

Section 4 Appendix A CALLDOWN CONTRACT

Framework Agreement with: Ecorys UK Limited

Framework Agreement for: DFID Global Evaluation Framework Agreement

Framework Agreement Purchase Order Number: PO 7448

Call-down Contract For: Performance evaluation of the UK Aid Match II Programme

Contract Purchase Order Number: PO 8280

I refer to the following:

1. The above mentioned Framework Agreement dated 12 September 2016;
2. Your proposal of 7 June 2018
3. Ecorys UK Limited e-mail threads 8 October 2018; 4 October 2018 and 2 October 2018

and I confirm that DFID requires you to provide the Services (Annex A), under the Terms and Conditions of the Framework Agreement which shall apply to this Call-down Contract as if expressly incorporated herein.

1. Commencement and Duration of the Services

- 1.1 The Supplier shall start the Services no later than 29 October 2018 ("the Start Date") and the Services shall be completed by 28 February 2022 ("the End Date") unless the Call-down Contract is terminated earlier in accordance with the Terms and Conditions of the Framework Agreement.

2. Recipient

- 2.1 DFID requires the Supplier to provide the Services to the Department for International Development, Inclusive Societies Department (Policy Division) ("the Recipient").

3. Financial Limit

- 3.1 Payments under this Call-down Contract shall not, exceed **£374,551.88** ("the Financial Limit") and is exclusive of any government tax, if applicable as detailed in Annex B. **OR**

When Payments shall be made on a 'Milestone Payment Basis' the following Clause 28.1 shall be substituted for Clause 28.1 of the Framework Agreement.

28. Milestone Payment Basis

- 28.1 Where the applicable payment mechanism is "Milestone Payment", invoice(s) shall be submitted for the amount(s) indicated in Annex B and payments will be made on satisfactory performance of the services, at the payment points defined as per schedule of payments. At

When the relevant milestone is achieved in its final form by the Supplier or following completion of the Services, as the case may be, indicating both the amount or amounts due at the time and cumulatively. Payments pursuant to clause 28.1 are subject to the satisfaction of the Project Officer in relation to the performance by the Supplier of its obligations under the Call-down Contract and to verification by the Project Officer that all prior payments made to the Supplier under this Call-down Contract were properly due.

4.1 The Project Officer is:

4.2 The Contract Officer is:

5. Key Personnel

[illegible]

6. Reports

7. A two-week long break period will take place at the end of the inception phase to allow the DFID programme team to consider progress of the evaluation, once feedback from EQUALS

has been received and considered. Progression to the implementation phase will be subject to satisfactory performance by the successful supplier. Notification will be given to the successful supplier no later than two weeks after the EQUALS report is received by DFID.

In the event that DFID determines not to proceed with the contract, the Contract will be terminated in accordance with the DFID Standard Terms and Conditions.

8. Duty of Care

DFID's standard contracts with suppliers for the provision of Services state that these Suppliers are responsible for their own safety and security. The evaluation is expected to be carried out within the UK which is not considered a dangerous environment although you should be aware:

- I. The Supplier is responsible for the safety and well-being of their Personnel and Third Parties affected by their activities under this contract, including appropriate security arrangements. They will also be responsible for the provision of suitable security arrangements for their domestic and business property.
- II. Should overseas travel be necessary DFID will share available information with the Supplier on security status and developments in-country where appropriate. DFID will provide a copy of the DFID visitor notes (and a further copy each time these are updated), which the Supplier may use to brief their personnel on arrival. A named person from the contracted organisation should be responsible for being in contact with DFID to ensure information updates are obtained. There should be a process of regular updates so that information can be passed on (if necessary). This named individual should be responsible for monitoring the situation in conjunction with DFID.
- III. Travel advice is also available on the FCO website and the supplier must ensure it (and its personnel) are aware of this. The supplier is responsible for ensuring appropriate safety and security briefings for all of its personnel working under this contract.
- IV. The supplier is responsible for ensuring that appropriate arrangements, processes and procedures are in place for its personnel, taking into account the environment they will be working in and the level of risk involved in delivery of the contract (such as working in dangerous, fragile and hostile environments etc.). The supplier must ensure its personnel receive the required level of appropriate training prior to deployment.

9. Call-down Contract Signature

- 9.1 If the original Form of Call-down Contract is not returned to the Contract Officer (as identified at clause 4 above) duly completed, signed and dated on behalf of the Supplier within 15 working days of the date of signature on behalf of DFID, DFID will be entitled, at its sole discretion, to declare this Call-down Contract void.



For and on behalf of

**The Secretary of State for
International Development**

Name:

Position:

Signature:

Date:

For and on behalf of

Ecorys UK Limited

Name:

Position:

Signature:

Date:

UK Aid Match II Evaluation Terms of Reference

Performance evaluation of the UK Aid Match II Programme

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UK Aid Match II Evaluation Terms of Reference

Glossary

AAT	Aid Attitudes Tracker
BSD	Building Support for Development Programme
CSO	Civil Society Organisation(s)
CSPR	Civil Society Partnership Review
DECC	Department for Energy and Climate Change
DFID	Department for International Development
EQUALS	Evaluation Quality Assurance and Learning Service
ISD	Inclusive Societies Department
R4D	Research for development
RCT	Randomised Control Trial
VfM	Value for Money

Requirements: DFID seeks a team of highly qualified evaluators with strong experience in evaluating (i) public attitudes, behaviours, and engagement (and changes) dependent on external or interacting factors; (ii) the drivers of public giving habits, to undertake a performance evaluation¹ of DFID's UK Aid Match II programme, running from 2016-2023. **The intention is to evaluate selected programme outputs and outcomes throughout the duration of the programme to determine programme contribution toward objectives:** (i) to build a wider and more diverse constituency of the UK public who are informationally and behaviourally engaged in international development; (ii) to enable CSOs to attract greater public donations for poverty reduction projects through matched funding. These terms of reference set out the requirements. DFID's Inclusive Societies Department (Policy Division) will fund an evaluation of **up to £400,000 (exc. VAT) from spring 2018 to autumn 2021²** and will be the primary recipient of the findings.

1. Background and Context

1.1 DFID is commissioning a theory based performance evaluation of the design, implementation, outputs and outcomes of the UK Aid Match II programme. The programme is managed by DFID's Civil Society Team, within the Inclusive Societies Department.

1.2 The UK Aid Match II programme supports the achievement of the Global Goals for Sustainable Development through financing civil society projects and provides opportunities for the UK public to engage with international development issues and have a say in how a portion of the UK aid budget is spent.

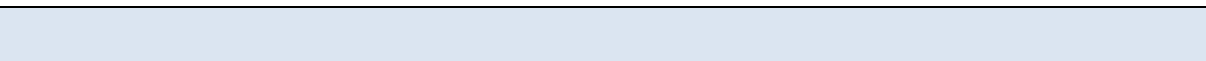
1.3 The programme gives the public an opportunity to have donations to their chosen international development causes matched by the UK government. Selected civil society organisations (CSOs) working in international development deliver these opportunities by running public fundraising appeals and enlisting pro-bono communications partners. The programme is a commitment made in the 2015 manifesto and DFID is committed to ensuring that it delivers value for money.

1.4 Two causal pathways within the UK Aid Match II theory of change are not currently underpinned by strong evidence: 1) Aid Match II will lead to a wider and more diverse constituency of the UK public engaging with international development issues, government spending (UK aid) and the civil society partners that deliver programmes; and this greater engagement will subsequently lead to an increased demand for transparency and accountability, raising awareness of development results and 2) Aid Match II will lead to increased public funding available to CSOs by matching donations from individuals.

¹ Performance Evaluation evaluates an intervention on the basis of its contribution to outcomes and impacts within its context. Source: *Typology for DFID Evaluations*, Sept 2015.

² Exact start and end dates to be determined during contract negotiations with preferred bidder.

1.5 This evaluation should develop evidence to test these assumptions and strengthen DFID's work with civil society partners. Given the specific focus of the evaluation on the evidence gaps around public engagement, it will **not** cover the delivery of the individual interventions which will have their own M&E plans.



DFID funding for civil society organisations

1.6 The Department for International Development (DFID) leads the UK government's effort to fight global poverty. DFID's approach to international development is focused on delivering results, transparency and value for money in British aid particularly in fragile and conflict-affected states.

