

Terms of Reference

Evaluation of WASH sector advocacy during the Post-2015 process

Project Manager: Jayde Bradley (Advocacy Coordinator, WaterAid)

Introduction

In May 2011 WHO and UNICEF convened the first of a series of international consultations among WASH sector stakeholders on targets and indicators for monitoring drinking water, sanitation and hygiene (WASH) post-2015.

This led to a decision to convene diverse working groups of experts, endorsed by over 200 individuals and 70 leading organisations, to discuss what the best outcome for WASH monitoring would be in the new structure, grouped around 4 themes:

- 1) Water
- 2) Sanitation
- 3) Hygiene
- 4) Equity and Non-Discrimination (END).

In 2013 an Advocacy and Communications Working Group was established with the aim of promoting the outcomes of the working groups and influencing the formal “post-2015 process” to establish a new framework to replace the Millennium Development Goals.

The aim of the Advocacy and Communications Working Group (CAG) was to ensure that the Global Goals for Sustainable Development included ambitious targets that:

- Achieve universal access to water, sanitation and hygiene (WASH) as a basic human right
- Reflect the central importance of WASH to other sectors including health, gender, education, and nutrition
- Focus on reducing inequalities by targeting the poorest and most marginalized as a first priority.

Initial asks centered on ambitious targets and indicators for WASH through the implementation and monitoring of:

- The elimination of open defecation
- Universal access to basic WASH in homes, schools and health centres
- Halving the proportion of people without safely managed services at home
- Progressively eliminating inequalities in access
- Integration of WASH with other elements of the sustainable development framework, such as i) targets outside of the water and sanitation goal (particularly focusing on health, gender, nutrition, education, livelihoods and inequality) but also ii) within the water and sanitation goal so that WASH targets are connected to “big water” (i.e. water resources management, the water-climate-energy nexus, transboundary water).

NB. Ensuring these evolving asks, and the process for developing these asks, are discussed and documented is an important element of this evaluation - the above represents a summary agreed by a small number of staff that worked on this topic.

This group was initially convened to call for the recommendations proposed in the JMP '12 pager' outcome of the working groups. As the political process progressed, the group adjusted, with specific asks about the presence of a 'Water' goal and the location of WASH indicators, as well as compromises on the initial set of asks in order to achieve priority outcomes. These changes and compromises are important areas to question in the evaluation.

Required Outcomes of the Project and the Evaluation Team

This evaluation will cover the time period May 2011 to December 2015, when the Inter-Agency and Expert Group on Sustainable Development Goal (IAEG-SDGs) indicators will be at a close to final stage.

There are two dimensions to this evaluation¹, assessing:

¹ Only the second phase of the evaluation is the subject of this ToR. The first phase is included here for information to expand on some of the inputs that will be used to inform the second phase of the evaluation. Consultants are allowed to bid for both this evaluation and WaterAid's internal evaluation (with the same deadline of submitting an expression of interest by 9am 22nd February) - both ToRs can be viewed here: <https://drive.google.com/folderview?id=0B4lZHfS4rd-IV1JjRkdQVmljc1U&usp=sharing>

1) The specific function of participating organisations internal ways of working vis-à-vis delivery of advocacy activities related to the post-2015 process.

[NB: this first phase of the evaluation is not the subject of this ToR and is included here for information to expand on some of the inputs that will be used to inform the second phase of this evaluation (see footnote 1 on page 2 for explanation and direction on bidding for both phases.)]

Each organisation will undertake an internal evaluation according to individual requirements and resource and produce a report for internal learning and evaluation. The findings will also be used to inform the second part of this evaluation. The selected consultant will be required to:

- i) meet with each of the organisations' evaluators and
- ii) incorporate findings from this stage to inform the methodology and approach of the second stage of the evaluation.

The respective evaluation reports must be:

- i) completed within the timeframe outlined on page 7 and
- ii) include a thorough understanding of:
 - What the goals of each organisation were
 - What strategies were prioritised and how responsive/adaptive organisations were in relation to changing context/assumptions
 - What were the expected results of each organisation according to the strategy employed, and which activities were undertaken
 - What learning from the partnership was internalised and what added value did each organisation feel they had to give.

2) The impact of WASH sector stakeholders joint advocacy activities in influencing the post-2015 process. Some of the questions this centres around are:

- 1) Why and how did water and sanitation become targets 6.1 and 6.2?
- 2) Why are they phrased the way they are?
- 3) Why are the indicators under these targets as they are?
- 4) Why and how did Goal 6 become part of the framework and why was it configured with both water and sanitation?

Proposed methodologies must include analysis of the roles and views of as wide a range of external stakeholders as possible, and not be limited to the activities of the three organisations behind this evaluation. The analysis of the roles of the CAG and the three organisations involved must stem from analysis of the outcome as a whole.

Required outcomes include -

- Identification and detailed description of influential activities, partnerships, strategies etc that were important to the final outcome
- Analysis of where the JMP group, the organisations/individuals involved, the CAG and the wider WASH sector played a role in this influencing
- Analysis of key influences that have no apparent overlap with JMP or CAG work
- Assessment of the efficiency and effectiveness of collaborative ways of working between WASH sector stakeholders
- Evaluation of the advocacy outcomes measured against this group's objectives and measurement of progress in achieving specific results in relation to the implementation of WASH sector advocacy activities
- Identification of any significant learning for where activities, partnerships, strategies or implementation were ineffective or counterproductive
- Proposal of a suite of recommendations to enhance future advocacy work undertaken by partners within the WASH sector
- Estimation of total direct and in-kind expenditures of stakeholders to determine an approximate value for money
- Estimation of the advocacy-related impact of other post-2015 Working Groups.

