

## **Save the Children International Monitoring, Evaluation & Learning (MEL) Consultant for Global Campaign September – November 2022**

Save the Children is a world leading organisation for children, working in 118 countries to put the most deprived and marginalised children first. It is a global membership organisation made up of Save the Children International (SCI) and 30 national members.

As a central element of our 2022-24 Strategy, Save the Children is committed to advocate, campaign and mobilise to achieve transformational change for children. As part of this commitment, we are seeking a consultant to develop a MEL (Monitoring, Evaluation and Learning) Results Framework to accompany the strategic development of a new flagship five-year global campaign.

### ***Introduction and context***

Save the Children campaigns because we know that decision makers do not always base their choices on rational evidence; our counterweight is people power. Through campaigning we engage publics to shift political conditions for changes in policy and practice.

In early 2021, Save the Children agreed a new campaigning model which defines why we campaign and how we need to achieve change (please see our model that sets out the key elements of our approach on page 4 below).

We are now at the point of implementing our next global campaign, Generation Hope - defined as a collective influencing effort to achieve change and delivered by a range of 20 country offices (where we deliver programmes) and 15 members (who lead on activities within their own country and work with donors to develop programmes abroad), as well as through global level work.

Generation Hope is a campaign for a world that cares for children and their planet by fixing the broken system. The campaign works alongside children to call for urgent action on the connected crises of climate and inequality. You can read more background to this proposition [here](#).

### ***Consultancy purpose and objectives***

The next critical stage of our three-year global campaign strategy is to think through the theory of change of the campaign and how we will understand progress against that theory of change and ultimately measure impact for children through this approach, particularly in the context of our efforts to implement a new campaigning model.

The consultant would work alongside the Generation Hope Leadership Group to design and develop an effective Results Framework to be in place by November 2022. Save the Children has significant experience of measuring the impact of advocacy and policy work, as well as media reach (e.g., share of voice). We have much less experience of tracking progress against a theory of change and measuring the impact of wider public engagement, child led campaigning, partnerships work and efforts to shift narrative, all of which are part of our new campaign strategy but whose full effects aren't likely to be seen in the short term.

**The Results Framework** will need to consider the following:

- Identify simple, effective, and low-cost tools that can measure less tangible outcomes and outputs such as attitude shifts, strength in social movements, contribution to brand; and more tangible outcomes such as policy change, social media reach, media coverage etc.,

- Consider how these tools can be implemented across teams at country, regional and global levels to assess progress on a regular basis such as quarterly reporting cycles, along with other more 'light touch', real time feedback.
- Build on existing reporting structures and tools, such as the political will tool used in the UK or the social listening tool in Asia, and consider efforts at all levels, measuring progress across national levels in key countries, as well as at global level.
- Include documentation of both progress, challenges and course correction and systems for validation.
- Determine the right indicators of success and prioritise outcomes that we can directly influence that are important to the overall goals, are not too costly to measure, will not overburden stakeholders and will produce credible data.
- Consider how children's campaigning can be carried through to the Results Framework, enabling them to measure what they need to in a flexible and accessible way.

### **Approach and methodology**

It is expected that the consultant brings their own approach but there are some specific areas that we know we want to measure. The main question to ask is:

#### ***What impact is the campaign having on the lives of children around the world?***

We will develop further questions based around our Theory of Change and campaign strategy. Some of the questions we would like to explore include:

- a. To what extent is the **public narrative shifting** on issues of economic inequality and climate change in key countries? *What role has Save the Children had in contributing to that shift?*
- b. How successful are our efforts **to support children in developing and leading their own campaigns?** *How many children are supported to lead campaigns? How has Save the Children supported them to lead?*
- c. How successfully are **children winning their campaigns?** *In terms of policy change, narrative shift etc.? To what extent are children's campaigns on these issues having political impact?*
- d. How successfully is Save the Children **engaging the public** to be active on climate change and inequality campaigning in key countries? To consider measuring via:
  - Digital metrics
  - Numbers of supporters taking campaign actions
  - Public influence on policy shifts
- e. How effectively is **Save the Children supporting partners and wider movement efforts** to tackle climate change and inequality resulting in concrete change?
- f. What **concrete policy changes** is Save the Children, with children and partners bringing about that has impact for children? *How are children part of those wins?*
- g. How is our **campaigning effort** impacting Save the Children's **brand recognition** globally and nationally?
- h. Which **campaigning approaches used were more or less effective** in achieving these results?

