indicative Timeline

Contracting	June 2024
Kick-off and preparatory meetings with the EU4Culture team	4th week of June/1st week of July 2024
Finalisation and validation of Evaluation Methodology	July 2024/1 st week of August 2024
Research (Desk and Field Research)	July – November 2024
Submission of the Draft Evaluation Report	End of September / mid-October 2024
Submission of the Final Evaluation Report	December 2024
Debriefing, follow up meetings, validation of the Evaluation Report by the Project Consortium Management Board	January 2025

Note: exact deadlines will be determined on later stages, based on selected proposal

5. Language of the assignment

Language of the Assignment is English.



6. Evaluation Team and required qualification for the evaluators

The EU4Culture project may work with the external service provider, represented by an individual/private expert or by a legal entity. The composition of the evaluation core team must be indicated in the technical offer.

General required qualifications for the evaluator/s:

- Master's degree or equivalent in social and/or political sciences, culture, creative economy or another relevant field
- At least five-year experience in data collection (qualitative and quantitative), data processing, evaluation
- Experience of evaluation of EU funded projects
- Experience of evaluation of multi-country projects
- Proven experience of working with OECD / DAC criteria
- Relevant experience and profound understanding of Eastern Partnership Region
- Excellent English language writing and communication skills

7. Management and Steering of the Evaluation

The management structure for the evaluation process should be provided in the technical offer. Including distribution of tasks among team members (in case of a team of experts), description of responsibilities and planned man-days.

The EU4Culture project general secretariat and the project Consortium Management Board will do the steering of the evaluation process. The project team and Consortium Management Board will validate the results and approve final reports.