1.7 The role of DFID's Inclusive Societies Department (ISD) is to promote policies and programmes that aim to leave no-one behind. Critical to ISD's work is engagement with civil society as a delivery mechanism for UK aid to be used to pursue DFID development objectives that leave no one behind. DFID and ISD's work with civil society was articulated during [Civil Society Partnership Review \(CSPR\)](#), published in November 2016.³

1.8 The review ensures that the UK Government can work effectively with civil society organisations to deliver even more for the world's poorest, both now and into the future. Central to this is the promotion of continuous improvement of standards and practices; maximising value for money for the taxpayer; enhancing transparency; and ensuring public trust and legitimacy. To achieve this, the CSPR will result in changes in three areas:

1. **Strategy:** a new vision, direction and objectives, to maximise value for money and impact – and in doing so deliver more for the world's poorest.
2. **Engagement:** a new approach for meaningful, strategic and efficient engagement with civil society in the UK and overseas.
3. **Funding:** a rationalised approach to central funding for CSOs that simplifies the various 'pots' of money available and provides funding for the activities that make the biggest difference to poor people's lives.

1.9 UK Aid Match II forms a major component of DFID's suite of central civil society funding instruments, which also includes UK Aid Direct, UK Aid Connect, and UK Aid Volunteers.

³ DFID Civil Society Partnership Review, published November 2016. The full review can be found online at: <https://www.gov.uk/government/publications/dfid-civil-society-partnership-review>.

UK Aid Match programme

1.10 The UK Aid Match **programme** is a commitment from the Conservative Party Manifesto dating back to 2015 aimed at “allowing British people a direct say on aid spending” by matching public donations to charity appeals for projects to reduce poverty in developing countries. UK Aid Match II will double the funding for UK Aid Match over the 2015-2020 Parliament and increase the scope and reach of the programme by providing new ways to match public giving and diversify the organisations that are accessing matched funding.

1.11 UK Aid Match II will contribute to all four DFID strategic objectives: i) strengthening global peace, security and governance; ii) strengthening resilience and response to crises; iii) promoting global prosperity; and iv) tackling extreme poverty and helping the world’s most vulnerable.

1.12 In line with the Inclusive Societies Department (ISD) Business Plan, UK Aid Match II will be one of the four main central CSO funding instruments identified and will deliver on the 2015 manifesto commitment to double the successful UK Aid Match scheme. UK Aid Match II will support ISD’s objectives on value for money by ensuring that CSOs are delivering value for money through their match funded projects. The programme will also support ISD’s objectives on learning and evidence. Evidence to support these two objectives will be met through individual project monitoring, annual reports and evaluations that are not part of this overall programme theory based performance evaluation.

UK Aid Match 2013-2016 (UK Aid Match I)

1.13 UK Aid Match is DFID’s fund for match funding UK public donations to charity appeals. The first phase of the scheme was launched in July 2013 with a budget of £120 million. The aim of the programme was to achieve “an informed UK public directing a portion of UK aid money, enabling NGOs to deliver more development results”. The scheme was open to any UK based CSOs to apply and funds could be used for interventions to reduce poverty in 26 DFID priority countries. To be eligible for match funding, appeals had to raise at least £100,000 and provide at least 400,000 opportunities for the public to see information about the appeal and the match funding offer.

1.14 In total, 59 grants were awarded to CSOs, working in 22 countries, and 3.6 million public donations were matched, with over 2 billion opportunities to view messaging about appeals and governments match funding offer.

1.15 The first UK Aid Match programme got people (new donors) and organisations (communications partners) involved in development for the first time. For example, Practical Action (UK Aid Match, Round 4) partnered with the Bauer radio group to promote their appeal to listeners. This was the first time that Bauer –

one of the biggest names in UK radio – had run an international development appeal so it broke new ground in getting UK Aid Match in front of their audiences.

1.16 Under UK Aid Match, each project is scored annually using the DFID scoring mechanism. The measurement of success for the development results achieved by the UK Aid Match programme is the percentage of projects which score A in their annual review. Of the 30 projects which have started, nine have completed their first year and have provided annual progress reports. Of these, six projects scored A and three scored A+¹. The programme produced a large amount of learning on civil society projects through individual project annual reports and evaluations. It is important to continue to learn from existing UK Aid Match projects and to ensure that UK Aid Match II generates, adapts and responds to further evidence and learning.

UK Aid Match 2016-2023 (UK Aid Match II)

1.17 The next phase of UK Aid Match finances high-quality civil society projects in developing countries and provides more opportunities for the UK public to engage with international development issues and have a say in how UK aid is spent.

1.18 **The intended impacts** of UK Aid Match II are:

- i) A decline in poverty in target countries, through contributing to achieving the Global Goals;
- ii) A wider and more diverse constituency of the UK public informationally and behaviourally engaged in international development and having a say in how aid is spent.

1.19 **The expected outcomes** are that:

- i) CSOs have greater engagement with the public in their work and in international development issues, observed through changes in giving, donations, and other charitable or voluntary behaviours;
- ii) That match funding leads to increased public giving;
- iii) and that civil society organisations meet the UK's commitment to leave no one behind, ensuring the most marginalised benefit equally from the global goals.

1.20 Under this phase of the scheme, we expect there to be an increase in the number and diversity of CSOs accessing UK Aid Match II funding. This will be important for helping to achieve the Global Goals and the UK's commitment to leave no one behind. This will also be important for reaching a wider audience in the UK, to widen and diversify the constituency of the UK public engaged in international development and who are having a say in how UK aid is spent.

1.21 This phase of the scheme will have broader country eligibility criteria, which will include countries in the bottom 50 of the Human Development Index and countries that DFID considers to be highly or moderately fragile.

1.22 UK Aid Match II will draw on the successes of the first phase of the scheme, building a solid supply pipeline, including through larger CSOs. Alongside that we also expect to deliver a wider range of match funding opportunities. Each year, we envisage there being a package of different match funding opportunities. These are likely to include:

- Fundraising platforms for donation crowdfunding or peer to peer lending, which may particularly suit smaller CSOs which may not have the capacity to meet the criteria of raising £100,000 in donations or having a communications partner.
- Schools fundraising
- Humanitarian appeals

1.23 The first funding round under UK Aid Match II was launched on 4 November 2016, alongside the publication of the CSPR. This funding round follows the approach of previous rounds. Concept notes were accepted until 31 January 2017. Up to £30 million is available in this round to match funds raised through CSOs' public appeals. This round will be managed by DFID staff and an external supplier⁴ has been contracted to assist with assessing the development aspects of concept notes and full application proposals. Further information on the new phase of UK Aid Match can be found in the Business Case (see Annex II). Note: Comic Relief (which is included in the BC) is treated separately and therefore **not** part of this evaluation.

1.24 DFID procured a **Programme** Fund Manager for UK Aid Match II to:

- Explore and recommend the appropriate mix of match funding opportunities to meet the objectives of the programme
- Deliver agreed match funding opportunities, including outreach to CSOs; assessment of development project and appeal
- In respect to communications proposals; make recommendations for funding; and undertake necessary due diligence assessments
- Oversee CSO's work on their UK Aid Match appeal and post appeal communications to ensure that they maintain agreed standards and that they

⁴ Interim position until a Programme Fund Manager had been contracted

communicate UK Aid Match accurately and effectively, and do not use DFID grant money on any communications, other than those directly linked to development outcomes as part of the project.

- Manage the portfolio of approximately 48 ongoing grants from the first phase of the UK Aid Match scheme to completion, as well as new grants awarded under the new phase of the scheme.

Communications partnerships

1.25 A core requirement of organisations that apply for UK Aid Match funding is that they offer a wide and diverse section of the UK public the opportunity to participate in the match funding offer.

1.26 This means that they go beyond their usual supporters (that can reasonably be assumed as somewhat engaged in international development) and reach members of the public that might not be actively engaged in development. To do this, UK Aid Match requires all applicants to seek one or more communications partners that enable them to reach a wider section of the public free of charge. This avoids both (i) encouraging CSOs to spend on non-development activities such as PR and advertising, and (ii) giving larger CSOs with established marketing budgets an unfair advantage in the competitive process. This kind of partnership has a number of advantages:

- i. They can increase the number of opportunities for the public to engage with the appeal (and hence civil society, international development and UK aid).
- ii. They can diversify the audience for that particular appeal beyond their own supporters, and thus diversify and broaden their support base.
- iii. In the absence of payment, the communications partner is required to show altruistic and genuine support for international development causes. They will have a relationship of trust to maintain with their existing audience or customers. This may result in more organisational investment into the promotion of the appeal, and crucially, reporting on programme outcomes to their audiences and customers.

