



## ACTIVE CITIZENS

### Active Citizens: Social Action Projects

#### Impact Assessment Study - Terms of Reference (TORs)

**Position:** Evaluation study on the impact of Social Action Projects in Morocco

#### Background

The British Council is the UK's international organisation for educational opportunities and cultural relations. We create friendly knowledge and understanding between the people of the UK and other countries. We do this by making a positive contribution to the UK and the countries we work with – changing lives by creating opportunities, building connections and engendering trust. We work with over 100 countries across the world in the fields of Arts and Culture, English Language, Education and Civil Society.

This call comes under British Council Society work, where we support societies whose citizens and institutions contribute to a more inclusive, open and prosperous world. In Morocco, we provide opportunities for various societies around participation, social innovation and entrepreneurship as well as developing new ways of building cultural relations impact at the local and international level. We support women and young people to gain skills, be confident, active and engage in their communities as well as contributing to strengthening the abilities of individuals and organizations to play a role in local and global sustainable development.

#### Active Citizens Programme

Active Citizens (AC) is a social leadership training programme that promotes intercultural dialogue and community-led social development. Active Citizens aims to build trust within and between communities by supporting people to take action on issues they care about. It connects people locally and globally, developing their knowledge and skills to build fairer and more resilient societies. AC works primarily through training individuals – the “Active Citizens” – to affect social change in their communities. A core part of AC is that participants develop Social Action Projects (SAPs); these participant-led initiatives mean the programme has impacts across a wide range of outcome areas and contexts.

Active Citizens is one of the flagship programmes of the British Council. It began in 2009 and has been delivered in the UK, Europe, the Middle East, Africa, Asia and the Americas. It has reached more than 210,000 young people in 54 countries through training, conferences, social research and International Study Visits.

In Morocco, the programme traces its roots back to 2012, locally delivered in partnership with different partners from Civil Society Organisations (CSOs), having increased their knowledge and established new networks, therefore contributing to better community relations and fund raising efforts.

The programme has been implemented in eight regions of Morocco, mainly Rabat-Salé-Kenitra / Fès-Meknès /Casablanca-Settat / Beni Mellal –Khénifra / Marrakech-Safi / Tanger-Tetouan-Houceima/Oriental / Draa-Tafilalt.

Since 2012, the programme in Morocco trained and built the skills and competencies of over 500 facilitators from different backgrounds, capable of adapting and mainstreaming the Active Citizens training toolkit within their networks, with more than 3000 participants (Active Citizens) being trained by the facilitators to develop their skills and confidence and make a positive change within their communities.

The programme has supported Active Citizens participants to launch over 40 Social Action Projects tackling different themes related to gender, youth, citizenship education, environment, employability, social economy, social inclusion, education and entrepreneurship, which have both directly and indirectly brought benefits to over 10000 community members within different local communities across Morocco.

## **Social Action Project (SAP)**

SAP is a voluntary initiative that Active Citizens participants design and deliver themselves in support of social development, regeneration and/or improved community relations in their community. It should seek to bring diverse groups together – whether Active Citizens themselves or the wider community – and embed learning from the local training and international engagement phases of the programme.

SAPs are a critical area of the Active Citizens programme, as this is where participants apply and develop their learning. The SAPs are intended to support community cohesion and local development, with participants acting together to deliver initiatives that benefit their community.

## **Impact Assessment Study**

The British Council Morocco is looking at conducting an impact assessment study of the Active Citizens SAPs in Morocco focused on the impact these SAPs have on the Active Citizens participants and their communities. For the purpose of best practice, a report booklet needs to be generated providing qualitative and quantitative evidence of SAPs impact at the organisational, individual and community level, with a focus on the social change being generated within local communities.

### **1. Objective & Scope**

The objective of the impact assessment study is to: gather sufficient data from the perspective of multiple beneficiaries and other stakeholders involved in the Active Citizens SAPs; to capture testimonials and stories of change as a result of delivering SAPs within local communities, and the impact SAPs have on individuals and their local communities, in order to build an evidence-based study on SAPs impact.

