Call for tenders
on ordering an external final assessment
of the "YEMENI MEDIA EMERGENCY RESPONSE YMER +
project"
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Technical and administrative specifications

INTRODUCTORY NOTE

CFI, the French media development agency, would like to carry out the final external assessment of the project called "YMER +", implemented by CFI from May 2019 until December 2020 (20 months), with a 600 K € budget 100% funded by the European Union.

The "YMER +" project follows on from the "YMER I" project (September 2018 - November 2019), carried out by CFI and supported by the Crisis and Support Center (CDCS) of the Ministry for Europe and Foreign Affairs (MEAE). The "YMER I" project aimed to contribute to the freedom to inform the population about the humanitarian situation in Yemen.

"YMER I" was based on the recommendations made at a Forum organized by CFI in Jordan in November 2017, which brought together some 20 Yemeni journalists from different regions of Yemen and five Yemeni NGOs representatives.

The main objective of the "YMER +" project is to contribute, through media, to a rapid response to de-escalate the current Yemeni conflict.

Thus, the project’s specific objective is to enable Yemeni journalists to play an active role in supporting the humanitarian effort.

This specific objective is broken down into 4 results, formulated as follows:

1/ A network of Yemeni journalists and local/international NGOs aimed at exchanging humanitarian information is strengthened.
2/ Dissemination of reliable information is increased.
3/ Capacities of Yemeni journalists are enhanced through training sessions.
4/ Two peace talks or other relevant negotiations covered by a selected number of Yemeni journalists.

This fourth result was modified during the first and second amendments:
Amendment 1:
4 / One peace talks or other relevant negotiations covered by a selected number of Yemeni journalists.

Amendment 2:
4 / Contribution of Yemeni journalists in raising the awareness about COVID-19 is increased.

This final external assessment must provide CFI with a critical and objective analysis of the project’s design, implementation and impact, as well as recommendations for the implementation of a new project aimed at helping improve the humanitarian situation and to support the peace process and the end of the crisis in Yemen.

In addition, CFI would like this final external assessment to be part of the preparation of a project’s impact study on the final beneficiaries, which could be carried out in 2021/2022; this is how it should make it possible to collect the resources and means necessary for this study.
Created more than 25 years ago, CFI is the French media development agency of the Ministry of Europe and Foreign Affairs (MEAE) responsible for coordinating and leading the French policy to aid the development of media in the South. It supports players in the public or private media sector (television, radio, written press, social media), in order to strengthen the processes of modernization, democratization and development that France wishes to support.

CFI operates only in developing or emerging countries. In accordance with the priorities of French cooperation, the means and actions are now concentrated primarily on sub-Saharan Africa, the Arab world, and secondarily on the Balkans, the Caucasus and some Asian countries.

The agency is working on around thirty projects that fall under three major programs: media and governance, media and development, and media and business.

The CFI community includes both:

- Media professionals from the South, managers, executives, journalists, technicians, and sometimes committed citizens, who act for the modernization and democratization of the media sector in their country, and get involved with CFI in structuring projects, the beneficiaries of CFI projects;
- Development actors who share with CFI the values of freedom of expression and the objective of professionalizing the media sector in southern countries, CFI’s partners;
- Experienced professionals who are committed to passing on their skills and experience, CFI experts;
- Donors who provide financial support for economic and democratic development programs in the media sector, in accordance with the orientations defended by France within the international community.

CFI is structured around two operational geographic departments:

- The Mediterranean-Asia directorate which manages the interventions in the Arab world, the Caucasus, as well as in Asia: it is this directorate which led the present project to be assessed;
- The Africa department which manages interventions in sub-Saharan Africa.
2. SUMMARY OF THE PROJECT TO BE ASSESSED

