

# Terms of Reference for an **Evaluation of Trócaire's Business and Human Rights Organisational Advocacy Campaign (2018-2021)**

## **1. Trócaire's Organisational Advocacy Campaign on Business and Human Rights**

The primary function of Trócaire's organisational advocacy campaign (OAC) is to mobilise the Irish public in support of bringing about change in Irish or international policy. We are campaigning for stronger regulation of corporate behaviour, globally, in Ireland and in the EU, which will result in companies respecting human rights and the environment overseas in their operations and supply chains.

By bringing an important area of Trócaire's work to the public's attention, the OAC aims to focus our resources as an organisation to realise change in Irish or international policy. The OAC gains support and traction across all of our Public Engagement channels and audiences, as well as through key advocacy targets.

For the three year period 2018-2021, Trócaire phased in a new OAC focusing on **Business and Human Rights**. This campaign was transitioned in, replacing Climate Change and Palestine as former OACs.

### **OAC Vision:**

*For communities to be able to live safely on their land with their human rights protected from corporate interests, to be able to resist and hold corporations and governments to account, and to access justice where needed.*

The over-arching goal of the OAC is that Ireland and Northern Ireland are responding to the global crisis in corporate accountability for human rights, and are taking meaningful action towards supporting accountability of multinational corporations and adherence to human rights standards. Mobilising people on the island of Ireland to take action in their own lives to support business behaving responsibly and ethically.

The OAC has 2 key objectives:

1. Achieve significant progress towards policy change
2. Mobilise the Irish public & key target groups to engage in the campaign

To guide the implementation of the OAC, a three-year advocacy strategy was developed. This strategy outlines the vision, ambition and objectives of the OAC theme on Business and Human Rights (B&HR). An OAC working group and coordination group were established to guide implementation. The strategy ran from 2018 to the end of 2021.

As such there is a need to engage an external consultant to conduct an evaluation of the strategy to assess impact and guide future work in the area.

## **2. Objective**

The purpose of the evaluation is to assess the overall effectiveness and impact of the 3 year OAC strategy. The evaluation will assess achievements against goals and objectives of the strategy. The consultant will assess the effectiveness, impact and lessons learned from the advocacy, public campaigning and communications efforts and make recommendations with respect to future public engagement work on Business and Human Rights.

Annual reviews have been conducted on a yearly basis with reports against key performance indicators generated, as well as qualitative reflections. The consultant will draw on this data, synthesising existing reports and data collected, as well as collecting new data from internal and external stakeholders. The methodology of the evaluation should be facilitative and provide an opportunity for reflection and learning.

Lessons learned from the evaluation will feed into the new Organisational Advocacy Campaign (OAC) strategy for the next three years.

### **3. Methodology**

The evaluation should examine the strategy, structures and process put in place around the OAC and assess relevance, effectiveness and impact. The learning and recommendations from this evaluation will be used to inform development of the next OAC strategy.

Looking at the 3 year strategy, the evaluation should consider the following questions of relevance:

- Were the objectives of the advocacy strategy and specific campaign initiatives clear?
- Were the objectives appropriate / clearly justified?

Furthermore, the evaluation should look at impact and learning both from an internal and external perspective. This will involve examining existing data and reports collected by Trócaire on progress against achieving the strategy's desired outcomes. It will also involve engaging directly with samples of some of the key target groups and other internal and external stakeholders.

#### **Key target groups:**

Internal: OAC working group and coordination group, GAP 1 working group, SWAP.

Questions the evaluation should address:

- Has the organisation built sufficient capacity and expertise in the area of Business and Human Rights?
- Have the right structures and processes been put in place internally for the effective governance and ongoing operation of the OAC?
- Have there been any challenges or barriers internally to maximising the effectiveness and impact of the OAC?
- Has the OAC been adequately resourced e.g. budgets, staff, grants, prioritisation across teams?
- Has the OAC been adequately rooted in the experience of country programmes, partners and communities? Is there any learning for furthering localisation within the future OAC?
- What has been the impact (intended/unintended) of transitioning from Climate Change to Business and Human Rights as an OAC?

- Any other learnings for the next phase of the OAC & if the focus stays on B&HR would there be anything specific learnings/suggestions?

External : Political parties, government departments, MEPs, civil society organisations, media, campaigners, volunteers, church targets, educators, members of the Irish Coalition for Business and Human Rights, European networks (e.g. ECCJ, EU Treaty Alliance, CIDSE).

Questions the evaluation should address:

#### **Effectiveness**

- Were the correct target groups identified – could they effect change?
- What strategies and approaches used have worked well, and which haven't?
- How effective has Trócaire been in influencing key target groups?
- What have been the key obstacles for Trócaire in advancing the B&HR advocacy agenda?

#### **Impact**

- How effective have target groups been in taking these issues forward?
- Did the target groups effect change?
- What have been the results of Trócaire's OAC advocacy and public campaigning for the last 3 years?
- What has been Trócaire's added-value in championing B&HR issues?

#### **Secondary / Unintended Impact (internal and external)**

- Is there a longer-term impact from the advocacy and campaigns efforts?
- To what extent have partnerships and alliances to promote B&HR issues been strengthened over the course of the 3 year strategy and what has Trócaire's role been in these partnerships?
- How has the work on this campaign affected Trócaire?