NB. Linking the internal and external evaluations in this way is to ensure contact with relevant stakeholders is not duplicated. An important facet to the overall effectiveness of the evaluation is to reduce bias towards any particular organisation, and to maximise learning for all participants in effectively and efficiently achieving advocacy impact.

Background and Role of Organisations undertaking this Evaluation

WaterAid will be the project lead and contact point for this evaluation with WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation (JMP) and Water Supply and Sanitation Collaborative Council (WSSCC) contributing a focal point to the management team overseeing the consultant(s), financial and in-kind contributions, their organisational convening power and contacts to ensure that important, particularly high-level, external stakeholders can be consulted, and other resource as required.

Background on participating organisations:

WaterAid

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WaterAid's vision is of a world where everyone has access to safe water and sanitation. The international organisation works in 37 countries across Africa, Asia, Central America and the Pacific Region to transform lives by improving access to safe water, hygiene and sanitation in some of the world's poorest communities. Since 1981, WaterAid has reached 23 million people with safe water and, since 2004, 21 million people with sanitation.

WaterAid identified what would become known as the "post-2015 process" in mid 2011. Initially efforts were conducted in parallel between the campaigns and policy teams within WaterAid UK (WAUK). In 2012 WA brought together key staff to form an Advocacy Working Group (AWG) to expand and streamline efforts.

WHO/UNICEF Joint Monitoring Programme for Water Supply and Sanitation (JMP)

The JMP is well established as an authoritative source of data and its estimates of progress in drinking water and sanitation are widely quoted by both within and beyond the WASH sector. The JMP is celebrating its Jubilee Year in 2015 and over the past 25 years has monitored changes in national, regional and global coverage, establishing a large and robust database. JMP analysis has become instrumental to decision making in the WASH sector and has been used to track progress towards the Millennium Development Goal target and to identify priorities to be addressed in the Sustainable Development Goals.

In May 2011 WHO and UNICEF convened the first of a series of international consultations among sector stakeholders on targets and indicators for monitoring drinking water, sanitation and hygiene (WASH) post-2015. The resulting recommendations form the basis of JMP technical proposals for global monitoring of SDG targets 6.1 and 6.2 on drinking water, sanitation and hygiene.

Water Supply and Sanitation Collaborative Council (WSSCC)

WSSCC served as host and facilitator of the Post 2015 WASH targets and indicators – Advocacy and Communications Working Group. Through a collaborative approach which has spanned 25 years, WSSCC has harnessed the energy and expertise of communities, NGOs, governments, international organizations and the private sector. With its thousands of members and many partners across 150 countries, WSSCC advocates for change and facilitates local solutions for the millions of people who lack access to good sanitation and hygiene.

WSSCC also operates the world's only fund solely dedicated to improving sanitation – the Global Sanitation Fund (GSF). The GSF funds and supports community-led sanitation programmes for the most vulnerable people, through a diverse network of stakeholders that

include households, local governments, community-based organizations, NGOs, academic institutions and local entrepreneurs.

Expected deliverables

- Methodology and approach briefing note
- Short review of good practise M&E approaches - desk study and any internal good examples from WaterAid or other partners
- Stakeholder questionnaires
- Key evidence review to form part of the final report (quality of evidence rating system to be developed)
- Findings presented to evaluation task force and wider stakeholders chosen by taskforce
- Report in pre-agreed format.

Proposal to tender and costings

Consultants (single or teams) interested in carrying out this work² must:

- Submit an expression of interest, including the following
 - Cover letter outlining methodology and approach briefing note
 - CV or outline of relevant skills and experience possessed by the consultant who will be carrying out the tasks and any other personnel who will work on the project
 - Example of relevant work
 - The consultancy daily rate
 - Expenses policy of the tendering consultant. Incurred expenses will not be included but will be agreed in advance of any contract signed. It is anticipated that the project will desk based research and some travel to the WaterAid offices to meet staff, phone/skype based research to speak with international staff.
- Be able to complete the project within the timeframe outlined below (no later than 19 June)
- Be able to demonstrate significant experience of developing M&E approaches for advocacy work.

Support from organisations involved

² Consultants are allowed to bid for both this evaluation and WaterAid's internal evaluation (with the same deadline of submitting an expression of interest by 9am 22nd February) - both ToRs can be viewed here: <https://drive.google.com/folderview?id=0B4lZHfS4rd-IV1JjRkdQVmljc1U&usp=sharing>

The organisations named above will support the facilitation of the evaluation, including by providing:

- Briefing meetings to discuss additional evidence/documents required
- A compilation of all relevant documents
- Details of key informants to be consulted as part of the evaluation
- Timely feedback on the first draft of the report.

Timetable

Output	Timeframe
Call for expressions of interest	By 9am 22nd February
Proposals considered, short-listing and follow up enquiries completed	By 26 February
Consultant selected and first meeting held	1 day (by 4 March)
Meet with internal evaluators to discuss findings and finalise methodology	2 days (between 11-17 April)
Field research, stakeholder questionnaires, key evidence review	30 days (by 29 May)
Report drafted	5 days (by 5 June)
Draft findings presented to task force, revisions incorporated	2 days (by 12 June)
Draft reports presented to stakeholders selected by task force; final report, executive summaries and PowerPoints submitted	5 days (by 19 June)

Proposal submission details

Please submit your expression of interest to **Jayde Bradley (Advocacy Coordinator)** by **9am 22nd February** via email to: JaydeBradley@wateraid.org (and queries regarding applications can also be emailed here too). Following a preliminary shortlisting, selected consultants will be approached to participate in a video/skype interview. Appointment will be made shortly after, followed by an inception meeting (location and date TBC).