2. Evaluation purpose, scope and focus

2.1 The evaluation will assess programme progress against intended outcomes (para 1.18) and impact (para 1.17) and test assumptions in the Theory of Change (Annex I).⁵

⁵ The theory of change assumes that match funding and publicity will lead to greater engagement between the public, aid and development, and CSO partners. This greater engagement will then lead to an increased demand for transparency and

2.2 The evaluation should examine progress against the secondary intended impact and expected outcomes identified in the theory of change, specifically, that the UK Aid Match II programme leads to a **wider and more diverse constituency of the UK public being engaged** in aid; that various **match funding opportunities lead to increased public giving**; and that the programme leads to **improved engagement between the public, aid and development, and CSO partners**.

2.3 The evaluation should also determine the veracity of the assumption that the theory of change circular feedback works as theorised (see Box 2) - increased engagement leads to increased demand in the public for transparency and accountability in UK aid spend, which leads to increased public giving.

2.4 Whilst the evaluation, as part of its investigation of the theory of change, should explore whether CSOs communicating information from projects (funds raised, as well as results achieved) have an effect on the behaviour of funders, the evaluation does **not** cover the delivery of the individual interventions, which have their separate monitoring and evaluation plans.

Purpose

2.5. The key purpose of this evaluation is learning - both for DFID and CSOs – to support planning and inform the rollout of Aid Match II and subsequent programmes.

2.6 The objectives for the performance evaluation of UK Aid Match II are:

Measure progress against the second intended impact	To engage a wider and more diverse constituency of the UK public in development and ensure they have a say in how aid is spent. ⁶	
Measure progress against intended programme outcomes:	1. Public giving: determine the efficiency of spend on various matching techniques and the extent to which they lead to increased overall giving.	2. Engagement: determine to what extent and how the programme contributes toward increased engagement between the public, aid and development, and civil society partners.

2.7 The evaluation is therefore a performance evaluation and will seek to determine the programme's contribution towards the second intended impact and some of the intended outcomes. The evaluation **will not consider the overall**

accountability, raising awareness of aid and development results, and leading to a wider and more diverse constituency becoming engaged in aid and development, which will increase giving from the public and thus contribute to further improved development outcomes.

⁶ Changes in public engagement refer to changes in the scale of engagement – both in terms of how many people are engaged, the diversity of engagement, and the extent to which they are engaged, i.e., informationally and behaviourally engaged, actively contributing, and to a positive or negative extent

contribution towards the first intended impact of a decline in poverty in target countries, as this will be facilitated through monitoring and evaluation arrangements of individual projects. With limited resources we need to focus the evaluation on the knowledge gaps in the theory of change for this programme.

2.8 To achieve the above objectives, **the evaluation should seek to understand the extent to which three causal assumptions in the theory of change are active, how, and why.**

- a. That the approach of the UK government to match funds donated by the public leads to increased giving from the public, rather than reduced donations or no change in donations.
- b. That the programme's model of interaction with the public contributes to positive changes in public engagement with aid and development and civil society partners.
- c. The underlying assumption and causal mechanism that increased engagement leads to increased demand in the public for transparency and accountability in UK aid spend, which leads to increased understanding, engagement, and giving.

2.9 The underlying assumption and causal mechanism identified in c., above, is articulated further in Box 1.

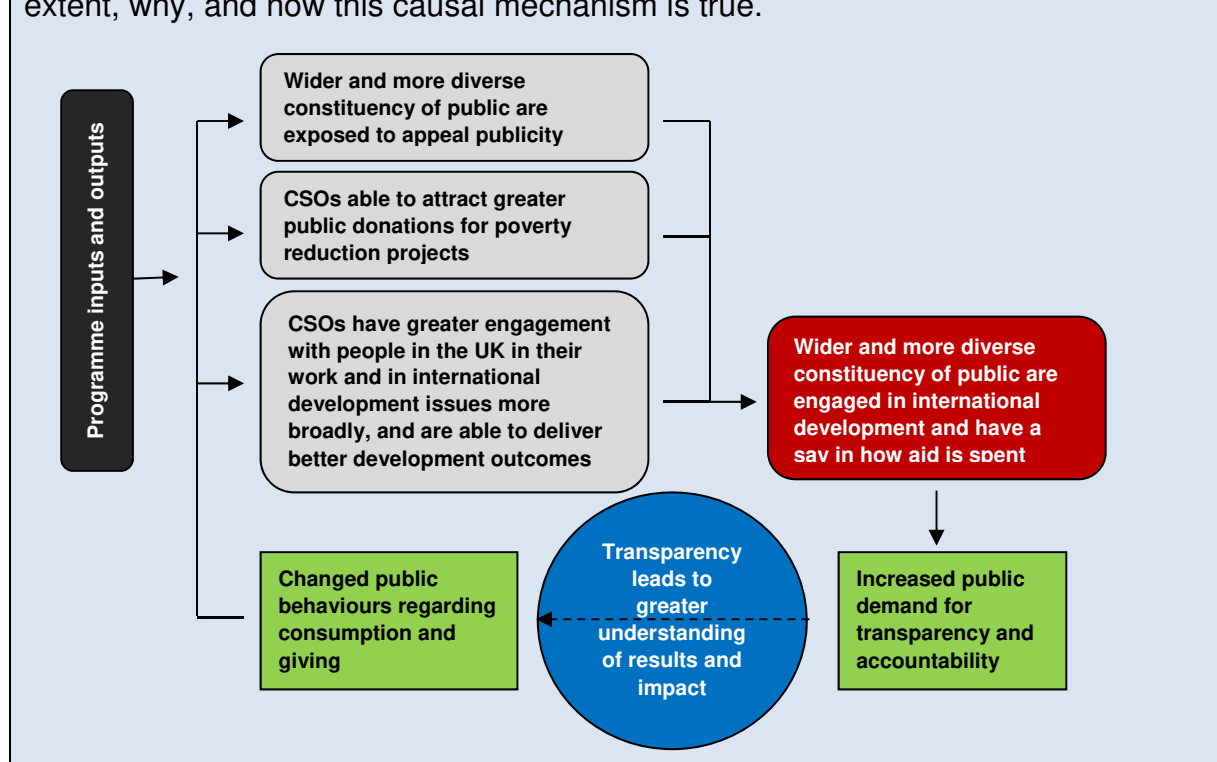
2.10 Through delivery of the above criteria, the evaluation will contribute to **knowledge of how DFID can fulfil its strategic objectives for work with CSOs**, which can be found in full in the [CSPR](#).⁷ Specifically, this evaluation should be concerned with the CSPR objective to **build and maintain public support for development**.

2.11 The evaluation should use findings to inform understanding of how the UK Aid Match II programme contributes toward the secondary CSPR objective to **build a diverse, resilient, and effective civil society sector and a supportive operating environment**, in regard to improved understanding of fundraising and match giving options and communications techniques. Across both of these CSPR objectives, the evaluation should consider the ability of CSO's to build and maintain support and funding from the public, including lessons learned.

⁷ DFID Civil Society Partnership Review, page 10 (Review outcomes: strategy). The full review can be found online at: <https://www.gov.uk/government/publications/dfid-civil-society-partnership-review>

Box 1. UK Aid Match II causal theory of change

The key mechanism through which change is expected to occur is outlined in the diagram below. The evaluation should interrogate this model and examine to what extent, why, and how this causal mechanism is true.



Scope

2.12 The evaluation seeks to understand the overall impact of UK Aid Match II on public engagement with aid – including the effect of programme interactions on engagement between the public, aid and development, and civil society partners – and the use of various matching and fundraising techniques. Given resource constraints this evaluation will not cover the impact of the actual development outcomes from each matching intervention. However, the results, monitoring and evaluation learning from these interventions undertaken by the match implementers themselves should be considered as part of the data sources for this public engagement evaluation⁸.