<table>
<thead>
<tr>
<th><strong>Project title</strong></th>
<th>&quot;YEMENI MEDIA EMERGENCY RESPONSE (YMER +)&quot;</th>
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</thead>
<tbody>
<tr>
<td><strong>Program</strong></td>
<td>MEDIA AND DEVELOPMENT</td>
</tr>
<tr>
<td><strong>Beneficiary countries</strong></td>
<td>Yemen</td>
</tr>
<tr>
<td><strong>Location of project activities</strong></td>
<td>Sanaa, Hodeida, Taiz, Aden and Hadramout.</td>
</tr>
<tr>
<td><strong>Total duration of the project</strong></td>
<td>20 months, from May 2019 to December 2020</td>
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<tr>
<td><strong>Project cost</strong></td>
<td>600 K€ 100% by the European Union</td>
</tr>
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</table>
| **Project's objectives** | The main objective: to contribute, through media, to a rapid response to de-escalate the current Yemeni conflict.  
The specific objective: to enable Yemeni journalists to play an active role in supporting the humanitarian effort. |
| **Direct and indirect organizations / beneficiaries** | ➔ 80 Yemeni journalists from five governorates (Sanaa, Hodeida, Aden, Taiz and Hadramout)  
➔ 10 Yemeni journalist-trainers  
➔ 10 Yemeni chief editors  
➔ 10 Yemeni and international expatriate journalists  
➔ 10 communication managers from local and international NGOs involved in the humanitarian sector  
➔ Local media managers (1 radio station & 6 websites) selected to publish content produced within the project’s framework. |
| **Implementing partners** | The Studies and Economic Media Center (SEMC) in Taiz: coordination of activities in southern Yemen. |
| **Final beneficiaries** | Yemeni population in the five targeted governorates (Sanaa, Hodeïda, Aden, Taïz and Hadramaut), with access to television, radio and news sites. |
| **Expected results:** | 1. A network bringing together Yemeni journalists and local and international NGOs aiming to exchange humanitarian information is strengthened;  
2. The dissemination of reliable information has increased;  
3. Yemeni journalists’ capacities are strengthened, thanks to training sessions;  
4. Contribution of Yemeni journalists in raising the awareness about COVID-19 is increased. (following additions 1 and 2: cf. introductory note). |
| **Main actions** | R1A1 Coordination meeting between journalists and NGOs and trainings for local NGOs  
R1A2 International seminar, on "the importance of disseminating information on humanitarian aid through the Yemeni media", while following a code of conduct  
R2A1 Creation of a platform and dissemination tools  
R2A2 Launch of calls for production (humanitarian contents)  
R2A3 Production and dissemination of humanitarian contents on the project platform (Sawt insan)  
R2A4 Monitoring of contents  
R3A1 Training of trainers (ToT) on humanitarian journalism  
R3A2 Training sessions for journalists, on humanitarian journalism |
3. ASSESSMENT OBJECTIVES

The final external assessment aims to:

➢ Provide CFI with a critical and objective analysis of the project and the activities deployed;
➢ Draw lessons and propose recommendations of a strategic and operational nature (particularly in terms of objectives, operating methods and fields of intervention) to be favored in the perspective of future projects aiming at the same main objective, namely "to contribute, through the media, to a rapid response to defuse the conflict in Yemen ";
➢ Be part of the perspective of a project impact study planned by CFI in 2021/2022 on the final beneficiaries, by collecting, as much as possible, the necessary material and by recommending methodological and operational recommendations to optimize this impact study.

The assessment expert will focus on:

➢ Assessing the "YMER +" project through the CAD (Development Assistance Committee of the OECD) criteria of relevance, coherence, effectiveness, efficiency, effect, impact and sustainability;
➢ Measuring the level of achievement of the initially set objectives;
➢ Assessing the results obtained in the short and medium terms on a representative sample of direct, indirect and final beneficiaries of the project;
➢ Prospectively assessing the needs and opportunities of support to Yemeni journalists which fall within the main objective perspective of the project, and which could be integrated into a possible new project.

The main assessment questions could be:

A. In terms of relevance and consistency:
   A.1 The project, as it was conceived, in particular in the choice of beneficiaries (local and expatriate Yemeni journalists, trainers of local journalists, international journalists, editors-in-chief of the Yemeni media, heads of local and international NGOs, etc.) and activities and vectors for the dissemination of productions, was it relevant to achieve the objectives pursued, main and specific, on each of the two areas of intervention, namely the dissemination of reliable information on humanitarian aid and on the COVID-19 pandemic in Yemen.
   A.2 Did the project meet the capacity building needs of Yemeni journalists (YMER network) and cooperation with local and international NGOs in Yemen on these two axes?
   A.3 Did the project meet the needs for access to information on humanitarian aid and on the pandemic expressed and / or felt by the Yemeni population?
   A.4 Are the objectives pursued by the project still relevant?
   A.5 Were the objectives set by the project realistic and achievable, given the context of the political, economic and health crisis in Yemen?
   A.6 Was the project's logical structure based on strong cause and effect relationships? Were the objectives to be achieved consistent with each other? Did the planned activities make it possible to achieve the operational objectives and the expected results, in the forecast timetable and with the planned human and financial resources? Did the modifications by two successive amendments allow relevant adaptations to the project?
   A.7 Has the project identified and considered the gender-differentiated needs and expectations of direct, indirect and final beneficiaries? Has the project ensured the promotion of gender equality and the enhancement of women visibility, through the choice and number (parity) of expert trainers, beneficiaries, and direct beneficiaries and content produced?
A.8 Has the project considered other projects developed by other donors or operators with the same general objective of contributing through the media, to a rapid response to defuse the conflict in Yemen and mitigate its effects on populations?

