



## CALL FOR CONSULTANTS

### Impact Assessment of El Rehla's work

Interested consultants are expected to submit their application in full as clarified in the ToR below including a technical and financial proposal **no later than May 1<sup>st</sup>, 2021** to [lamees.mahmoud@elre7la.com](mailto:lamees.mahmoud@elre7la.com)

#### PROJECT BACKGROUND

Established in 2013, ElRehla, “The Journey” in English, works on facilitating the creation of collaborative communities. Our programming involves a four-day unconventional networking experience outside of the city bringing together industry leaders and decision makers for a connective, reflective and habit changing experience. We build these collaborative communities through a unique program that engages the participants mentally, physically and emotionally. A short video of the experience can be viewed [here](#)

Between 2018 and ongoing in 2021 we have the opportunity to work with Oxfam through its Youth Participation and Employment project within the framework of the Danish Arab Partnership program. This assessment will specifically be looking to measuring the impact of activities related to this program: Over 450 people attended our retreats representing over 270 organizations.

#### ROLE WITHIN YPE

El Rehla aims to maximize the outcome of the collaboration between actors of the entrepreneurship and employment ecosystem to achieve beneficiary growth both during and post-program. And they develop the capacity building plans and strategies to support youth employment, with the partner's support effectively. Furthermore, they hold short networking events to get people engaged, and the purpose of those events is to reach decentralization through building a connection and network with those people. So, the created ecosystem is based on personal and networking to build collaboration, focusing on matchmaking as an effective solution.

#### OUR ACTIVITIES:

Below are the activities programs that we have been focused on delivering and measuring across the past few years of our work with Oxfam that will be evaluated across this project:

#### **INDUSTRY RETREATS**

Our industry retreats are sector-specific retreats for multidisciplinary stakeholders from a particular industry. The objective is to facilitate critical and valuable discussions surrounding the industry's ecosystem and its development. The key stakeholders invited discuss challenges, best-case practices and potential collaborations. Our format pushes towards deeper networking to enhance personal connections and industry relationships between the active stakeholders, paving the way for higher ecosystem awareness and natural synergy across the industry's value chain. These relationships lead to two levels of collaborations transactional and strategic. Transactional collaborations are where participants engage in limited/one-time interactions. While strategic collaborations are where participants build strategic partnerships between their entities which lead to greater value for them and others. Previously we have delivered industry retreats for these sectors: Employment, entrepreneurship, education, FinTech and several others.

We always critically assess ourselves across all our industry retreats on whether we are building effective multi-stakeholder partnerships that mobilize and share knowledge, expertise, technology and financial resources.



Across our previous internal studies, we were able to capture many different types of collaborations and now we would specifically like to take this particular program's evaluation to a deeper level.

### FOUNDER RETREATS

Our founder retreats are an invaluable experience for stage-based startups whether scale-up or pre-scaleup founders. Founders engage in meticulously curated programming that develops their connections and peer-to-peer exchange. A [report](#) by the United States Senate's Joint Economic Committee, concludes that social capital produces opportunity and combats inequality. So, with an exception of a few, communities with greater social capital see more startup success. In other words, opportunity is a product of **social capital**. ElRehla helps founders build meaningful relationship and grow their social capital and their access to resources.

### THEMATIC CAMPS

These retreats are not for a particular industry as much as they are a deep dive into a particular theme with the intention to develop the capacities of its beneficiaries in that specific technical area

### OPPORTUNITY NEWSLETTERS

A nation-wide e-newsletter to research and publicly distribute local and global opportunities for youth and professionals on industry networking events, funded travel opportunities, startup competitions and funding.. etc

### CORE PRINCIPLES

- **Collaboration and peer support:** We seek to work with organizations who believe in collaborations rather than dominating a supply chain. So instead of thinking just about their organization, staff, mission, board our beneficiaries are invested to connect and potentially work with the larger ecosystem.
- **Respect for diversity:** Since all of our beneficiaries are coming from very different backgrounds and life experiences, we hold each beneficiary accountable to be inclusive and be open to hear new practices, ideas and opinions different from their own.
- **Investing in understanding the whole system:** Across our programs and in the months after it we hope to get everyone talking about the same world before seeking to fix any part whether these be organizations, industries or work with youth. This means an exploration of the systems history and current situation. Beneficiaries are expected to look and understand the inputs that we each bring whether programs or processes as well as the outcomes and impact we have on the industry as a whole.
- **A critical eye for impact:** We seek to always question our own and our beneficiaries' real impact for the communities they serve whatever their conditions may be.

