

Date: 13 December 2024

## **Terms of Reference**

### **Baseline Study and Endline Evaluation**

### **RFP: CCGSW-02/2024**

The Centre for Common Ground (CCG) is seeking a Company/Consultant to conduct a Baseline Study and Final Evaluation as part of the Swedish International Development Cooperation Agency (SIDA)-funded project "Empowering Youth for Promoting Non-violent and Inclusive Communities."

#### **1. Background Information**

##### *Organizational Background*

Since 2008, Centre for Common Ground (CCG) has been working toward reconciliation, interethnic relations and stability in the Western Balkans. CCG's mission is to transform the way people and communities deal with conflict - away from adversarial approaches and towards cooperative solutions. Its projects are created to strengthen societies' capacity to deal with conflicts constructively: to understand the differences and act on the commonalities. Using innovative tools such as education, media, dialog, music, sport, arts and culture and working at different levels of society, CCG engage in pragmatic long-term processes of conflict transformation building social cohesion and using non-violent communication.

##### *Project Summary*

The project "Empowering Youth for Promoting Non-violent and Inclusive Communities" is supported by the Swedish International Development Cooperation Agency (SIDA) and implemented by CCG from November 2024 to November 2025. The project aims to strengthen interethnic cohesion and prevent ethnic tensions by raising awareness about the benefits of multicultural living and fostering peaceful and inclusive communities through conflict transformation and multicultural education. The project will utilize social media to highlight youth's role in social change. It will produce 36 comic sketches, titled "Charsija", and organize community outreach events to complement the social media activities.

#### **2. Objectives of the Baseline Study**

The primary objective of the Baseline Study is to gather in-depth information on social media preferences in North Macedonia and assess knowledge and attitudes towards democracy and human rights. This will enable the project to reach a broader audience during sketch production and promotion.

##### **Specific objectives:**

- Assess the target groups' existing knowledge of democracy, human rights, multiculturalism, and gender equality.
- Explore social media preferences and platforms most used by the target groups.
- Identify stakeholders and organizations working in related fields.
- Provide actionable recommendations for the project's implementation and future activities.

### **3. Objectives of the Endline Assessment**

The primary objective of the Endline Assessment is to assess the impact and reception of the produced and broadcasted sketches. This will help evaluate how well the project met its goals in promoting multiculturalism, gender equality, and social cohesion.

#### **Specific objectives:**

- Measure the effectiveness of the sketches in promoting multiculturalism, gender equality, and other social issues.
- Gather feedback from viewers on the reception of the sketches and their effectiveness in raising awareness.
- Evaluate the role of social media in reaching and engaging target groups.
- Assess the overall impact of the project on interethnic cohesion and the promotion of non-violent communities.
- Provide recommendations for future project interventions and script improvements for future sketches.

### **4. Scope of Work**

The consultant/company is expected to:

- Conduct a comprehensive review of existing literature, reports, and documents on interethnic relations, and peacebuilding in North Macedonia through social media
- Hold consultations and semi-structured interviews with key stakeholders, including government agencies and civil society organizations;
- Analyze the projects outreach and impact on social media, for example through tools like google analytics (Endline Evaluation)
- Organize focus group discussions with representatives of the project's target groups to gather insights into social media use and other relevant elements. A special focus group to be organized to test the sketch that will be developed by the production team.
- Analyze the collected data to identify knowledge gaps, challenges, and potential interventions.
- Prepare a comprehensive baseline report outlining findings, analysis, and recommendations.

A similar scope of work will be developed for the endline evaluation.

### **5. Methodology**

The consultant/company will utilize both qualitative and quantitative methods, including:

- Desk research: Review of related national documents and research.
- Surveys: To collect quantitative data on the knowledge and attitudes of target groups.
- Focus groups: To gather qualitative data and insights from stakeholders and youth groups.
- Semi-structured interviews: With key informants from government and civil society.

The final methodology will be developed in consultation with the project team for both baseline and endline assessments.

### **6. Deliverables**

Baseline Study Deliverables:

- Inception Report (within the first week of the assignment):
- Methodology, approach, survey questions, and list of qualitative methods to be used.

- Questions for focus groups and interviews.
- Raw Data:
  - Transcribed qualitative data and tabular quantitative data.
- Final Report (maximum 25 pages):
  - Executive summary, analysis, findings, and recommendations.

Endline Assessment Deliverables:

- A detailed work plan for the endline assessment will be developed in consultation with CCG.

## 7. Timeline

- Baseline Study Execution: **From 21-31 January 2025**
- Submission of Baseline Report: **By 10 th of February 2025.**
- Endline Assessment Timeline: To be planned and discussed with CCG during project implementation.

## 8. Qualifications and Experience

Interested consultants/companies must demonstrate:

- At least 5 years of experience in conducting assessments in fields such as democracy, human rights, interethnic relations, gender equality, or peacebuilding.
- Knowledge and competences on social media capacity for analytics;
- Proven experience in conducting at least 3 baseline studies in relevant fields.
- Strong knowledge of the socio-political context in North Macedonia and familiarity with key stakeholders.
- Expertise in qualitative and quantitative research methodologies.
- Experience engaging with diverse stakeholders and organizing consultations or focus groups.
- Excellent communication skills, with the ability to produce clear and concise reports in English.

## 9. Proposal Submission:

Interested applicants must submit the following documents:

- A detailed methodology for both baseline and endline assessments.
- A timeline for the baseline activities.
- A financial proposal covering both baseline and endline assessments.
- CVs of lead researchers, highlighting relevant experience.
- A sample of their previous work related to similar assessments.

Proposals are welcome from individuals and companies. Please send submissions to [ccg@ccg.org.mk](mailto:ccg@ccg.org.mk) no later than **17<sup>th</sup> of January 2025**.