B. In terms of efficiency:
B.1 Were the project objectives achieved or are they likely to be achieved for each of the two areas of intervention, namely information on humanitarian aid and on COVID-19?
B.2 What were the main reasons for achieving or not achieving the goals?
B.3 Are the activities carried out considered useful and of quality by the direct beneficiaries?
B.4 Did the direct beneficiaries of the activities succeed in appropriating and implementing in a concrete manner the lessons, advice and recommendations provided by the workers in charge of providing the various supports related to producing reliable humanitarian content and content specific to the COVID-19 pandemic?
B.5 Did the training and experts support have the expected effects in terms of the professional development of Yemeni journalists? Did this have an impact on the quality of the content produced?
B.6 Did the code of conduct produced by editors, Yemeni journalists and NGOs in November 2019, during the seminar in Amman, have an impact on the production and dissemination of reliable media content in Yemen?
B.7 Did the meetings between journalists and NGOs help to strengthen coordination between them? Did this have an impact on the production volume and quality, accessibility and circulation of reliable humanitarian information, useful to end beneficiaries?
B.8 Did the content produced by journalists enhance the flow of humanitarian information and the Yemeni population’s access to such information? If not, why?
B.9 Did the distribution of protection kits for YMER + journalists enable beneficiary journalists to better protect themselves in order to carry out their work in the field?

C. In terms of efficiency:
C.1 Did the project mobilize the material, financial and human resources planned and appropriate, in view of the timetable and external constraints? and what were the corrective measures, decided during the project, in the face of political and health contexts, to improve efficiency?
C.2 The health crisis has prevented the implementation of activities as initially planned. For this reason and others, what were the corrective measures implemented and how were they developed?
C.3 How did the coordination go between CFI, the local coordinators and the experts, particularly in supporting content production?

D. In terms of effects, impact and sustainability:
D.1 Did the project have the expected effects on the journalists’ behavior and professional skills? Did the carried-out activities result in a significant and lasting improvement in the production and dissemination of reliable media content in Yemen on humanitarian aid? Attention will also be paid to the identification of possible differences in effects, impact and sustainability, between the direct, indirect and final female and male beneficiaries of the project, and on any undesirable effects?
D.2 Did the project allow the emergence of specific know-how and good practices among Yemeni journalists, in terms of ethics (code of conduct) and protection against the COVID-19 pandemic? What are the major and lasting changes in terms of skills development?
D.3 Did the final beneficiaries of the project, who are the Yemeni population (with access to television, radio and news sites), see an evolution in terms of access to humanitarian information?
D.4 Were the productions produced within the framework of the project broadcast and on which medium? Did the SAWT INSAN platform, powered by content produced by Yemeni journalists, allow the Yemeni population to have access to reliable content on humanitarian aid?
The expected recommendations:
Based on the lessons learned from his analysis and comparisons with other intervention methods mobilized on similar projects on humanitarian aid in Yemen, the assessing expert will formulate strategic, methodological and operational recommendations for the development of a possible new project aimed at contributing to the improvement of the humanitarian situation and supporting the peace process and the end of the crisis in Yemen, if necessary, by redefining the objectives and expected results.

The assessment will also provide CFI with the material as well as the methodological and operational recommendations necessary for the implementation of the impact study planned by CFI in 2021/2022 on the final beneficiaries.

4. THE ASSESSMENT’S SPECIFICATIONS

In order to carry out this assessment, the assessing expert can use the documents that CFI will make available to him (see appendix 2).

Thanks to this documentary study, the assessing expert will then be able to conduct interviews with the managers of the stakeholders of the project to be assessed, face-to-face and / or by telephone, namely CFI-headquarters team (4 people), CFI-field team (3 people), representatives of the European Union Delegation for Yemen in charge of the YMER + project, the expert trainers who intervened during the project, as well as the experts in charge of content monitoring (8 people), as well as 140 direct beneficiaries of journalists and editors-in-chief and 30 NGOs of the activities carried out within the framework of the project.

During these interviews, he will also be able to identify the needs of beneficiary journalists who have not been covered by the project and who could be the subject of a new project, with a view to achieving the main objective, namely "to contribute, through the media, to a rapid response to defuse the conflict in Yemen".

The assessing expert could also attempt to measure the impact of the project to date, by a survey of a sample of final beneficiaries of the project (Yemeni population), in particular young Internet users who consult and follow the content produced within the framework of the project, broadcasted on the Sawt Insan platform and on social networks. This is in order to answer, as much as possible, the last assessment question.

Managers of 7 media (one radio station and six news sites) which broadcasted the humanitarian content produced within the framework of the project, will also be interviewed by the assessing expert.

The assessing expert could also survey some traditional media in Yemen, which could potentially be part of a new project, to prospectively assess their perceptions and expectations regarding the dissemination of humanitarian information.

Finally, as part of the benchmark, the assessing expert will also be able to survey the main French and foreign donors and implementing operators, working in the field of humanitarian information in Yemen, to find out their areas of work and their own responses to the issues identified.

5. THE ASSESSMENT ORGANIZATION

A steering committee of the assessment will be set up at CFI. It will consist of the Director and / or Deputy Director of the Mediterranean-Asia Department, the “YMER +” Project Manager, the Quality assessment project manager and the Head of the co-financed project management department.