## **IMPACT ASSESSMENT EXPRESSION OF INTEREST**

### **ASSESSMENT SCOPE AND PURPOSE**

The outcome assessment of DAPP-YPE, also referred to in this document as an 'evaluation exercise', aims to:

1. Assess impact of the 4 years of ElRehla's work with Oxfam on an organization and programs level using designed methodology.
2. Validate the existence or lack thereof of ElRehla's Theory of Change for YPE activities with a special focus on capturing the effectiveness of the diverse models of organization capacity being enhanced.

Examples of what will be looked at

- Capturing the presence or lack thereof of the following
  - El Rehla's role within the level of collaborations across the employment and entrepreneurship sectors.
  - El Rehla's role in private sector through employment interventions
  - El Rehla's role in advocacy and dialogue within the employment and entrepreneurship sector
- Interviewing El Rehla's stakeholders and looking at growth to capture YPE program impact on capacity building of El Rehla

### **METHODOLOGY**

- Designing a comprehensive methodology to capture and measure impact and harvest outcomes of El Rehla's programs within YPE between 2018-2021; the methodology will be based on a mixed-method approach, will be customized per program, output, outcome as and if needed.
- The methodology needs to incorporate creative and simple tools to capture impact effectively, in line with the diversity of interventions and target groups in this program
- The impact assessment will be gender sensitive and will be designed in line with agreed international evaluation standards and requirements relevant to [OECD-DAC criteria](#) consent, transparency, accountability, ethics, and reliability. Evaluation questions will correspond to OECD-DAC criteria.
- This is a participatory consultancy where the consultant is expected to work closely with El Rehla staff to reach the results desired. After joint discussions and setting of plans, the consultant will hold the responsibility of fulfilling the results and providing the deliverables on time and on budget
- The consultant will be expected to collect data using a set of tools such as MSC, outcome mapping or outcome harvesting, FGDs, interviews, online/physical surveys, existing project data from:
  - El Rehla
  - Representative sample of beneficiaries
  - Other stakeholders if needed
- The consultant will employ cross-checks and triangulation techniques to ensure that the findings are evidence-based (to validate perceptions and hypotheses from different data sources and using different tools)
- The assessment will cover the entire project duration from the beginning of implementation to October 2021.

## DELIVERABLES

A cornerstone of what drives our work is constant assessment in understanding how deep our impact and contribution is in relation to the ecosystems that we operate within. We expect the following deliverables:

- An inception report demonstrating understanding of the assignment within one week from the Inception meeting, including:
  - Agreed upon action points from Inception Meeting. The consultant will be aligned on previous outcomes assessment efforts done across the 4 years to ensure that we build up on key learnings from the process and deliver the report within the right expectations.
  - Analysis of existing M&E system and tools
  - Time plan for the assignment
- Impact's assessment plan:
  - Evaluation/outcomes assessment plan: the evaluation consultant will be expected to prepare a targeted and specific set of evaluation questions and an evaluation plan to measure them (tools, data sources) including the sampling methodology, and to design related data collection tools, and in line with evaluation scope and purpose of this TOR. The consultant will work closely with El Rehla team to develop the relevant interview questions for the above objectives.
  - An evaluation/outcomes assessment methodology that satisfactorily demonstrates how impact will be assessed. Some of the components we will want to capture will be: Most significant change, Unintended result, types of collaborations, scale of collaborations, attributions of collaborations, different outcomes stories and others and recommendations for future work
- All data collection tools for the evaluation exercise, in English and Arabic
- The consultant will do all of the coordination and scheduling work for the interviews, documentation, collecting data, analysis and presentation in a qualitative and quantitative report.
- Draft project impact assessment report that will be shared with the program team for multi-stakeholder feedback
- One Power point presentation accompanying the 'draft impact assessment report' to present the comprehensive key findings to El Rehla
- A well written final project impact assessment report of not more than 30 pages, in English addressing the objectives of the assignment.
- One final Power point presentation summarizing the process, methodology, findings, and recommendations

## TECHNICAL SUPPORT

- The successful consultant will work under the supervision of, and receive technical support from, the Content and Programs Teams of El Rehla
- El Rehla will support the process through provision of relevant information and linkages to project beneficiaries and stakeholders
- Upon selection of consultant, El Rehla will provide the following tools and documents:
  - Outcomes Framework for each activity
  - Brief descriptions of activities and interventions
  - MEAL plan with full set of indicators
  - Documents for review: El Rehla's narrative reports and annexes from 2018

## SPECIFIC REQUIREMENTS

### ➤ Academic Qualifications

A higher degree in development studies, economics, evaluation or any highly relevant field