2.13 The evaluation should be framed primarily as a **learning evaluation** to inform the continued rollout of UK Aid Match II and subsequent programmes, and more broadly to inform DFID’s work with civil society organisations to deliver the objectives

⁸ DFID does not provide direct funding for individual project monitoring and evaluation activities; and the decision whether to make M&E information available to the evaluation team rests with the CSOs implementing the projects.

of the Civil Society Partnership Review. Evaluation mid-term products will inform major decisions on DFID funding for civil society to be taken (e.g. any revision of Aid Match II; the design of any future aid match programme). Other evaluation products will be timed to feed into annual review periods where recommendations will inform the programme.

2.14 The evaluation is intended and should be interpreted and designed by bidders to be an iterative, adaptive evaluation that supports the continued development of the UK Aid Match II programme by testing and applying evaluation findings during the programme cycle to deliver a benefit to associated programme outcomes throughout the project lifespan – increased positive engagement between the public, aid and development, and civil society partners, and increased match giving. The nature of appeals being awarded throughout the programme lifecycle of 6 years means that new matched appeals can take forward learning from earlier UK Aid Match II appeal iterations where learning has been provided.

2.15 **Accordingly, the evaluation should demonstrate best practice in adaptive monitoring, evaluation, and learning techniques** as an exemplar to UK civil society. Bidders should clarify how they will meet this expectation.

2.16 DFID seeks to understand the contribution of UK Aid Match II to the broad government objective to engage the public more with aid and development. **It is important that DFID is able to identify the specific interaction between the UK Aid Match II programme and public engagement with aid and development and civil society partners**, as one of a suite of DFID activities designed to engage with civil society.

2.17 **The evaluators will not be required to evaluate individual appeals to determine their contribution toward poverty reduction.** Individual appeals will be encouraged to have robust M&E from which this evaluation could draw relevant information. In order to meet the specific evaluation requirements to determine how match funding may be designed to be more effective, and to assess levels of public engagement with aid as a result of interactions with UK Aid Match II, it is required for the evaluation team to engage directly with individual appeals and CSOs, and their M&E teams⁹.

2.18 The model of match funding through UK Aid Match has in previous programmes been limited to a challenge fund. In the UK Aid Match II programme, the fund manager selection criteria expects an innovative approach to matching appeals, which may include a civil society challenge fund, school fundraising, various digital fundraising platforms and matching criteria (like for like, competitive, or threshold), and humanitarian appeals. It is expected that the evaluation will consist of

⁹ DFID does not provide direct funding for individual project monitoring and evaluation activities; and the decision whether to make M&E information available to the evaluation team rests with the CSOs implementing the projects.

an experimental approach to testing the strength or weaknesses of particular types of matching design. See Box 2 for more information.

2.19 The evaluation team should **ensure that any effective match funding techniques or successful public engagement approaches** learned through the evaluation cycle **are proliferated back into the UK Aid Match II programme** and into other UK civil society programming through an adaptive and iterative learning approach.

2.20 The evaluation team should consider learning from UK Aid Match and other similar international development public engagement programmes to inform their understanding and approach to this evaluation. This should include searching for evidence and approaches on the relationship between the public's engagement and their support to government aid policies.

2.21 Possible challenges in undertaking this evaluation might include the lack of available data, working within government communications spending controls (see box 3 below) limiting primary research on the UK public, and possible shifts in both household spending and the political context.

Proposed deliverables

2.22 The below deliverables are required. These are covered in more detailed later in the terms of reference:

- i. **A 4-month inception phase** should deliver the evaluation design and specify an evaluation plan, framework, and methodology, and determine baseline measurement by autumn 2018.
- ii. **Short trial reports** in response to the request for an adaptive learning approach to specific match programme designs, incorporating lessons learned and recommendations, and updating on programme performance. (See section 5 (Outputs and Timeframe) for expected dates of reports)
- iii. **A mid-term evaluation** of UK Aid Match II, reporting evidenced progress against the selected intended programme impact and outcomes and making continued recommendations. The mid-term evaluation should be delivered in spring 2020.
- iv. A final **performance evaluation report** measuring programme contribution toward the selected programme impact and outcomes and overall recommendations for future programming, to be delivered by autumn 2021. Note that this does not cover the entire Aid Match II programme up to 2023.

Focus and audience

2.23 There are several target audiences for the evaluation, combining lesson learning and programme strengthening aims:

- i. **DFID and the Inclusive Societies Department** (the primary recipient), to determine how the programme has achieved the second impact of increased engagement with a wider and more diverse constituency of the UK public, i.e. accountability purpose, and to inform how Government may want to approach this issue in the future. Findings will also support the Civil Society Team to deliver the CSPR objective to build and maintain public support for development. The findings will be used to inform DFID's own campaigns when engaging with the public on development campaigns or portfolios, i.e., through consultations or when seeking input on programme design or spend. Findings will enable DFID to design suitable programmes to meet this objective and support the development of a strong civil society environment.
- ii. **Civil society organisations** for the purpose of building their own engagement with the public to retain and recruit supporters, funding, or to run campaigns. Lessons learned from the evaluation will help CSOs to sustain their activities through stronger engagement with a wider and more diverse public. Learning from the evaluation will enable these organisations to improve engagement with the public and extend awareness of their work to wider audiences, both during the evaluation lifecycle and beyond. The evaluation should also inform approaches to fundraising (particularly match-funding).
- iii. **Civil society partners** selected as recipients under the UK Aid Match II programme should utilise findings as they are made available in order to inform ongoing or future match-funding arrangements and communications and campaigns outreach.
- iv. The final report will be a **public good**, providing high quality findings for the wider civil society community, including donors, research institutions, think tanks, and other multilateral and bilateral donors, who may be considering the value for money of a large investment in public engagement and civil society strengthening.

2.24 **Communications:** DFID Annual Reviews of the UK Aid Match II programme reflecting findings from evaluation outputs will be published on the DFID website (subject to due consideration of any requests for sensitive information to be withheld). Other evaluation outputs must be placed in the public domain on the [DFID research portal \(R4D\)](#). The inception report, mid-term evaluation, and final performance evaluation report can be expected to be published in the public domain through [Devtracker](#). For more information on evaluation outputs, see Box 4. The

results should be communicated widely to maximise learning and a plan for this communication is to be included in the bid.

3. Evaluation questions, methodology, and data sources

3.1 The evaluation design and response should interrogate and develop as necessary the existing theory of change in the UK Aid Match II Business Case into a fuller theory of change (see Annex I), to provide a more robust view of the mechanisms of change as understood by the bidder. This should build on the programme Log frame and offer appropriate indicators where necessary. To complete the full remit of the overall programme evaluation, bidders may wish to consider if individual appeals should be selected for a specific number of case studies to deliver responses to evaluation questions.

Evaluation questions and DAC criteria

3.2 The scope of the evaluation across impact and the two outcome objectives **broadens the evaluation across all DAC criteria**. The extent of public engagement (and how and why) concerns effectiveness and potential impact; the suitability of the programme design to building support for development and public engagement with civil society partners concerns relevance; and the potential shift in attitudes and engagement with civil society partners raises important questions around sustainability of programme effects. Evaluation questions considered under sustainability (and impact) must verify the untested theory of change model and assumption that engagement fosters transparency which increases engagement.

3.3 The last criterion, efficiency, responds to the suitability and cost-benefit of various match-giving techniques as a tool to promote public giving and increase funding to partners.

3.4 **The evaluation should consider gender, disability and equity across themes by providing disaggregation** – where possible and in line with DFID's Data [Disaggregation](#) Action Plan – in engagement across heterogeneous public groups. In particular, it is important that the evaluation learns about the effect of appeal messaging in building support for civil society organisations and aid and development **across different sectors of the public**¹⁰.