It will select the assessing firm, hereinafter referred to as the “assessor”. It will meet with the assessor selected to examine the different deliverables, formulate observations and / or validate them. The Quality assessment Officer at CFI is the assessor’s main contact. She is responsible of the organization of the steering committee meetings. She is the recipient of the deliverables indicated below and ensures their distribution to the members of the steering committee.
The assessment firm will be selected based on its methodological approach and understanding of the subject, its knowledge of the Yemeni media sector and the political and social context in Yemen, and its financial offer. The choice of the firm will be made using a predetermined assessment grid. Particular attention will be paid to the composition of the assessment team, on two points: 1 / as far as possible at least one Arabic-speaking person from the country of study, Yemen, to facilitate the “field” analysis 2 / the balance between women and men within the assessment team.

IMPORTANT POINT OF ATTENTION: The languages of communication used for this assessment will be French, English and Arabic:

- Communication with the steering committee will be in French or English;
- All deliverables will be written in English for transmission to the European Union;
- Communication with Yemeni stakeholders will be in Arabic.

The assessment will take place in four phases:

**Phase 1 - Scoping of the study**: this phase, which begins with a remote scoping meeting and not face-to-face, given the current health crisis in France, is intended for an exchange between the selected assessor and the steering committee to provide useful details on CFI’s expectations, on the material given to the assessor on this occasion (documentation, list of contacts for interviews and questionnaires), on the general organization of the assessment and the presentation of the various deliverables.

**X Deliverable: Framing note**: after the scoping meeting and the study of the main documents, the assessor gives CFI a framing note (8 to 10 pages) in which:

- He summarizes the objectives and the issues of the assessment,
- He reviews and specifies, if necessary, his assessment matrix and the type of investigation he intends to carry out (interview framework depending on the stakeholders, type of investigation, with whom, etc.).

**Time limit**: This note is sent to CFI within one week of the date of the scoping meeting.

**Validation**: If necessary, the scoping note is presented by the assessor during a meeting with the steering committee, which validates it and formulates its observations. This meeting can be done remotely or face-to-face depending on the sanitary conditions at the time.

**Phase 2 - Documentary study, remote interviews with CFI and the intervening experts and design of survey tools with direct, indirect and final beneficiaries**: the assessor studies the documents submitted by CFI in phase 1, as well as those that could be given to him during the interviews in phase 2; he carries out interviews using the list of contacts that will be given to him as soon as the contract is notified, with CFI managers who implemented the project at headquarters and locally (7 people) and with the experts beneficiaries appointed by CFI (8 people).

Survey tools, namely the different types of questionnaire and interview guides which will be administered remotely online and / or by phone, or face-to-face, depending on the different types of direct, indirect and final beneficiaries and health conditions, will be proposed by the assessor and validated by the steering committee, prior to phase 3.

The assessor will have access to the SAWT INSAN broadcasting platform and its content. The links to all the productions achieved within the framework of this project will be sent to the assessor, as well as the content monitoring reports carried out by the CFI expert to allow the assessor to measure the progress made by the direct beneficiaries throughout the project and to feed its thought in terms of relevance and content effects broadcasted to the final beneficiaries.

If necessary, a debriefing meeting of the assessor with the steering committee will be organized, to validate phase 2.

**Phase 3 - Mission in the field via remote questionnaires and face-to-face interviews (if the health situation permits) with the direct and indirect beneficiaries and, if possible, the final beneficiaries of the project**: during this phase, the assessor collects information, via individual
remote interviews by phone and / or questionnaires administered online, with a sample of the direct beneficiaries of the project, namely journalists, editors-in-chief and local and international NGOs in Yemen, who have benefited from CFI training, in each of the 5 targeted governorates (140 people in all). The assessor will also be able to interview the leaders (1 person per media) of the 7 media which broadcasted the humanitarian content produced within the framework of the project (7 people).

During phase 3, the assessor is also encouraged to conduct, when possible, a qualitative survey of a sample of final beneficiaries of the project (Yemeni population), in particular young Internet users who consult and follow the content produced within the framework of the project, broadcasted on the Sawt Insan platform and on social networks, in order to measure the impact of the project to that date.

As part of the benchmark and forward thinking, the assessor will also endeavor to interview other traditional media professionals in Yemen, as well as representatives of donors and operators involved in the humanitarian information sector to find out their lines of work and their own responses to the problems identified.

All face-to-face meetings (provided they comply with the health rules related to COVID-19) or telephone appointments will be organized by the assessor, individually or in groups, according to the methodology which will be detailed in his technical offer. Questionnaires on a sample of the different types of direct and indirect beneficiaries - and as much as possible on a sample of final beneficiaries - will be drafted and administered by the assessor according to the methodology that will be detailed in his technical offer.

Interviews in Yemen are to be carried out by an Arabic-speaking assessor or assessors (Yemeni if possible), in each of the five governorates targeted by the project: Sanaa, Hodeida, Aden, Taiz and Hadramaut. Point of vigilance on Safety / Security: the assessment firm, especially during the field mission, must comply with the physical and health security requirements required by the political, economic and health context in Yemen. Prior to the field mission, CFI will call on its internal security expertise to confirm its feasibility.