## **4. Organisation of the Evaluation**

It is expected that there will be a number of phases to the review process to include (in brief):

#### **Phase one: Orientation and design**

- This phase will involve initial review of documents and reports, and design of the methodology for the review;
- Formulation of review deliverables (and agreement of these with Trócaire).

#### **Phase two: Data synthesis and collection**

- Finalisation of methodology and operational plan;
- Review of existing reports and data;
- Data collection from external stakeholders in line with the agreed plan and methodology. This could involve interviews with target groups such as civil servants / parliamentarians / civil society groups, as well as potential focus group discussions or surveys of Trócaire campaigners.

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

- Analysing data from synthesis and collection;

- Drafting report, receiving comments, finalising report;
- The core report should not be more than 15 pages (excluding appendices). A format for the report will be agreed during phase one above.

Phase four:

- Sharing findings with Trócaire;

## 5. Management of the Evaluation

Overall management of the external evaluation lies with Trócaire’s Human Rights and Democratic Space Policy and Advocacy Advisor. The consultant is expected to undertake the evaluation as outlined briefly above, and will have ongoing engagement with the Advisor throughout the process.

The Human Rights and Democratic Space Policy and Advocacy Advisor is responsible for:

- Overall responsibility and accountability of the review
- Liaison and support for the consultant throughout all phases of the review
- Approval of deliverables
- Coordination of Trócaire’s internal processes

The consultant is responsible for:

- Conducting an objective review
- Day-to-day management of operations
- Regular process reporting to Trócaire
- The production of deliverables

## 6. Consultant Profile

Essential qualifications:

- Conducting reviews and evaluations, preferably in advocacy and human rights;
- Proven experience of using participatory methodologies as a means of data collection for project evaluation;
- Proficiency in data analysis, documentation and report writing;
- Excellent spoken and written communication skills in English;
- Excellent skills in human rights, public policy analysis, advocacy programming and other change influencing processes;
- Developing high quality monitoring and evaluation systems for similar strategies;
- Strong interpersonal and analytical skills;
- Strong knowledge of the Irish political system and the EU

Desirable:

- Expertise in Business and Human Rights;
- Experience of public campaigning and communications.

## 7. Anticipated Outputs

- Draft report (electronic copy)
- Final report (electronic copy)
- Raw data (in excel format)

## 8. Proposed timeline for the exercise:

July 2022	–	Orientation and design,
Aug 2022	–	Data synthesis and collection,
	–	Data analysis and reporting,
Sept 2022	–	First draft submitted (1 <sup>st</sup> Sept),
	–	Final version submitted (30 <sup>th</sup> Sept),
Oct 2022	–	Presentation of report to Trócaire.

A maximum number of 15 days are available for this evaluation and the agreed methodology should be appropriate to this duration.

## 9. Application Process:

- Please provide an 'Expression of Interest' including outline of how to approach work and proposed costings including VAT (Max 2 pages);
- Include links to samples of past work that is similar in content or style to the above outputs;
- CV.

### Application deadline: 8<sup>th</sup> July 2022

Your application marked "Business & Human Rights Campaign - Evaluation consultant" should be submitted to [garry.walsh@trocaire.org](mailto:garry.walsh@trocaire.org)

## Confidentiality

Trócaire will treat the content of all tenders as being confidential and information provided in the tenders will be used solely for the purpose of deciding on the award of a contract as described in this document.

## General Terms and Conditions

- Trócaire does not bind itself to accept the lowest priced tender;
- Trócaire reserves the right to engage other companies / consultants if required during the term of the contract;
- Trócaire shall be free to:
  - To accept the whole, or part only, of any tender;
  - To accept none of the proposals tendered;
  - To republish this Request for Tenders.
- In the event of not accepting any of the proposals received on foot of this Request for Tenders, Trócaire shall be free to make such arrangements as it considers necessary in relation to the provision of the services;
- Trócaire will not be liable for any costs or expenses incurred in the preparation of a tender;

- The tenderers shall maintain strict confidentiality in relation to the services being sought and the tendering process;
- The Contract shall be considered as a contract made in Ireland;
- The Standard Terms and Conditions to which Trócaire expects all of its supplier to respect are attached in Appendix 1;
- The Suppliers Code of Conduct to which Trócaire expects all of its suppliers and service providers to respect is attached in Appendix 2.

## **Conflicts of interest**

- Any conflicts interest involving an applicant must be fully disclosed to Trócaire. Failure to disclose a conflict may disqualify an applicant or invalidate an award of the contract. Applicants are required to declare any current or past work which might reasonably be considered to represent a conflict of interest. It will be for Trócaire to decide if a material conflict of interest exists and applicants in doubt in this regard should seek the advice of Trócaire.
- Advice provided to Trócaire must be accompanied by a statement that there is no conflict of interest involving the applicant. In the event where there is a conflict, Trócaire reserves the right to retain another firm of solicitors to provide the advice, for that issue alone.

## **Appendices**

Appendix 1 – Trócaire Standard Terms and Conditions for Procurement

<https://www.trocaire.org/wp-content/uploads/2021/11/TROCAIRE-general-TCs-for-procurement.pdf>

Appendix 2 - Suppliers Code of Conduct

[https://www.trocaire.org/sites/default/files/trocaires\\_supplier\\_code\\_of\\_conduct\\_v2\\_07.2019.pdf](https://www.trocaire.org/sites/default/files/trocaires_supplier_code_of_conduct_v2_07.2019.pdf)