3.5 Selected DAC criteria and provisional evaluation questions are outlined below. **The supplier is encouraged to refine these questions (prioritise and**

¹⁰ [Such](#) as the Aid Attitudes Trackers five sectors - Fully Engaged, Behaviourally Engaged, Informationally Engaged, Marginally Engaged and Totally Disengaged, or the Narrative Project's three sectors - Engaged Public: Supporters, Swings and Sceptics

reduce in number as appropriate) and then to finalise them in agreement with the UK Aid Match II Fund Manager and DFID during the evaluation inception phase:

Draft evaluation questions against DAC Evaluation Criteria
<p>Effectiveness and Potential Impact (see also sustainability)¹¹</p> <p><i>To what extent (how effective) is UK Aid Match II delivering on its secondary programme impact and selected outcome objectives to broaden engagement with the public to a wider and more diverse constituency?</i></p> <ul style="list-style-type: none"> • Has UK Aid Match II helped to reach a wider or more diverse constituency of the UK public? • Is the programme delivering the objective to improve engagement between the public, aid and development, and civil society partners? If so, what contribution is it making and how? • How can we measure and aggregate different forms of engagement? • What are the programme's unintended consequences? And are these different for a) the public; b) sectors of the public; or c) charities and other CSOs? • Does matching displace funding from other sources (i.e., what is the overall impact)? • What other factors are likely to be effecting public engagement (eg internal/external factors)?
<p>Relevance</p> <p><i>To what extent, and how, is the programme reaching its intended audience (i.e., the public) and which groups are being reached? Do particular matching techniques work better or worse for different appeal types or to different target groups?</i></p> <ul style="list-style-type: none"> • Does the UK government endorsement and matching of public giving have an effect on engagement with individual appeals or particular sectors of the public? • To what extent do various matching options impact on the money donated by particular sectors of the public? • Does matching engage a different group of the public (marginal/swing)?
<p>Efficiency</p> <p><i>The extent to which the programme mechanism of donor matching delivers increased funding from the public that would otherwise not happen if the programme did not exist. For example, does the programme displace giving from elsewhere or is the programme subsidising the amount that would be given in a non-matching counterfactual? These criteria would be served by considering alternative approaches to increasing public engagement and or fundraising and determining their relative strengths and weaknesses (and cost-effectiveness).</i></p> <p><i>An assessment might include consideration of:</i></p> <ul style="list-style-type: none"> • What are the most effective matching techniques that deliver the biggest return to investment? • Does match funding increase or decrease the size of individual and total donations from the public when it is offered? Which types of programme intervention are most popular with the public, or sectors of the public? (ie geographical? Sectoral? Particular agency lead? Based on results due to be delivered?)

¹¹ Impact has been included alongside effectiveness as a 'potential impact', as it is not expected that sustained impact or actual impact is possible to observe or capture in the evaluation timeframe. The sustainability of potential impacts is considered under the DAC criteria 'sustainability'.

Sustainability (and Potential Impact)

To what extent can any changes in public engagement achieved by the contribution of UK Aid Match II be sustained after the programme has ceased? Does any change in demand for transparency impact on the ability of organisations to receive public donations and how? What has contributed towards the sustainability of the programme? What can be done to ensure any impact continues beyond the lifespan of the programme? An assessment might include consideration of:

- What are the short term outcomes and impacts of the UK Aid Match II programme on public engagement with aid and development and to what extent will these, or can these, impacts be sustained into the future?
- Do the theory of change model and assumptions hold? (ie that public engagement fosters transparency which increases engagement).
- How lasting are any changes in public giving habits as a result of the UK Aid Match II programme as observed through patterns in match-funded appeal donations?
- To what extent do communications partners recruited through individual appeals contribute to the capacity of civil society organisations to conduct communication activities and can that increased capacity be sustained after an appeal has ended?

Evaluation principles

3.6 The Evaluation design and supplier should:

- i. Work collaboratively with the overall fund manager and selected individual civil society partners delivering appeals to inform the evaluation design, questions, and framework, and identify ways to learn and improve together (with particular attention to delivering adaptive learning and programming);
- ii. Demonstrate how they will avoid establishing parallel or redundant data collection mechanisms; but rather build on existing monitoring and evaluation systems established by the fund manager and used by individual appeal partners;
- iii. Use, support and strengthen reliable secondary data sources wherever possible, including the use of large attitudinal trackers (both official government-funded trackers and third-party tools where available);
- iv. Adhere to ethical guidance;
- v. Maximise the utility of the evaluation results for the broadest range of stakeholders not limited to those identified under potential audiences. Evaluation findings should be usable and accessible as a priority;
- vi. Promote continuity and consistency of evaluation management.

Proposed methodology

3.7 We request that any bidders provide their own proposed methodology, along with appropriate documentation (i.e., indicative evaluation framework(s), any amendments to the theory of change, an approach paper, etc.).

3.8 The proposed evaluation methodology should take a strategic approach that aims to review the performance of the programme both in relation to the intended programme impact – to engage a wider and more diverse constituency of the public with aid and development, **and** to understand programme contribution toward the second intended outcome – increased engagement between the public, aid and development, and civil society partners, as part of **a single evaluation framework**.

3.9 Any methodology should also consider how it will respond to the first intended programme outcome – to determine the efficiency of spend on various matching techniques and their role in overall giving habits. As part of this area of research, it may be appropriate to create **a nested evaluation framework** to learn which particular matching methods deliver the best financial returns through experimental approaches (see Box 2). In this case, a deductive approach may be more appropriate to test matching-effect hypotheses in a randomised control environment.

Box 2. Randomised control trials within the performance evaluation

The use of experimental methods within this evaluation is proposed to understand if the programme's matching design leads to increased public giving against a counterfactual where matching is not offered, one of the intended programme outcomes and evaluation objectives:

Public giving: determine the efficiency of spend on various matching techniques and the extent to which they lead to increased overall giving.

Appeals that are successful in gaining UK Aid Match status will engage in communications campaigns to attract donations from the general public. These campaigns will offer a range of matching offers and may use a variety of mediums to reach their audience. The draft evaluation questions require an understanding of which matching arrangements are most effective. This unique arrangement presents an opportunity to test matching effects on public giving where all other aspects of an appeal are controlled, using randomised control methods.

For example, does match-giving lead to greater public giving or do matching arrangements subsidise public giving or displace giving from other appeals (or charities)? **We anticipate that it should be possible to design RCTs to expose control and treatment groups to different match-giving offers in selected appeals**, in order to determine the impact of match-giving on public donations.

3.10 An alternative or combined approach may be required to establish the circular assumption in the theory of change (see Box 1) that changes in public engagement lead to increased public demand for transparency, which leads to greater engagement (and increased giving), with the assumption that this will lead to better development outcomes. This latter assumption is not specifically part of this evaluation given resource constraints and focus.

3.11 Dependent on the selected design, any bidder should set out an approach and methodology for gathering and analysing data. For this, the bidder should consider (this list is not exclusive and bidders should be as clear and comprehensive as possible as to their methodology):

- i. Appropriate methods to identify and track changes in public engagement and to verify or establish causality in engagement or match-giving (for example, the use of RCTs to understand which types of donor matching best facilitate the second programme outcome of increased public giving).
- ii. Appropriate sampling techniques for accurately understanding public engagement with aid and development and civil society partners across categorisations of the public by levels of engagement with aid and development and across demographically heterogeneous groups.
- iii. Potential data sources in response to each of the approaches considered (in more detail below).
- iv. Consideration of case studies and testing approaches to determine veracity of assumptions (and any criteria for case study selection). For example, appeal case studies may be considered to test particular match-giving approaches.

3.12 Any bid may consider the above or offer an alternative approach and design.

3.13 The bidder should justify selection options and cover potential risks and challenges and how these will be managed. The limitations of any proposed approach should also be made explicit.

3.14 The evaluation supplier will have a four month inception phase to finalise the *evaluation plan and design*, and *evaluation communications strategy* to be agreed by DFID and the fund manager. This should be based on a literature review and understanding of public engagement with development, including previous programmes (DFID or civil society programmes) and associated evaluations, key actor and stakeholder interviews, selected case studies, and a review of evidence to support and test approaches to fundraising.

Data sources

3.15 The bidder should set out in their response the different data sources they expect to use (an indication of available data sources is set out in 3.18 below). We would expect a design that uses mixed methods to respond to the various objectives of the evaluation. This may entail some primary data collection or secondary data analysis using data from civil society partners and their appeals. However, the proposal should avoid additional primary data collection in large scale tracker surveys of public attitudes for reasons outlined in Box 3, although we appreciate that more innovative approaches may be taken to deliver this data, for example, to utilise existing survey data that tracks public opinion toward aid and development or to engage with existing attitudinal trackers to expand surveys and questioning.

3.16 We appreciate that data collection and work to understand public attitudes and engagement with aid and development and with civil society partners **may be costly**. DFID seeks innovative efforts to use or adapt existing datasets or low-cost initiatives to generate new and relevant data. In particular, **DFID requires bidders to minimise potential spend on activities that may be considered communications research in the UK**. See Box 3.