Prior to drafting the assessment report (phase 4), a phase 3 debriefing meeting will be organized between the assessor and the steering committee.

**Phase 4 - Drafting of the assessment report**: this phase is broken down into two stages, the drafting of the assessment report and its finalization.

\* Deliverable: **Full draft assessment report project**: the draft report itself does not exceed 35/40 pages, excluding attachments. It includes a summary of 5 to 6 pages featuring the essential points of the summary, assessments, good practices and recommendations of the assessor, including the observations made during the feedback meetings and a table of strengths and weaknesses (type SWOT matrix).

**Time limit**: the draft report is submitted at least 15 days before the final submission date for the finalized report.

**Validation**: the draft report is presented to the steering committee, which validates it and expresses its observations.

\* Deliverable: **Final assessment report**: the final report takes into account the possible observations of the steering committee.

**Time limit**: The final report is sent to CFI at the latest on Friday April 9, 2021.

**Validation**: the final report is validated by e-mail from CFI.

**The final report must include CFI’s disclaimer:**

"This publication has been produced with the assistance of CFI and the European Union. The contents of this publication are the sole responsibility of <name of the author/contracting party> and can in no way be taken to reflect CFI’s and the European Union’s point of view. "
Note: all deliverables are sent to the Quality assessment Officer, in English, in an electronic, word, excel and/or pdf version.

6. ASSESSMENT ESTIMATED TIMETABLE

The assessment’s estimated timetable is as follows:

- **Wednesday December 9, 2020:** publication of the call for tenders on the appropriate sites and transmission of the technical and administrative specifications to the previously identified assessment firms.

- **At the latest on Monday January 4, 2021 at 2 p.m. Paris time:** deadline for the receipt of offers from candidates by email to the following address: apo_evalymer@cfi.fr.

- **From Monday 4 to Thursday 7 January 2021:** Reading, analysis of the offers received.

- **Friday January 8, 2021:**
  - Selection meeting for admissible bids: rating and selection of bids (+ possible negotiation phase). If necessary, the steering committee will carry out a hearing phase for certain applications that received the best marks during the first phase of the offer selection.
  - Final choice of the assessment firm.

**Phase 1: Assessment scoping:**

- **Monday January 18, 2021:** first (remote) meeting of the steering committee and the assessment firm for the scoping meeting and the submission of documentary elements.

- **Monday 25 January 2021:** delivery of the framework note by the selected assessment firm.

- **Monday February 1, 2021:** validation of the scoping note by CFI, if necessary, during a remote meeting to present the scoping note by the selected assessment firm.

**Phase 2: documentary study, face-to-face (if possible) and/or remote interviews with CFI and beneficiaries’ experts and design/validation of questionnaire models for the different types of direct (and final if possible) beneficiaries:**

- This phase will start on Monday January 18
- **Monday February 8, 2021:** Phase 2 debriefing meeting at the steering committee, if necessary.
- **Validation of questionnaire models:** no later than Wednesday 11 February.

**Phase 3 - Field survey via face-to-face interviews and remote questionnaires (phone and/or online) with the different types of direct (and if possible final) beneficiaries of the project:**

This phase will start on Monday, February 15, 2021

- **Friday, March 5, 2021:** Phase 3 debriefing meeting at the steering committee

**Phase 4 - Drafting the assessment report:**

- **From Monday March 8 to Sunday March 28, 2021:** drafting of the report

- **Monday March 29, 2021:** submission of the report project

- **Thursday April 1st, 2021:** meeting to present the report project to the steering committee (in the form of a Power Point presentation)

- **By Friday April 16, 2021 at the latest:** submission of the final report

The agreement of the CFI / FMM security officer is required before going on site.
7. HOW TO APPLY?

7.1. Presentation of tenders in electronic format

The presentation of tenders will take place in a single phase of application analysis and technical and financial tenders, which will be submitted to CFI in electronic format only. TO NOTE: Tenders will be written in French or English.

The candidates should send their application and their technical and financial tenders in electronic format to the address apo_evalymer@cfi.fr before the date and time limit for submitting tenders, namely before Monday January 4, 2021 at 2 p.m. Paris time (software admitted: WORD, EXCEL and PDF), indicating in the body of the message the exhaustive list and the exact title of the files sent.

In case the files are too heavy, the candidates are invited to send them by WE TRANSFER or any other electronic transmission software, to the address apo_evalymer@cfi.fr, after having informed CFI by email at the same address, indicating the exhaustive list and the exact title of each of the transferred files.

The Quality Assessment Officer will send a response email to each candidate to confirm receipt of these documents. The candidates will thus be able to ensure that CFI has received all their documents correctly.

Incomplete applications will be rejected.

