

## About Plan International

Plan International strive to advance the realisation of children's rights and girls' equality around the world. As an independent development and humanitarian organisation, Plan International works alongside children, young people, allies and partners to address the root causes of the difficulties faced by girls and all vulnerable children. Plan International support children's rights from birth to adulthood and enable them to prepare for and cope with crisis and adversity. We use our reach, experience and knowledge to bring about change in practice and policy at local, national and international levels. For more than 80 years, we have been building strong partnerships for children; we are now present in more than 75 countries

## Background

The project Sisters Create is a project that aims to empower young girls in Senegal and young girls and non-binary people Sweden. It is financed by Swedish Postcode Lottery and implemented by the Swedish youth-organisation Fryshuset in Sweden. In Senegal the project is implemented by Plan Senegal at Studio Timbuktu in Pikine, in cooperation with the culture organisation Africultururbane, an organisation that supports young people civic participation through music and culture. Plan International Sweden is responsible for coordination of the programme as well as communication, as for example through the producing of video-clips and music-videos or in other ways contributing to spreading the participants' voices digitally. **The project's overall objectives are in line with SDG 5 and contribute to creating equal conditions for girls and boys to shape their own future and to contribute to an equal society in Sweden and Senegal by means of music, media and cultural activities. The project will contribute to enabling girls to take an active role in empowering themselves at different levels of society, but also empower them to take control of their own lives**

### The project has 3 expected outcomes:

**Outcome 1:** Young people in socio-economically vulnerable areas are organized and work actively through music, media and cultural activities to improve the equal conditions of girls and boys.

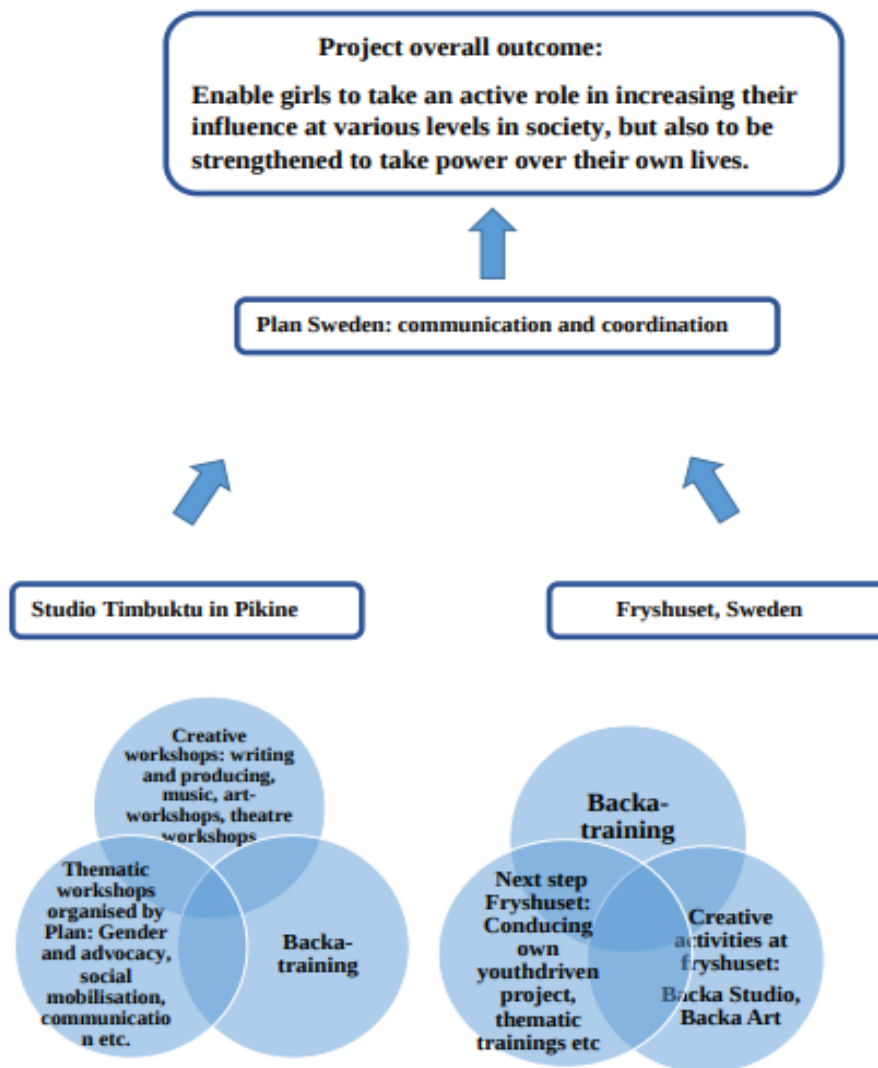
**Outcome 2:** Girls strengthen their self-image and act as role models for increased participation, influence and power in Sweden and Senegal.