Box 3. Data sources and budget considerations

All government spend on communications based activities must be approved separately. For the purposes of this evaluation, communications spend may relate to primary research activities designed to understand the effect of government campaigns on UK public attitudes. This includes understanding the effect of the UK Aid Match II programme on public engagement with aid. For this reason, DFID seeks innovative efforts to use or adapt existing datasets, survey data, and conduct analysis of secondary data, or otherwise pursue low-cost initiatives to generate new and relevant primary data. The next page includes a range of data sources that meet these criteria.

A spending breakdown of proposed costs must be provided and agreed with DFID to ensure compliance with this approval process.

3.17 The evaluation is expected to focus on public engagement with aid and development and civil society partners in a broad sense, e.g., positive or negative engagement, reading of articles to engaging in charitable donations and actively volunteering with civil society partners. **Bidders are welcome to include or expand the definition of public engagement in their proposals, especially where this may be helpful to clarify their proposed evaluation design or approach.**

3.18 The evaluation should take care not to simply quantify the number of people engaged in aid and development or donating to civil society partners. Data sources must be able to determine to the greatest extent possible the programme outputs and outcomes against a counterfactual where the programme does not exist.

Available and recommended data sources include:

- a) **Background and official DFID documentation (qualitative)**, for example, UK Aid Match I and II annual reviews, the UK Aid Match II business case, the fund manager terms of reference, terms of agreement with individual appeals, communications reports and strategy papers (where available). Wider information can be found using [DFID's Development Tracker](#).
- b) **Secondary data and literature**, which may include evidence of public engagement with aid and development, media sources, reports and publications. Specific documents may include a range of [Charity Commission reports](#) or [UK Civil Society Almanac reports](#) documenting public giving habits over time, or practitioners from these organisations.
- c) **Secondary literature** regarding civil society campaigns to build support and public engagement, communication methods, or previous government campaigns to engage the UK public in aid and development, e.g. [Building Support for Development \(BSD\) - 1999](#).
- d) **Secondary survey data** (quantitative datasets) that capture or track public attitudes and habits regarding aid and development, for example the robust NatGen's [British Social Attitudes Survey \(BSAS\)](#) or other local or national household survey data.
- e) Any bidder should **build on existing work** to understand public engagement with aid in the general public. This should include, at a minimum, the Aid Attitudes Tracker (AAT)¹² and the [Bond Narrative Project](#), both funded by the Gates Foundation, and broader [Bond initiatives to understand public support](#). A Bond paper on [understanding audiences for aid](#) should also be acknowledged. [Eurobarometer](#) reports covering EU citizens' views of development cooperation might also provide useful information.
- f) **Experimental data**¹³ from Yale and University of Chicago (by economists Dean Karlan and John List) from 2005 and University College London (Steffen Huck and Imran Rasul) from 2006 which explored charitable match funding, testing the theory whether matching donations attracts new donations.

¹² The Aid Attitude Tracker, formally funded by DFID and originally undertaken by ONS it is now sponsored by BMGF. It covers four countries and in the UK covers 8,000 people.

¹³ Financial Times p 7, Caroline Fiennes 'Give one charity donation, get one free (6 January 2018)

- g) **Primary data collection may include interviews and focus groups** with the UK public or with targeted demographic groups where appropriate (i.e., to determine programme effects on different populations or groups of people, or public interaction with civil society partners). **However, where this is considered, bidders should be cognisant of spending restrictions associated with primary research on the UK public (see Box 3).** As a result, we do not expect bids to include additional spend on surveys.
- h) **Partner and appeal donor data and documentation** – it may be necessary to access donor databases held by appeal partners and other civil society organisations. It is not a requirement that appeal partners should share this information with DFID or the evaluation partner, although partners are asked to inform us of data they routinely hold or collect relating to their donor base. This data may be limited or require negotiated access. **There will be an opportunity during the inception phase to work with the fund manager to inform monitoring processes.**

3.19 The evaluation team will be required to establish an UK Aid Match II baseline, working with the fund manager.

3.20 Identifying an appropriate baseline for public engagement with aid and development against which to observe changes caused by the programme may be difficult given previous iterations of the UK Aid Match programme in recent years. In this instance, historic data may be available from particular sources. It may be possible using selected case studies to identify populations where interaction with UK Aid Match to date may be limited, while understanding the implication for selection bias. Threats to validity and their consequences should be considered but should not restrict approaches to establishing baseline data.

3.21 Bidders should ensure that selected data sources comply with the overall evaluation requirement to provide adaptive learning throughout the the programme lifecycle. **Bidders should be careful to ensure that the evaluation and selection of data sources does not create a situation where adaptive programming is compromised by the need to maintain research rigour.** Likewise, care should be taken to ensure data sources can be maintained throughout the programme cycle and that data collection is not compromised by changes in programme design (which may cause data legacy issues).

4. Key Stakeholders

4.1 The evaluation is managed by the Civil Society Team within the Inclusive Societies Department. Associated appeals have input from DFID's communications team. Outside of DFID, civil society organisations and charity organisations – both those with ongoing appeals and otherwise – will be interested in the findings and implications for fundraising and generating engagement with the public. There are

also considerations for broader UK aid strategy in terms of how the UK government engages with civil society organisations and uses them to deliver strategic objectives, in addition to other government campaigns, and work conducted by bilateral and multilateral partners to leverage their supporter base.

4.2 The UK Aid Match II programme will involve a programme Steering Committee to support the process of approving match funding investments. The Steering Committee will also be responsible for agreeing recommendations to the Secretary of State on match funding opportunities to be offered each year, in partnership with the Head of ISD and DFID staff. **The evaluation team should consider how evaluation outputs can engage with key stakeholders and provide findings that are timely, useful, and deliver impact on programme decisions.**

5. Outputs and Timeframe

5.1 The successful bidder will be appointed in autumn 2018 and the evaluation will run alongside the programme for a period of 40 months. The continued rollout of the programme and subsequent variance in engagement with the public as new appeals are launched may present an evaluation challenge (there is no finite beginning to the programme).

5.2 We welcome innovative approaches to evaluation outputs that improve uptake of findings across DFID and externally.

5.3 The inception report (and mid-line and final reports) will need to meet DFID's quality standards, and proposals should build in sufficient time to enable draft products to be reviewed by EQUALS (10 working days), DFID, and the programme steering group, and to incorporate any relevant feedback into a final product.

Box 4. Proposed programme outputs

5a. Inception report: development of a finalised evaluation design and specified evaluation framework, and methodology, which respond to the evaluation objectives and are based on the UK Aid Match II theory of change (revised if necessary) and Log frame. The report should outline a set of revised and finalised evaluation questions and selected criteria, an evaluation framework and an evaluation communications strategy.

The methodology, framework, and evaluation questions should be developed in consultation with key stakeholders (DFID civil society and communications teams, the fund manager, and selected appeal partners). An evaluation workplan and budget should be produced that clearly articulates research steps, delivery of reports and work planned to meet deliverables.

The inception report should clearly detail to what degree the evaluation findings and lessons learned can be applied to **support adaptive programming and learning** throughout the rollout of the UK Aid Match II appeals (40 months). **The evaluation team will also produce a communications plan** that will detail how evaluation outputs will be effectively disseminated to the intended audiences. In particular, this should outline the delivery of the short trial reports and adaptive learning approaches, and delivery of findings to key stakeholders to ensure evaluation uptake.

The inception report should be delivered four months after the contract is awarded to the successful bidder. There will be a break point at the end of the inception phase. Continuation of the contract into the implementation phase will be dependent on DFID's acceptance of the successful bidders' inception report. Inception phase outputs should include a presentation to DFID staff and key stakeholders, and innovative approaches that aid uptake of evaluation findings are welcomed.

5b. Short update reports (4): every six months after the inception phase DFID requires a short update report to be delivered in response to the request for an adaptive learning approach to programme design. For consistency and to inform regular reporting cycles, elements of the short update reports should be included in the mid-term report and the final report (see below).