7.1.1 Information concerning the application file

The candidate's "Application" file will contain the following documents:

- A letter of application accompanied by the power of the person authorized to sign;
- An up-to-date extract from the candidate's registration in the Trade and Companies Register (Business registration for a company) *
- A statement of turnover for the last three financial years available *
- A statement indicating the candidate's average annual workforce, and their seniority;
- References of projects similar to the one covered by the contract over the last three years, with the following information: name of the client, brief description of the service, date of completion, contact with the client;
- The technical and administrative specifications, initialed on all pages, dated and signed with the handwritten mention "read and approved" and stamped with the company stamp on page 15;
- Various documentations if he deems it useful (optional).

In addition, the successful tenderer must provide, as soon as possible without exceeding seven (7) days from the sending of the email from CFI making the request, the following documents:

- The documents provided for in Articles D8222-5 and D8222-8 of the Labor Code *
- The attestations and certificates issued by the competent bodies proving that he has met his fiscal and social obligations * - necessarily written in French -;
- The IBAN of the contracting company.

CFI invites candidates to make sure, as soon as their offer is made, that they will be able to provide all these documents within this period. If the candidate is unable to send all these documents to CFI at the end of this 7-day period, his offer will be rejected, and he will be eliminated. The next candidate will then be asked to produce the requested documents before the contract is awarded to him. If necessary, this procedure may be reproduced if suitable tenders remain. If the remaining tenders, although consistent with the subject of the contract, are not acceptable, the procurement procedure may be declared unsuccessful.

For foreign bidders, it will be necessary to provide a certified copy of an equivalent document.
7.1.2 Information concerning the technical and financial tender

The technical and financial tender will be drawn up in French or in English in word or pdf format and presented as follows:

- The technical tender will not exceed 20 pages (excluding appendices).

The candidate will present his understanding of the expected assessment. He will state his own experience on how to approach the assessment of journalists' capacity building in conflict zones, to help improve the humanitarian situation in their country.

He will suggest an assessment matrix to meet the specifications and will provide useful information on the suggested methods (types of surveys, stakeholders surveyed, etc.).

The candidate will provide an estimated timetable for his assessment and will indicate his availability over the period covering the assessment until the submission of his final report.

He may propose an adaptation of the organization suggested for his assessment, subject to justifying his interest and maintaining the dialogue with the steering committee.

The distribution of expert days by assessment phase and by team member (including field assessors) will be indicated. The names of the experts and their specific functions within the framework of this assessment will be specified. A summary table will compare the name (s) of the expert (s), the main work to be carried out and the number of days / corresponding expert. The total number of expert days foreseen will also be considered.

As indicated above, the assessment team composition will be the object of a particular attention, regarding two points: 1 / as much as possible at least one Arabic-speaking person from the country of study, Yemen, to facilitate the “field” analysis 2 / the balance between women and men within the assessment team.

IMPORTANT POINT OF ATTENTION: The languages of communication used for this assessment will be French, English and Arabic:

- Communication with the steering committee will be in French or English;
- All deliverables will be written in English;
- Communication with Yemeni stakeholders will be in Arabic.

Security and confidentiality: In addition, the candidate must specify in his offer how he will approach the security of his remote and face-to-face interventions, both in terms of securing his travels in Yemen in the 5 governorates and securing the content of his research, interviews and contacts.

The assessor's references should be detailed, in terms of assessments of similar projects, knowledge of Yemen and / or experiences in the humanitarian information sector, especially in a context of conflict and crisis. The profiles of the proposed assessing experts will be presented, as well as their curriculum vitae.

Use of diagrams and graphics will be limited to what is strictly necessary.

- The financial tender will be attached to the technical tender and must display the details of the positions.

The period of validity of the tenders is 120 days from the deadline for receipt.

7.2 Deadline for submitting tenders, including the application and the technical and financial tenders:

Emails containing applications and tenders must be received at the latest by:

Monday January 4, 2021 at 2 p.m. Paris time,

to the email address apo_evalymer@cfi.fr
This period cannot be exceeded. Any tender submitted after the date and time indicated above will not be considered.

Applications sent after the deadline date and time will not be examined.

**7.3 Contractual documents**

The constituent parts of the contract include, in decreasing order of priority:

1. The present Technical and administrative specifications;
2. The expertise service contract that CFI will establish for the selected firm, containing the general and specific conditions;
3. The offer of the selected firm.

In the event of a contradiction between the various provisions of these documents or of difficulties in interpreting them, the parties expressly agree that the provisions of the technical and administrative specifications and of the contract for the provision of expert services of CFI in descending order prevail.

**7.4 Judging the applications and technical and financial tenders**

Only complete files, showing no irregularity (irregularities), including all the documents requested and received on time will be examined. **The other files will be rejected.**

The present technical and administrative specifications must be initialed on all pages and dated, signed and stamped with the company stamp on page 16; the signatory shall not forget to indicate his name and his capacity, and to provide his power to commit his company.

Regular files in their forms will be analyzed one by one, then comparatively.