**Outcome 3:** Through girls' own stories, the general public in Sweden and Senegal becomes more involved in girls' rights.

The project has been actively implemented since 2018 and is based around the Backa training programme, initially elaborated by staff at Fryshuset. The project also includes creative workshops and trainings; such as producing and recording music and doing art. In Senegal, Studio Timbuktu is thus a place where young people can take part in creative workshops such as theatre workshops, painting-workshops, text-writing and learn to create and produce music. In addition, Plan Senegal organises thematic workshops such as workshops on Gender and Advocacy, Social mobilization and Children's Rights with the girls at Studio Timbuktu.

In Sweden, Fryshuset provides a variety of creative activities with opportunities to create music or art (Backa Studio, Backa Music Camp and Backa Art), as well as other activities and thematic training such as Elektra, an education about honour-related violence or Backa Sex, with a focus on sexual education. The participants of Backa also have the possibility to conduct their own project, coached and supported by the staff at Fryshuset. The youth driven projects vary from creative projects, such as organising a concert or recording a music-video to as for example conducting a workshop about gender-equality with younger children.

The below chart illustrates the design of the project.



### Overall focus of final evaluation.

The final evaluation should aim to assess the intended, unintended, negative and positive result of the Project Sisters Create. The final evaluation should follow the OECD-DAC criteria, with a special emphasize on evaluating efficiency (in relation to time and finance), impact and sustainability: What can be improved to strengthen these aspects moving forward?

In alignment with feminist evaluation it should be planned in collaboration with concerned stakeholder and parties. Further, the final evaluation should build on the mid-term evaluation, notably conducted between January-March 2021, in order to understand the progress of change that has followed since then.

### Specific evaluation-questions

A special focus should be evaluating the results of Plan International's (Plan International Sweden and Plan International Senegal's ) external communication work in relation to the project, including the campaign #Pass the Mic, notably rolled out during spring 2022.

- To what extent has the external communication activities contribute to the objectives of the project? Which target groups are reached through the project's communication? What can be improved to create better conditions for sustainable results on an outcome and impact level?
- What effect has the project had on indirect target groups such as duty-bearers and other stake-holders (parents, community-members etc)? What can be improved moving forward?
- How have changes in the context, such as COVID-19, affected the project's result and targeted beneficiaries? What lessons learned can be used moving forward?
- What is the (possible) added value of Plan International Sweden in relation to the project, notably in the Swedish context and working with Fryshuset? What lessons learned can be used for SNO's national work in Sweden?

### **Methodology**

Proposed methodology:

- Desk review of project documentation, reports and existing results-data.
- Focus group discussions with primary beneficiaries of the project.
- Focus group discussion with secondary target groups of the project (notably parents, young people targeted by external activities).
- Key Informant Interviews with duty bearers and stakeholders (Sisters Create key staff and other stakeholders targeted by the project).
- Quantitative content analysis and/or process tracking in order to evaluate the external communication related to the project.

### **Sampling**

- For the focus-group discussions with primary beneficiaries should aim for a purposeful sampling with beneficiaries that:
  1. Have been part of the project over a longer period of time.
  2. Have participated in external event and actions such as political advocacy, music, art or conducted youth-led projects.
- A randomized selection of secondary beneficiaries of the project.

### **Deliveries**

- Inception report, including plan and time-line and tools for the evaluation
- Final evaluation-report
- Dissemination seminar to involved parties (Plan International Sweden, Plan Senegal and Fryshuset).

### **Time line**

<b>Preparations</b>	June 2022
<b>Data collection and analysis</b>	June-August 2022
<b>Deadline report</b>	31/8 2022

<b>Dissemination seminar to involved parties (Plan International Sweden, Plan Senegal and Fryshuset).</b>	September 2022
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**Selection criteria for consultant/s**

The consultant-s should demonstrate a thorough understanding for the scope of the project; notably gender-equality and empowerment of young girls.

The consultant-s should demonstrate a previous experience of conducting similar evaluations and/or studies within the field of social development.

The consultant-s should be able to collect and analyse data in French, Swedish and English

The consultant-s should be able to collect primary in country qualitative data from Sweden and Senegal (as for example trough the use of national consultant-s).

The consultant-s should demonstrate good understanding of and methods for evaluating and solutions for external communications and campaigns.

**Application:**

In order to apply, please forward your CV, letter of motivation and a shorter description on how the consultant-s plan to proceed with the evaluation (maximum 1-2 pages), and a cost-proposition for the total mission (**can not exceed 230 000 SEK including VAT**) to Hedvig Bertell

[hedvig.berntell@plansverige.org](mailto:hedvig.berntell@plansverige.org) not later than the 16/5. Interviews will be conducted between the 17-31<sup>st</sup> of May.