### ➤ Professional Qualifications

- A successful evaluation consultant for this assignment will be able to measure the impact (to date) of the project by extracting measures and insights from a wide array of activities and implementing partners.
  - An evaluation specialist with a minimum of six years' experience in employment and youth program/project evaluation in Egypt;
  - Experience of results-based monitoring and evaluation;
  - Ability to design and plan the evaluation approaches and methodologies, including a mixed methods approach (quantitative and qualitative methods);
  - Familiarity and comfort using traditional and non-traditional evaluation tools;
  - Relevant subject matter knowledge and experience such as employment, entrepreneurship, job creation, ILO Decent Work Agenda, youth programming sectors to ensure the evaluation design and research methods are as relevant and meaningful as possible given the aims and objectives of the project and the context in which it is being delivered;
  - Ability to manage a multi-year evaluation and research process, including interpreting project results data and conducting an outcomes evaluation;
  - Capable of analysing for monitoring and evaluation data;
  - Experienced in organizing, and conducting desk review and field research, organizing workshops and FGDs and conducting interviews, data analysis;
  - Arabic and English skills are essential for the primary data gathering while English is required for producing the report.
  - Strong proven knowledge/experience of outcomes monitoring and evaluation tools.
  - Has a track record of previously conducted outcomes assessments
  - Ability to establish priorities in a time-sensitive environment, and meet deadlines with strong attention to detail and quality
  - Dynamic, patient and flexible to meet interviewees schedules



## GUIDELINES FOR SUBMISSION

El Rehla requests financial and technical proposals from qualified project evaluators and individual consultants.

### I. The Proposal

The interested party is expected to follow the framework proposed (below). However, they are also welcomed to propose additions or edits as long as they are aligned with the assignment goal and objectives. The interested party must submit a technical and financial proposal (including process, scope and timetable) maximum by 22<sup>nd</sup> of April 2021.

### II. Contents of proposal

- Full curriculum vitae of implementing consultants
- Summary of previous experience in undertaking tasks of this type
- Sample of previous similar assignments (2 reports of previous evaluations)
- A workplan & methodology for conducting the evaluation study
- A financial proposal (indicating number of days, rate per day and expected related expenses to the assignment and clearly including the VAT)

### III. Review Process

Once all applications are received interviews will take place with the shortlisted candidates and the selected party will be informed through email by May 1<sup>st</sup>, 2021.

## IMPLEMENTATION SCHEDULE

The selected party will be expected to fulfil the work in accordance with the following tentative timetable:

Sign contract with El Rehla	May 16 <sup>th</sup> , 2021
Inception Meeting	May 23 <sup>rd</sup> , 2021
Inception report and Impact assessment plan	May 31 <sup>st</sup> , 2021
Attending one retreat to understand the program	June 2021
Impact assessment implementation	June 1 <sup>st</sup> – October 31 <sup>st</sup> , 2021
Draft Impact assessment report	November 15 <sup>th</sup> , 2021
Conclude and submit final report and annexes to El Rehla	December 1 <sup>st</sup> , 2021

## PAYMENT SCHEDULE

- ❖ 30% upon signature of contract
- ❖ 50% upon submission of the Draft Report
- ❖ 20% upon submission of approved Final Report



## IMPORTANT NOTES

### Coordination and progress track:

The consultant will Report on the progress of the assignment biweekly to Lamees Mahmoud Programmes Manager - [lamees.mahmoud@elre7la.com](mailto:lamees.mahmoud@elre7la.com) and Dalia Said Content Manager - [dalia.said@elre7la.com](mailto:dalia.said@elre7la.com).

### Context:

In light of the COVID-19 outbreak in 2020, the consultant will be informed of potential changes in the project design or implementation to update the methodology or plans if needed.

### Draft Feedbacks:

El Rehla shall notify the consultant within 7 working of receipt of any documents or report of whether to accept it or reject it by giving the reasons and request of amendments and the reserve the right to reject it after the amendments if it didn't align with El Rehla's needs or with Oxfam's reporting requirements.

### Ownership and confidentiality:

All information produced under this consultancy agreement between El Rehla and the selected party shall be the property of El Rehla. It is also expected that all data produced is kept as confidential unless a clearance has been granted by El Rehla in response to a request from the selected and contacted party.

## INQUIRIES AND SUBMISSION

All questions and communication must be sent to [lamees.mahmoud@elre7la.com](mailto:lamees.mahmoud@elre7la.com). Please make sure the note "El Rehla Impact Assessment Consultancy" is in the subject line.

Only questions received, latest 24 hours, prior to the submission date are accepted and will be answered to.

Interested consultants are expected to submit their application in full as clarified above (including a technical and financial proposal) **no later than the May 1<sup>st</sup>, 2021**. Consultants are welcomed to propose additions or edits to the consultancy job as long as they are aligned with the assessment goal and objectives.