These trial reports should evaluate the suitability or effect of various match-funding proposals and appeal structures, and reflect on aspects of public engagement with aid and development and civil society partners. For example, these may correspond with availability of public engagement data. These should be made available to and targeted at key stakeholders in order to inform rollout of the UK Aid Match II programme and to inform appeal strategies and designs, and should involve presentation of findings. **We welcome any iterations of this approach to adaptive programming in bidder proposals.**

5c. A mid-term evaluation of UK Aid Match reporting evidenced progress against the selected intended programme impact and outcomes, and testing and making changes – if necessary – to the assumptions in the theory of change.

The report should set out the basis for understanding the interaction between the UK Aid Match II programme and public engagement with aid and development and civil society partners, with clear recommendations on how matched appeals can improve their methods for engaging with the public. **The mid-term evaluation should be delivered 18 months after the inception phase is completed.**

5d. A final performance evaluation measuring programme contribution toward changes in public attitudes and engagement with aid and development and civil

society partners, and overall programme performance against the selected intended impact and outcomes. The report should contain usable recommendations. **The final performance evaluation should be delivered by autumn 2022.**

Programme and evaluation timeframe

5.4 The following is a provisional timeframe for the evaluation based on the existing estimated programme start date. Specific dates to be negotiated and dependent on programme start date.

Contract start	0 months	Autumn 2018
Inception report	4 months	Spring 2018
First update report	10 months	Autumn 2019
Second update report	16 months	Spring 2019
Mid-term report	22 months	Autumn 2020
Third update report	28 months	Spring 2020
Fourth update report	34 months	Autumn 2021
Final evaluation report	40 months	Spring 2021

6. Reporting and contracting arrangements

6.1 The successful evaluation supplier will be required to submit an **inception phase report** to DFID at the end of the 4 month inception phase which will be submitted to EQUALS upon receipt for quality assurance.

6.2 A two-week long break period will take place at the end of the inception phase to allow the DFID programme team to consider progress of the evaluation, once feedback from EQUALS has been received and considered. Progression to the implementation phase will be subject to satisfactory performance by the successful supplier. Notification will be given to the successful supplier no later than two weeks after the EQUALS report is received by DFID.

6.3 As explained in the outputs above (section 5), the successful evaluation supplier will be expected to produce **six-monthly reports**. Outputs from the evaluation supplier, including the six-monthly reports, will be used by DFID to form the basis of the annual reviews of the UK Aid Match II programme, including annual financial reporting. DFID carries out Annual Reviews of all of its programmes to assess progress against the objectives contained in the log frame, to check if the programme is on track, and if any adjustments need to be made. The annual review template should be consulted for further information.

6.4 All reporting requirements will be agreed between DFID and the successful bidder on agreement of the contract. Bidders should suggest a milestone-based payment plan in their tender.

6.5 All draft **outputs** outlined in Section 5 (with the possible exception of six-monthly reports), will be reviewed by DFID, civil society partners, and the Steering Committee, for factual corrections and right to respond by the programme team and partners. DFID's external quality assurance body, EQUALS, will also conduct a quality assurance report on the inception report, the mid-term review, and the end of programme performance evaluation report, within two weeks of submission. DFID will summarise a joint-response from EQUALS and DFID to the submission of evaluation products from the successful bidder after receiving comments back from EQUALS.

6.6 The successful evaluation supplier will then be required to respond appropriately to comments within 2 weeks of receiving comments. The Evaluation team will then submit outputs to DFID for approval. See Section 8 for further information on the governance and management arrangements.

6.7 Six-monthly reports and/or other regular outputs delivered for the purposes of adaptive learning and programming will be reviewed by DFID prior to release. At the discretion of the Senior Responsible Owner in DFID, these products may be submitted for wider approval, or be submitted to the EQUALS quality assurance process.

6.8 In the event that there is a dispute between the evaluation team and DFID, this will be addressed by:

- i. A meeting between first DFID programme managers, DFID evaluation adviser and the evaluation team. If this does not resolve the dispute, then it will be referred to the DFID Head of Evaluation.
- ii. If this does not address the concerns, then DFID will publish the report but with an annex articulating those areas of dispute for reference.

6.9 Outputs must comply with DFID's ethical guidance, be of publishable standard and be written in plain English. All recommendations must be substantiated with evidence and be actionable. The evaluation reports will be available through DFID's website, and DFID will have unlimited access to the material produced by the supplier (including confidential data sets and analysis).

7. Skills requirements

7.1 Bidders should ensure that their proposed gender balanced team demonstrates:

- i. A strong proven track record in the design and implementation of evaluations that measure behaviour, social, or attitudinal changes in engagement between a variety of partners. Experience of evaluation of fundraising or communications campaigns recommended.
- ii. A proven record of experience delivering high impact adaptive learning in order to inform the delivery of programmes, and proven experience in ensuring the use of evaluation products among key audiences and stakeholders.
- iii. Multi-disciplinary expertise across sociology, communications, public engagement, fundraising, and capacity building, with a record of working with a diverse range of stakeholders.
- iv. Extensive experience of engagement with civil society partners in the UK, including experience working in, monitoring, and evaluating communications and fundraising campaigns.
- v. Strong understanding of research methods relevant to understanding public attitudes and engagement, i.e., longitudinal or time series data collection and analysis experience. Experience in setting up and testing using randomised control trials in live programmes and associated appropriate quasi-experimental econometric designs and methods.
- vi. Strong skills in both qualitative and quantitative research methods and mixed methods evaluation design.
- vii. Excellent written and verbal communication skills with proven record of delivering clear, succinct, evidence-based evaluation reports.

7.2 There should be a designated evaluation team leader. The team leader will be responsible for overseeing the evaluation, and must be able to demonstrate the following expertise:

- i. Proven ability to design and deliver high quality evaluations on complex issues on time and on budget.
- ii. Evaluation of communications or engagement campaigns, knowledge and experience working on behaviour, social, and attitudinal change
- iii. Excellent knowledge of qualitative and quantitative evaluation methods, including randomised control trials and experience working on longitudinal or time series data collection and analysis.
- iv. Exemplary writing and presentational skills.

- v. Strong inter-personal, team and work planning and management, and negotiation skills.
- vi. Experience developing innovative adaptive learning for programmes

7.3 Conflicts of Interest: To remove the potential for bias, all evaluation team members should be independent from the UK Aid Match programme, the selected fund manager, and individual match appeals.

7.4 No visits to implementing projects are expected as this evaluation is focused on the UK public engagement processes. However, this does not mean the evaluation team has to be solely UK based or preclude opportunities to build national capacity if appropriate.

8. DFID coordination, management, and governance arrangements

8.1 The successful evaluation bid will report to the Senior Responsible Owner for UK Aid Match II within the Civil Society Team. The Senior Responsible Owner will be responsible for drawing on EQUALS for independent quality assurance of evaluation outputs, and for ensuring appropriate feedback from stakeholders on evaluation products.

8.2 The UK Aid Match II programme will involve a **programme Steering Committee** to support the process of approving match funding investments. The Steering Committee will also be responsible for agreeing recommendations to the Secretary of State on match funding opportunities to be offered each year, in partnership with the Head of Inclusive Societies Department and DFID staff. **The evaluation team should consider how evaluation outputs can engage with key stakeholders and provide findings that are timely, useful, and deliver impact on programme decisions.** This is outlined further in section 4.

9. Budget

9.1 The available budget for the evaluation is up to £400,000 over the 40 month period of the evaluation. This is exclusive of VAT. Where justified or required, bids with alternative costs may be considered, within reason.

9.2 All government spend on communications based activities must be approved separately. For the purposes of this evaluation, communications spend may relate to primary research activities designed to understand the effect of government campaigns on public attitudes. This includes understanding the effect of the UK Aid Match II programme on public engagement with aid. For this reason, DFID seeks innovative efforts to use or adapt existing datasets, survey data, and conduct analysis of secondary data, or otherwise pursue low-cost initiatives to generate new and relevant primary data. Paragraphs 3.15-3.18 includes a range of data sources that meet these criteria.

9.3 A detailed spending breakdown must be provided to ensure compliance with this approval process.

10. Documentation and References

10.1 The following documents are provided with these terms of reference.

- a. UK Aid Match II Business Case (redacted, attached) (2017)
- b. UK Aid Match II Fund Manager – PO 8033 ITT Extract – Terms of Reference
- c. UK Aid Match II Theory of Change (Annex 1) (2017)) – included within the Terms of Reference
- d. [UK Aid Match I logframe](#) (February 2016)
- e. [UK Aid Match I annual review](#) (January 2017)
- f. Annex F: Bad news: How does media coverage affect public attitudes toward aid?