The 'toolkit' we will use to deliver this campaign should monitor and track impact across:

- Advocacy and policy from global to local levels

- Strategic communications through online / offline channels, including traditional and social media
- Public engagement primarily but not solely through digital engagement
- Capacity building and support for child campaigning
- Strong partnerships work and a 'movement generous approach'

This will include our influencing work in around 20 country offices and 15 members as well as in influencing global trends and institutions. Please note that the accountability challenge of reporting within a federated structure should be a consideration in the framework.

### ***Key deliverables***

- A detailed MEL framework with a simple, actionable plan that enables Save the Children to track and share progress in our new global campaign, across key functions and in selected key countries and members and at global level.
- Accompanying support to bring the framework to life in late 2022 e.g., presentation or other creative method of sharing the MEL framework with key stakeholders.

### ***Timeline***

The consultancy is expected to begin in mid-September 2022 and should be completed by the end of November 2022.

### ***Budget***

The budget for this evaluation is circa \$15,000 inclusive of VAT and all expenses. We would encourage the consultant to work for 2 – 3 days a week over a three-month period.

### ***How to apply***

Save the Children invites bids from individual MEL professionals or organisations. Applicants should demonstrate the following:

- Demonstrated experience of building frameworks to measure campaigning, communications, and advocacy impact in large, complex, global organisations.
- Experience of measuring one or more of the following areas: campaigning, movement building, youth and/or child led campaigning and support, communications and / or public engagement and narrative shift work.
- Knowledge and experience of working with organisations structured in a networked and/or federated model.
- Good understanding of how to measure the impact of social change campaigning for longer term transformational change.
- Capacity to deliver to required timescales.
- Suitability of methodology proposed.
- Value for money.

### ***Submissions***

A brief CV and a two page outline of your proposed approach and suitability for the project, including a budget outline and any dependencies, should be emailed by 9am (BST) **12 August 2022** to Marcia Walker, Senior Global Campaign Manager, SCI at [marcia.walker@savethechildren.org](mailto:marcia.walker@savethechildren.org). We'll be interviewing candidates on a rolling basis from w/c 15<sup>th</sup> August 2022.



At Save the Children, the purpose and definition of campaigning is:

**‘ENGAGING PUBLICS TO SHIFT POLITICAL CONDITIONS FOR CHANGES IN POLICY AND/OR PRACTICE.’**

## The six key elements of our campaign model



### NATIONAL CAMPAIGNING, CONNECTED GLOBALLY

We invest in campaigning at national level – because that is where most change happens for children. Our strength is also through connecting our campaigning globally.



### CHILD CAMPAIGNING

We will become an expert organisation in **empowering children as campaigners and agents of change.** We co-create our campaigns with children, and provide them with the tools, training and support to run their own campaigns.



*“Sometimes youth are made out to be the soul savours of the future; but we literally cannot do this on our own. It relieves pressure to know that if we need support we can go to NGOs to ask for help.”*

Young activist, Fridays for Future



### PARTNERSHIPS & MOVEMENTS

We work in partnerships in our campaigning because we know we can't achieve transformative change alone. We are a strong ally to social movements.



### STORYTELLING AND SHIFTING NARRATIVES

We invest in compelling storytelling and shifting narratives, using the power of digital. Our campaigning has a deeper focus on audiences and supporter engagement. We are intentional about how we use our brand.



### CAMPAIGN STRATEGY

We develop clear campaign strategy based on where public pressure is needed to drive change. Our flexible 3-5 year campaign adapts to national context and we can also respond to real world events.



### DIVERSITY, EQUITY AND INCLUSION

We embed diversity, equity and inclusion in our campaigns inside and out. We include the most deprived and marginalised children, and campaign for bold, systemic change. Our working approach is consultative and led by diverse teams.



## THE PROCESS

Save the Children's [global campaign review](#) helps us to realise our ambition to become the foremost campaigning force for and with children. We listened to over 800 staff views across the organisation as well as external experts to gather campaign knowledge, insights and best practice. This informed a clear, shared [global campaign vision and model](#) as part of Save the Children's 2030 Ambition.

