

Call for proposal

## Terms of Reference

External end-line evaluation of “Improving Quality Journalism in Bangladesh 2022-2027”.

### 1. General Information

#### 1.1. Introduction

Fojo Media Institute (Fojo) at Linnaeus University, Sweden, is implementing a media development programme in Bangladesh between May 2022 and April 2027. The programme aims to contribute to improving the conditions for strengthening democracy, transparency, and freedom of expression, reducing corruption, fostering gender equality, and addressing climate change challenges to build a sustainable society.

Further contextual analysis to be added by 15<sup>th</sup> June 2026, following the publication of a media analysis.

#### 1.2. Evaluation objective

The “Improving Quality Journalism in Bangladesh 2022-2027” is implemented from May 2022 to April 2027. The programme is funded by Sida (Swedish International Development Cooperation Agency) with a total budget of 54 000 000 SEK.

#### Theory of Change

The Theory of Change is available in Appendix II.

**Goal Statement:** To contribute to improving the conditions for strengthening democracy, transparency, and freedom of expression, reducing corruption, fostering gender equality, and addressing climate change challenges in order to build a sustainable society.

#### **Outcome 1 – IMPROVING THE PRODUCTION PROSPECTS FOR QUALITY JOURNALISM**

Bangladeshi news outlets have strengthened their skills and capacity to produce high-quality investigative journalism on key sustainability issues—including climate change, environmental degradation, poverty, gender equality, and democratic governance.

#### **Outcome 2 – SUPPORTING A GENDER EQUAL NEWS MEDIA SECTOR**

News outlets adopt and institutionalise inclusive practices and gender-transformative policies

### **Outcome 3: IMPROVING JOURNALISM EDUCATION**

Ensuring journalism education improves in terms of accessibility, gender balance and necessary skills to secure news outlet employment

### **Outcome 4: STRENGTHENING MRDI'S ORGANISATIONAL DEVELOPMENT**

MRDI has enhanced their institutional capacity to run large-scale projects

#### **Project partners**

Key partners include:

- MRDI (since 2022)
- Digitally Right (since 2024)
- Netra News (since 2025)
- Rokeya Collective (to start in summer 2026)

## **2. The Assignment**

### **2.1. Evaluation scope**

The endline evaluation shall cover the following:

The questions are to guide the evaluation, and recommendations for future programme processes added by the consultant in the final report.

1. How aligned with the country contextual needs are the project objectives? (include the needs of beneficiaries; policies and programmes of the project; and other contextual factors)
2. Were the resources allocated to this programme used to optimise the effectiveness? Expand.
3. Were the resources allocated to this programme used in a cost-effective manner? Expand.
4. Were activities implemented on time and within budget? If not, what reasons were given for the delay and budget inconsistencies?
5. To what extent were the project objectives achieved?
6. How did the outputs contribute to the expected outcomes/objectives? Explain possible deviations.
7. a) What long-term changes did the programme produce or contribute to?  
b) How can these changes be sustained after the project ends?
8. Were there any unintended or unexpected effects (positive and negative)?



9. How has the country context influenced the expected results of the programme?
10. How has the programme handled risks? Provide example(s).
11. How could the programme have been more relevant and effective?
12. What other areas of support, lacking in the current programme, would have benefited the overall outcome?
13. Unexpected challenges and how those were overcome/handled?
14. How have the programme partners built trust and accountability in the local and national Bangladeshi community?

The evaluation should cover the period from May 2022 to December 2026.

The consultant will be expected to deliver the following outputs (see deliverables below for detailed description):

- Inception report,
- A draft report,
- A final report for internal use,
- A visual summary of results for external use,
- An online presentation (ppt) of the final report.
- Two presentations, one presentation of the findings for Fojo and one for external use, including the Embassy of Sweden, Fojo and partners.

## 2.2. Evaluation methodology

The evaluation methodology adheres to Sida's approach to evaluation, known as Utilisation Focused Evaluation (UFE). A central principle is the spirit of partnership, with learning as an overarching objective. This means that the design, data collection, data analysis and reporting clearly adhere to the needs of the intended users with a strong focus on learning. The utilisation focus demands, as mentioned above, close collaboration and participation between the evaluator and intended users, including ongoing communication and dialogue to secure a shared understanding of concepts and how every step in the evaluation will be carried out.

The method is explained in Sida's Evaluation Handbook, updated 2020.

## 2.3. Methods of collection and analysis of data

The evaluation process is based on the collected data from relevant stakeholders (media owners, journalists, university educators, etc.). Therefore, qualitative interviews, focus group discussions, and other participatory methods are key elements of the evaluation. Quantitative surveys are also recommended.

## 3. Time schedule and work plan

### 3.1. Tentative time schedule

The assignment shall be carried out during the period 1 September 2026 – 31 January 2027, using a total of 32 working days, of which 5 will be on-site in Bangladesh.

The assignment shall adhere to the following timeline:

- Selected evaluator team signs contract with Fojo, tentatively by mid-August 2026.
- Start-up meeting early September 2026
- Field work: 5 days in November 2026
- Inception report: 30 November 2026
- First draft report submitted: 10 January 2027
- Feedback from Fojo 20 January 2027

Final report shall be submitted no later than 31 January, accompanied by a presentation of the findings in the same week.

### 3.2. Budget

The maximum budget for this assignment is 200 000 SEK, including consultancy fees and costs for travel, accommodation, per diem and other potential costs (pre-agreed with Fojo before incurred). Taxes and costs for social security and insurance are the consultant's responsibility and will not be covered by Fojo.

### 3.3. Deliverables

- ***Inception report.*** The inception report should include a timeline and work plan, methods of data collection, and methods of data analysis.
- ***Draft report.*** The draft endline evaluation report should be complete, finished, and proofread.
- ***Final report.*** The final report shall incorporate feedback from Fojo.
- ***A visual summary*** of results for external use.
- ***Two presentations***, one presentation of the findings for Fojo and one for external use, including the Embassy of Sweden, Fojo and partners.

## 4. Requirement of qualifications of the evaluation team

### 4.1. Mandatory requirements and requirements considered merits

Mandatory qualifications:

- The consultant applying for the endline evaluation must have a proven track record of evaluations of media development projects and programmes



- The consultant must have a thorough understanding of the media sector and media development, and of their relation to civil and political rights, such as freedom of expression and press freedom.
- The consultant must hold an academic degree in a relevant field, such as journalism, development studies, human rights, political science, law, or project management.
- The consultant should be fully proficient in English.

Qualifications assessed as merits:

- Practical experience in journalism and media.
- Extensive knowledge of the media sector in Bangladesh and/or other countries in the region.
- Experience from development cooperation agencies on democracy, media, and human rights in Bangladesh.

This procurement is open to individual consultants and consultant companies that can demonstrate technical and operational capacity to carry out such assessments, wherever they are based.

#### 4.2. Minimum content in the tender/offer

The tender shall include the following sections:

1. Introduction
2. Description of how the evaluation will be conducted
3. Methods of data collection and data analysis
4. Suggested tentative timeline and work plan
5. Budget
6. Two references to similar assignments

#### 4.3. Deadline for submission

Deadline for the submission of the tender is **10 July 2026**.

For any further questions or additional information, contact Fojo's Bangladesh team:

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