Based on this analysis, CFI may, if necessary, invite certain bidders to an oral presentation and freely ask them for any clarifications or additional information that will be deemed necessary with regard to the content of their bid.

CFI may initiate a negotiation phase which will relate to the price, quality, deadlines and elements of execution of the contract, and which will be formalized by written exchanges, for a period which will not exceed 15 days.

Bids will be judged and ranked according to the following weighted criteria:

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<th>Weight</th>
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<tr>
<td>Cost of the service excluding tax</td>
<td>10.</td>
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<tr>
<td>Understanding the Terms of Reference</td>
<td>20.</td>
</tr>
<tr>
<td>Experience with similar assessments</td>
<td>20.</td>
</tr>
<tr>
<td>Qualifications of the assessment team</td>
<td>25.</td>
</tr>
<tr>
<td>Quality of the proposed methodology</td>
<td>25.</td>
</tr>
</tbody>
</table>

The tenders are graded on a total of 100. The contract will be awarded to the tenderer who submitted the tender that obtained the highest total. It is specified that the contract will not necessarily be awarded to the lowest financial bidder.

The successful tenderer must provide, as soon as possible, without exceeding seven (7) days counting from the registered letter with acknowledgment of receipt or from the email from CFI making the request, the fiscal and parafiscal certificates. - that must be written in French - indicated in paragraph 7.1.1.

If an offer appears abnormally low, CFI may reject it by reasoned decision after having requested in writing the details it deems useful and verified the justifications provided.
7.5 Information

All technical and / or administrative information can be requested by email only, for the attention of Marie-Laure BRILLET, Quality Assessment Officer, at the following address: apo_evalymer@cfi.fr.

8. PRICE AND SETTLEMENT OF ACCOUNTS

8.1. Estimated value of the contract expressed excluding taxes: the market may not exceed 25,000 € excluding tax (twenty-five thousand euros taxes excluded).

8.2. The price, expressed in euros, is deemed to be global and fixed and includes in particular:

- The fiscal and parafiscal charges obligatorily affecting the service;
- All contractors and travel expenses and all constraints required by the meetings to be scheduled with the various departments of CFI and the service provider;
- All contractors and travel expenses (if the health situation allows it) and all constraints required by the acquisition of the knowledge necessary for the assessment (in particular the costs of national and international transport, visas, insurance, accommodation, and meals in the territories subject to the assessment, without this list being limited);
- Study services until the approval of the various files and notices by CFI;
- Secretarial costs and particularly, printing services.

The number of invoices will be increased by the VAT at the rate in force at the time of establishment of the invoice. If this rate were to change during the contract, the new rate would automatically apply.

8.3. The price will be fixed for the duration of the contract. The price will be paid according to the following schedule:

- 1st installment: 40% upon signature of the CFI expert service contract,
- 2nd installment: 30% upon delivery of the complete draft assessment report,
- 3rd installment: 30% upon acceptance of the final assessment report.

All payments must include the invoice payment voucher countersigned by the General Management, without prejudice to compliance with CFI’s own internal payment procedures.

The services covered by the contract will be settled in arrears, within 30 days of the end of the month from the invoice reception.

9. OWNERSHIP & CONFIDENTIALITY

9.1 Ownership of the results

The assessment results will be fully owned by CFI, starting the full payment of each phase of the service. CFI may dispose of it as it sees fit within the framework of its mandate and its activities. As for the tenderer, he must refrain from disseminating the results of the assessment and using them in any way whatsoever, except after receiving prior written authorization from CFI. CFI will transmit these results to the EU, which can use them as they see fit within the framework of their mandate and activities.

9.2 Confidentiality

CFI is the owner of all the technical, administrative, financial and legal documents that it provides during the consultation, except the information disseminated to the public prior to the supply and / or officially falling into the public domain. Any reproduction, exploitation, use and representation in any form or medium of any kind are strictly prohibited (Code of Intellectual Property). However, in order to meet the number of copies of the documents to be provided, the tenderer may reproduce these documents as many times as necessary, on the express condition of strictly internal use.
The information likely to be brought to the attention of tenderers in the context of this call for tenders procedure is only for the purpose of enabling them to submit their tender.

Candidates undertake not to disclose this information by any means whatsoever, nor to take advantage of it and to be particularly vigilant in the event of the possession of sensitive information.

As a result, the tenderer undertakes, regarding all information communicated by CFI, except the information disseminated to the public prior to communication and/or officially falling into the public domain:
- not to communicate, disclose or reveal to third parties the information communicated by CFI, whatever the content of the information;
- not to use, directly or indirectly, the information communicated by CFI, whatever the content of the information;
- not to communicate, disclose, reveal, use, exploit and market, directly or indirectly, documents, methods, tools, know-how, trade secrets and processes communicated by CFI;
- to return all documents communicated to him by CFI at the end of this assessment;
- to make sure that this confidentiality clause is respected by his staff;
- to enforce this confidentiality clause on his advisers if they have access to the information and/or documents communicated.