The study will look to provide and capture, as much data as possible, the evidence of impact of previous and current Active Citizens SAPs, covering the work from 2012 till present.

It will include field visits to SAPs and one-on-one interviews with Active Citizens participants, community leaders, members of their communities and other stakeholders, partner organisations and direct/indirect beneficiaries of SAPs.

The study will be also an opportunity to present the Active Citizens programme's achievements, to draw lessons for future implementation and also to test methodologies for measuring impact.

## **2. Methodology**

It is advisable to consider the following phases while processing the impact assessment study.

### **Phase A: Inception**

**Timing:** December 2018

**Resources:** 15 days

**Stakeholders engaged:** AC alumni, community members in each SAP community, partner organisations

In the inception phase, the aim will be to:

- get the understanding of how the ACP has evolved and how it was expected to work in Morocco context.
- get an overview of all SAPs being implemented as part of the AC programme
- set plans for data collection
- refine the evaluation questions and tools for next phase
- begin to identify stories of change from interviews with AC participants, community members and partner organisations
- submit a brief inception report at the end of the phase.

### **Phase B: Impact stories & case studies**

**Timing:** January 2019

**Resources:** 15 days

**Stakeholders engaged:** AC alumni, community members in each SAP community, partner organisations

- set interviews (in Arabic) with AC alumni, community members in each SAP community, partners
- gather data at the individual and community level to illustrate, triangulate and validate the stories of change.
- gather as wide a range of 'cases' or stories of change/impact of SAPs as possible on the Active Citizens, members of their community and partners
- input stories of change into database and understand what each case/story says and get a sense of the scale of change
- undertake a basic descriptive analysis of each case
- identify areas where impacts are accumulating
- draft a summary analysis of the 'claims' of impact and in-depth case studies identified in this phase.

### **Phase C: Data analysis and reporting**

**Timing:** February 2019

**Resources:** 15 days

**Stakeholders engaged:** ACP country manager, AC alumni, community members, partner organisations.

- draft an evaluation report with the findings and lessons learnt, with what worked well and in-depth case studies.
- evaluation report should show how the impact of the Active Citizens programme contributes to the programme's theory of change and British Council's Results and Evidence Framework.
- structure of the evaluation report (in English) should be in the form of a report booklet that will be published publicly and shared with external stakeholders.
- recommendations should focus on future implementation in Morocco and on the M&E system.
- include references and annexes

This offer will be a short term consultancy services contract and the Moroccan consultant will be required to deliver the following:

1. Conduct focus groups and/or one to one interviews (face to face/phone) with a number of stakeholders and programme beneficiaries with different profiles.
2. Organise field visits to visit SAPs in different communities dispersed across different regions/cities of Morocco
3. Consider the phases of the methodology section above
4. Submit a draft report by the end of Phase A
5. Submit a final report-booklet by the end of Phase B, with in-depth data analysis which will include:
  - Foreword (AC programme in Morocco context)
  - Executive summary
  - Background
  - Methodology (data collection: interviews, field visits, focus groups)
  - Findings
  - Stories of change
  - Case studies
  - Recommendations
  - Lessons learnt
  - References/Sources
  - Conclusions
  - Annexes: transcript of all the interviews, focus groups, photographs/videos,,etc

## Application Procedure

Please submit your expression of interest to the above requirements **no later than 13 November 2018** with the email subject “**SAPs Impact Assessment Study**” and send it to:  
[activecitizens.mar@britishcouncil.org](mailto:activecitizens.mar@britishcouncil.org)

Your expression of interest should include the following:

- Application Form (Attached)
- Up-to-date CV
- Evidence of the required qualifications and experience:
  - Two years' full-time experience of analysing data and report writing (essential)
  - Authored articles published in national/international peer reviewed journals (essential)
  - Experience of working nationally/internationally on cross cultural projects (desirable)

## Timeframe

**Apply by:** 13 November 2018

**Start date:** December 2018

**End date:** February 2019

*Please note responses will only be given to successful applicants!*