11. Proposal requirement

11.1 Documentation to be provided by the supplier will include a detailed plan of proposed evaluation activities including:

- i. A very well defined, feasible and robust methodology and data collection plan, a proposed approach for the mid-term evaluation and end of programme evaluation, which considers appropriate evaluation questions and envisaged tasks suggested in sections 3 and 5 of these terms of reference. The approach should integrate the Development Assistance Committee (DAC) criteria for best practice in an evaluation;
- ii. Any interrogation of the theory of change, programme log frame, as determined to be appropriate by the bidder;
- iii. A feasible and robust concept evaluation communication strategy, which incorporates and builds on the four proposed six-monthly reports outlined in section 5;
- iv. Consideration of how adaptive learning can be best provided in line with the communication strategy, the six-monthly reports outlined in section 5, and to inform roll out of the UK Aid Match II programme and provide learning for key audiences and stakeholders;
- v. In addition to the items above, consideration of any innovative approaches to evaluation outputs and uptake strategy and how they will ensure strong dissemination and good uptake of research findings;

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- vi. Details on how the Evaluation team will work collaboratively with the fund manager and selected civil society appeal partners to use and build on their existing monitoring and evaluation systems, and how the team will build capacity of civil society partners (per the adaptive learning approach);
- vii. Summary details of the overall general evaluation structure, including all key activities;
- viii. Details of the management and governance structure for the evaluation;
- ix. Case studies suggested selection criteria and approach;
- x. Identification of key challenges to designing and delivering a robust evaluation of the UK Aid Match II programme, in responding to the evaluation objectives, and how these will be addressed;
- xi. Clarity around the limitations of the proposed approach;
- xii. Staffing roles, over the course of the project, their general and project specific qualifications (including CVs);
- xiii. Details and specifications on other required resources;
- xiv. A timetable for undertaking and completing each of the identified key evaluation activities;
- xv. A detailed budget (excluding VAT), and;
- xvi. A milestone-based payment plan.

11.2 The supplier should demonstrate how it would manage the evaluation effectively, **in order to deliver both value for money and robust results.**

12. Research and Evaluation Ethics

12.1 Contracts will only be awarded to researchers and evaluators where research and evaluation ethics and appropriate ethical clearance protocols are embedded in their institutions, and where they can demonstrate adherence to current DFID protocols as detailed in current research and evaluation guidelines, [available online](#). Where a consortium is involved, all parties must seek or have ethical clearance.

13. Environmental Considerations

13.1 The Supplier should ensure due consideration is given to the environmental impact of all work undertaken to deliver this evaluation. Specific attention to minimising operational impacts on the environment and global climate of those undertaking the evaluation should include ensuring individuals travel by economy class, and reducing carbon footprint through for example, using recycled paper and minimising printing waste.

14. Duty of Care

DFID's standard contracts with suppliers for the provision of Services state that these Suppliers are responsible for their own safety and security. The evaluation is expected to be carried out within the UK which is not considered a dangerous environment although you should be aware:

- The Supplier is responsible for the safety and well-being of their Personnel and Third Parties affected by their activities under this contract, including appropriate security arrangements. They will also be responsible for the provision of suitable security arrangements for their domestic and business property.
- Should overseas travel be necessary DFID will share available information with the Supplier on security status and developments in-country where appropriate. DFID will provide a copy of the DFID visitor notes (and a further copy each time these are updated), which the Supplier may use to brief their personnel on arrival. A named person from the contracted organisation should be responsible for being in contact with DFID to ensure information updates are obtained. There should be a process of regular updates so that information can be passed on (if necessary). This named individual should be responsible for monitoring the situation in conjunction with DFID.
- Travel advice is also available on the FCO website and the supplier must ensure it (and its personnel) are aware of this. The supplier is responsible for ensuring appropriate safety and security briefings for all of its personnel working under this contract.
- The supplier is responsible for ensuring that appropriate arrangements, processes and procedures are in place for its personnel, taking into account the environment they will be working in and the level of risk involved in delivery of the contract (such as working in dangerous, fragile and hostile environments etc.). The supplier must ensure its personnel receive the required level of appropriate training prior to deployment.
- Suppliers must develop tenders on the basis of being fully responsible for Duty of Care in line with the details provided above and the initial risk assessment matrix prepared by DFID (see Annex 1 to this Terms of Reference). They must confirm in the tender that:
 - They fully accept responsibility for security and Duty of Care.

- They understand the potential risks and have the knowledge and experience to develop an effective risk plan.
 - They have the capability to manage their Duty of Care responsibilities throughout the life of the contract.
 - They will give responsibility to a named person in their organisation to liaise with DFID and work with DFID to monitor the security context for the evaluation.
- If you are unwilling or unable to accept responsibility for security and Duty of Care as detailed above, your Tender will be viewed as non-compliant and excluded from further evaluation.
 - Acceptance of responsibility must be supported with evidence of capability (no more than 2 A4 pages) and DFID reserves the right to clarify any aspect of this evidence. In providing evidence tenderers should consider and answer yes or no (with supporting evidence) to the following questions:
 - I. Have you completed an initial assessment of potential risks that demonstrates your knowledge and understanding, and are you satisfied that you understand the risk management implications (not solely relying on information provided by DFID)?
 - II. Have you prepared an outline plan that you consider appropriate to manage these risks at this stage (or will you do so if you are awarded the contract) and are you confident/comfortable that you can implement this effectively?
 - III. Have you ensured or will you ensure that your staff are appropriately trained (including specialist training where required) before they are deployed and will you ensure that on-going training is provided where necessary?
 - IV. Have you an appropriate mechanism in place to monitor risk on a live / on-going basis (or will you put one in place if you are awarded the contract)?
 - V. Have you ensured or will you ensure that your staff are provided with and have access to suitable equipment and will you ensure that this is reviewed and provided on an on-going basis?
 - VI. Have you appropriate systems in place to manage an emergency / incident if one arises?

15. Environmental and Social (E&S) safeguards

DFID works to embed environmental and social safeguards predominantly to ensure that our development and humanitarian interventions do no harm. They are also a key part of ensuring that our outcomes are sustainable, that they provide good value for money and that protect the positive results and transformative impacts for poverty reduction and development that we aim to deliver.

DFID needs to understand the scope of safeguard risks that might need to be considered in a given project, to ensure that risks are identified properly analysed and mitigation measures in place, with clear oversight responsibility for example to

safeguard those directly or indirectly involved as beneficiaries or community members of DFID interventions.

Further considerations of particular importance to managing the risk of doing unintended harm to people and/or the environment include (but are not limited to): social and poverty impact, gender equality, resource scarcity and environmental vulnerability, climate change, institutional environment, the political economy, conflict and fragility.

DFID Suppliers are expected to demonstrate;

- **Top-level commitment:** evidence of top-level organisational commitment to implement E&S safeguards, enhance E&S outcomes, and seek continual improvement. This should ideally take the form of a written statement signed by senior management, shared publically.
- **Appropriate systems and processes:** robust policies and systems in place for identifying E&S risks, implementing E&S safeguards, and monitoring performance relevant to this programme or investment, including regular field supervision and spot-checks.
This should include, where relevant, clear policy and strategy and robust processes and documents such as Environmental and Social Impact Assessments (ESIAs), [child] safeguarding policies, Environmental and Social Management Plans (ESMPs), Stakeholder Engagement Plans (SEPs), Resettlement Action Plans (RAPs), Occupational Health and Safety Management Plan (OHSMPs) documentation.
- **Adequate resources:** evidence on adequate financial, professional, and institutional resources in place to implement E&S safeguards, coordinate down-stream partner implementation of E&S safeguards, and seek continual improvement throughout the entire lifecycle of this programme or investment? This should include adequate staff with specialist training and experience (including high-risk issues such as HIV/AIDs, gender based violence, and child protection), and dedicated budgets.
- **Strong track record:** suitability to deliver DFID's contract requirements, including assessment of an organisation's past performances, financial stability and organisational principles and track record of implementing E&S safeguards on similar programming.

ANNEX I: UK Aid Match II Theory of Change

UK Aid Match II Evaluation Terms of Reference