Likewise, CFI may only use the documents provided by tenderers within the framework of its mandate and activities.

The duration of the confidentiality commitment is unlimited.

9.3 Guarantees

The service provider declares that he has the right to use the services covered by this contract without restriction or reservation.

The service provider guarantees CFI against any recourse or claims that may be filed in any way, on the exercise CFI’s rights, by any person or company having participated directly or indirectly in the performance of the services.

The service provider guarantees CFI against any recourse or claims that may be brought by natural or legal persons who have not participated in the production or the realization but who believe they have any rights to assert on all or part of the services or on their exploitation by CFI.

APPENDIX 1: Overall structure of the final report

The final assessment report (35/40 pages appendices excluded) in English must include the following:
- A paginated summary;
- A list of acronyms used;
- A 5 to 6-page summary of the report. This summary should present the following points:
  - The action to be (briefly) assessed,
  - The conclusions relating to each of the questions the assessor tried to answer,
  - The recommendations corresponding to each conclusion;
- A presentation of the assessed action;
- A methodological reminder: choices made, techniques used, stages of the assessment work;
- An analysis organized from the tools used, interviews, surveys, data collected, and observations made. It is carried out according to the criteria commonly used in the field of public policy assessment (SWOT type matrix);
- Clearly explained conclusions;
- Good practices revealed during the action implementation;
- Strategic and operational recommendations.
Appendices of the report include, in order:

- The Technical and administrative specifications;
- Introduction of the assessment team;
- The schedule for face-to-face interviews in France and remotely; the names and functions of the people met and interviewed are indicated;
- The main lines of the methodology implemented;
- The list of the steering committee members and the dates of the meetings;
- Instruments for collecting information (interview guides, questionnaires);
- General data and additional figures for understanding the work;
- A bibliography (including websites).

The report commits only its authors and in no case does it commit CFI, which will then decide on its publication and its distribution.

The final report must include CFI’s and the EU’s disclaimer: "This publication has been produced with the assistance of CFI. The contents of this publication are the sole responsibility of <name of the author/contracting party> and can in no way be taken to reflect CFI’s and the European Union’s point of view."

The final report will be provided in electronic format (Word, Excel, PDF).

The draft report: It will be presented to the steering committee in the form of a Power Point document, presenting the main assessment results and highlighting the main lessons, as well as the forward-looking recommendations proposed by the assessment expert.

APPENDIX 2: Indicative list of stakeholders to be interviewed (non-exhaustive)

NB: the list and contact details of contacts 1 / to 4 / will be provided by CFI.

1/ CFI: 7 people
   - Headquarters team: 4 people (the Director and / or Deputy Director of the Mediterranean-Asia Department, the YMER + Quality assessment project manager and the Head of the co-financed project management department).
   - Field team: 3 people (the national coordinator and the two local coordinators based in Taiz and Sanaa).

2/ The Delegation of the European Union for Yemen representatives in charge of the YMER + project:

3/ The 7 expert trainers who took part in the various training sessions, as well as the consultant in charge of monitoring the content, i.e. 8 people;

4/ The 140 direct project beneficiaries:
   - 80 Yemeni journalists from five governorates (Sanaa, Hodeïda, Aden, Taiz and Hadramaut)
   - 10 Yemeni journalist-trainers
   - 10 Yemeni editors in chief
   - 10 Yemeni and international expatriate journalists
   - 30 local and international NGOs engaged in humanitarian aid in Yemen.

5/ The 7 media who broadcasted the humanitarian content produced within the framework of the project (1 person, the manager, per media), i.e. 7 people;

6/ If possible, samples of the audience of the Sawt Insan platform, final project beneficiaries;

7/ Some traditional Yemeni media which are not beneficiaries of the project.
Within the benchmark framework, international donors, local or international operators acting in the same sector or having projects with similar objectives.

APPENDIX 3: List of available documents

Note: these documents are in French, English or Arabic.

1 / The initial presentation note of the YMER + project, drafted during the design phase, the activity schedule and the provisional budget;

2 / The project presentation note, the activity schedule and the amended budget estimate - amendments 1 and 2;

3 / The professional code of conduct drafted during the international seminar, on "the importance of disseminating information about humanitarian aid through the Yemeni media";

4 / Intermediary narrative and financial reports validated by the European Union

5 / training reports, attendance lists and contact details of direct beneficiaries;

5 / Reports of the coordination meetings between journalists and NGOs;

6 / The list of content produced within the framework of the project with online access, statistics on the production and the broadcast of the content on the Sawt Insan platform;

7 / The content monitoring reports written by the consultant;

8 / The non-exhaustive list of the contact details of the people to be interviewed (cf. appendix 2).

Read and approved by the company

Approved by CFI Chairman and Managing Director

Mr Thierry VALLAT

In

In Issy les Moulineaux

Date: Date:

Stamp and signature

Stamp and signature