

Terms of Reference (ToR)
External evaluation of the “Networks Overcoming Antisemitism” project

1. Background and Context

Networks Overcoming Antisemitism (NOA) is a project co-funded by the European Commission, under the Rights and Citizenship Programme of DG Justice (call reference: REC-RRAC-RACI-AG-2019). It is led by CEJI-A Jewish Contribution to an Inclusive Europe in partnership with five network organisations: World Jewish Congress, B’nai B’rith Europe, AEPJ Jewish Heritage, European Union of Jewish Students and the European Union of Progressive Judaism. The project activities will last for 24 months and have started on 1 February 2020.

In direct response to the Council’s Declaration for Member States to adopt a holistic strategy to prevent and fight antisemitism, the NOA project will provide a mechanism to support Member States in the development and implementation of national action plans and provide a wealth of socio-cultural educational resources that can reverse the tide of antisemitic attitudes. Only through such a hand-in-hand approach that marries policy and practice, security and education, transnational and national actions can positive results be achieved in reducing the prevalence and impact of antisemitism in Europe.

Networks Overcoming Antisemitism (NOA) represents a convergence of mutually reinforcing efforts that can multiply our potential impact on policy and society. The NOA consortium will begin by mobilizing its 756 national and local affiliates to map existing resources to address antisemitism so that they can be better exploited while gaps can be identified for future programming.

On policy level, the work of the EC will be supported with the National Report Cards methodology to assess Member States’ progress on the implementation of the Council Declaration, tested in 5 countries (Italy, Croatia, Poland, Belgium, and Sweden, TBC). Member States benefit from the establishment of a collaborative working relationship amongst stakeholders and through the provision of anti-bias educational resources that are essential for prevention efforts.

On a practical level, 36 change agents will be empowered to deliver Overcoming Antisemitism training across sectors and across Europe, and new downloadable resources will respond to pressing pedagogical needs for addressing the problem today. Socio-cultural events across the EU help to rewrite the narrative of Jews being equated to the Holocaust, Israel and antisemitism. Complemented by an intensive social media campaign promoting Jewish contributions to a democratic Europe, 15 million people can be reached so that conspiracy theories are less likely to fall on fertile grounds.

More specifically, the project will:

- A) Map efforts to combat antisemitism at the outset of the project to identify the various initiatives, bring them into network, recognise complementarities and identify gaps to be filled. The goal is to identify 1,000 initiatives across the EU.
- B) Hold governments accountable through a National Report Card based on the various fields of actions called for in the EU Council Declaration, benchmarking progress indicators and engaging the various stakeholders in the development and implementation of national action plans. The methodology will be tested in 5 countries, engaging 150 policy-makers and policy-influencers in each country, culminating in a European final conference to nourish their efforts and influence other Member States to systematically implement a holistic strategy to address and prevent antisemitism.

- C) Equip educators from a variety of sectors (schools, sports, public authorities, community and cultural institutions, youth movements) with training and teaching tools that effectively counter antisemitic prejudice. A new and improved Overcoming Antisemitism Training Manual will be produced plus 4 downloadable resources for addressing the most pressing pedagogical challenges faced today, implemented by a new cadre of 36 trainers who will lead workshops with 1,000 people in the project and remain an anti-bias resource in Member States for the long-term.
- D) Diffuse positive narratives through socio-cultural educational activities including cultural festivals, school-based programmes, film and social media campaigns using new resources and scaling up existing good practice. Between 15,000-150,000 people will be reached through offline activities and between 4 – 15 million through weekly social media campaigns using 35 videos and 75 images of original content.
- E) Garner commitments from sporting authorities and clubs to ensure that they are creating inclusive and respectful environments wherein any expression of antisemitism or other forms of hatred will not be tolerated, through 5 national workshops reaching 125 sporting leaders, leading to concrete action plans.
- F) Assess project impact with a formative evaluation as a tool for informing further action by the EC to combat and prevent antisemitism, and to improve and sustain the project's activities and similar actions in the long-term.

2. Evaluation purpose and target audience

The external evaluation is part of a bigger concept assuring the quality of the project and will allow us to monitor and assess the impact of the activities. The evaluation is intended to be formative, providing feedback throughout the project's lifecycle about preliminary results so that the NOA consortium can reflect on how best to improve our positive social impact. The target audience is the partnership, but also policy-makers, philanthropic organisations and other stakeholders in order to learn from the NOA project experience.

3. Evaluation objectives and scope

- To enhance processes and have a bigger impact
- To adapt the project development plan according to the needs of the consortium and the target group
- To act as a critical friend by providing supportive, constructive, critical guidance to the Project Team as appropriate and within the time and financial constraints of the project
- To guarantee efficient leadership
- To reinforce accountability, transparency and participation
- To determine whether the results contribute to the project's overall goal
- To identify lessons learned and provide recommendations
- To guarantee that the ethical grounds of the project are sound
- To empower partners to improve and develop new capacities

The evaluation shall reflect on the following aspects:

- Deviations from the original context and needs analysis as described in the project application (e.g. new policy developments or practices that are notably important) for the consortium to decide if and how to incorporate
- Project effectiveness – based on the project timeline set by the consortium
- Assess progress of the project made towards the achievement of results at the output and outcome levels
- Efficiency of resources and budget allocation
- Partners ownership of the project
- Impact of project on partners, stakeholders, participants
- Impact of project on national policy and practice
- Impact of project on European policy and practice

- Satisfaction of participants to the different events of the project (training of trainers, workshops, national gatherings etc)
- Quality of the educational material and its comprehensibility
- To determine whether the results offer value for money

4. Timing and deliverables

The following are expected deliverables, with respective timing:

- An inception report [Mid-May 2020]
- Evaluation toolbox to be employed during/after project activities [September 2020]
- A mid-term report [January 2021]
- A final report [January 2022]

5. Evaluation team composition and required competences

We welcome proposals by individual evaluators, evaluation teams as well as organizations or consortiums.

The selected evaluator(s) shall:

- Have a full working proficiency in English (other languages of the project partner countries are an asset)
- Be familiar with and demonstrate working experience in the fields of confronting antisemitism, policy monitoring, education and culture
- Demonstrate experience in evaluating Civil Society projects, preferably in the framework of European Commission funding

6. Management arrangements

The party responsible for the external evaluation on behalf of all project partners is the Project coordinator – CEJI. Therefore, all the management agreements related to the evaluation process will be done via designated CEJI staff.

7. Budget and payments

The budget for the external evaluation is 25.000 € gross including tax and any other financial surcharge related to the way of payment. This has to include all the fees, as well as necessary material, travel and subsistence costs related to implementation of the evaluation activities.

Subcontractors are exclusively responsible for the payment of all income and other taxes and social contribution related to or incidental to the payment of the above amounts. CEJI is not responsible and shall therefore not pay any remuneration, benefits of health and retirement plans.

The bidder is free to propose a budget within this price, and decide on categories and amounts that will allow to run a thorough evaluation, and produce expected deliverables.

The payments will be arranged as follows:

- 25% May 2020
- 25% January 2021
- 25% September 2021
- 25% January 2022

8. Proposal submission

There is no defined format for the proposals. The proposals should include following elements:

- CV(s) of the evaluator(s)
- A sample of previous work, similar in scope and approach
- An evaluation methodology with a tentative timeline
- A detailed budget

Please send your proposal to robin.sclafani@ceji.org by March 20th 2020.