

Please note—only the Service Specification has been provided in this PDF.

If you wish to review the full Invitation to Tender document, please email [procurement@bathspa.ac.uk](mailto:procurement@bathspa.ac.uk) with the following information:

Email subject: “DESTIN External Evaluation ITT”

Your name

Your email

You will then be sent information to register on the Delta Tendering platform

Once registered, you can then review the full details, ask questions, and apply for the role.

The deadline for application is 3pm (UK time) on 5 April.



Invitation to Tender for  
the Provision of External Evaluation of

*DESTIN: Journalism Education for  
Democracy in Ukraine: Developing Standards,  
Integrity and Professionalism*

Erasmus+ project: 598964-EPP-1-2018-1-UK-EPPKA2-CBHE-JP

**Return Deadline 3pm (UK time) on 5 April 2021**

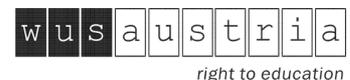
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Approved by: (Procurement)



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## Section 2

### Service Specification

#### I. Background and rationale: provision of the context and summary of project description; any account of already proven challenges and risks

The **DESTIN project** (November 2018 to November 2021) aims to transform the environment for journalism in Ukraine by working with university departments, employers, and other key stakeholders to ensure that higher education programmes better match the needs of students, the media sector, and democratic society more generally. It will support the development of twenty new and revised BA and MA programmes in Ukraine to ensure better trained journalists, while the project's outreach courses and dissemination activities will help to improve media literacy, ethical practices, and the public understanding of journalism and the media.

While the rapidly changing transnational news-media landscape presents challenges for government and people across Europe and beyond, the challenges within Ukraine are distinctive and severe. For example, from its research into the quality of journalism education, *The State of Journalism Education at Journalism Departments in Ukraine (2016)*, NGO Detector Media reports 'key problems in the content and organisation of journalism education'. These problems, which 'attract more and more criticism every year', include 'the knowledge and skills of journalism department graduates', 'the weak integration of journalism departments into the international context', 'lack of technical infrastructure', and 'very low' levels of student mobility, student satisfaction and employer confidence in graduates.

Journalism education has been identified as a national priority for curriculum development by the Ministry of Education and Science of Ukraine, one of the partners in the project. Given that Ukraine's internal and external political challenges have intensified since the project began in 2018, there is renewed urgency in ensuring high quality journalism and media training. International conflict has had obvious social and economic consequences; moreover, the current pandemic risks deepening social and economic inequalities, not least in its uneven impact on university teaching

There are 20 partners

- 1 UK university who is co-ordinating the project—Bath Spa University, UK (BSU)
- 3 EU universities with Journalism/Media programmes—Adam Mickiewicz University, Poland (AMU); Institute of Art, Design and Technology, Ireland (IADT); Linnaeus University, Sweden (LNU)
- 2 independent professional organisations—Ethical Journalism Network (EJN); European Journalism Training Association (EJTA)
- 1 Quality Assurance organisation—World University Services Austria (WUS)
- 10 Ukrainian universities representing the journalism educators across the country—Bohdan Khmelnytsky National University of Cherkasy (BKNUC); Academician Stepan Demianchuk International University of Economics and Humanities (MEHU); Ivan Franko National University of Lviv (IFNUL); Mariupol State University (MSU); Sumy State University (SSU); Taras Shevchenko National University of Kyiv (TSNUK); Ukrainian Catholic University (UCU); State University Uzhhorod National University

(UzhNU); Yuriy Fedkovych Chernivtsi National University (CHNU); Zaporizhzhia National University (ZNU)

- 1 Ukrainian employer of journalism graduates—Hromadske Radio (HR)
- 2 national Ukrainian bodies—Ukrainian Association of Students (UAS); Ministry of Science and Education (MESU)

The project is officially registered in Ukraine as International Technical Assistance of EU to Ukraine.

***DESTIN Project Aims:***

- *Curriculum Reform:* to reform, start to deliver and evaluate new/revised curriculum for 9 BA and 11 MA Journalism programmes (2 degrees in each of the 10 Ukrainian partner universities), and the institutional quality assurance for academic programmes, so that all new/revised programmes are
  - aligned with European Qualifications Frameworks (EQF)
  - meet European standards of integrity and professionalism
  - improve students' industry engagement, career preparation and employability, and
  - enable staff and students to develop strong and sustainable connections with European journalism departments and associations;
- *Curriculum Context:* to enhance the media environment in which journalism graduates will work by
  - improving the 'media literacy' of key target groups
  - providing new opportunities for journalism students to engage with public audiences during their training, and
  - raising public awareness of the vital role of journalists and media in the promotion and protection of citizens' rights within a multi-cultural democracy.

***DESTIN Project Objectives (items marked with asterisks are completed or near completion):***

1. \*to audit (desk review) all current curriculum (20 degrees), with gap analyses and action plans;
2. \*to train curriculum teams in the alignment of programmes and QA with EQF standards;
3. \*to use European models of Journalism education to inform curriculum reform (2 field trips);
4. \*to train academic and professional staff in principles and processes of peer review;
5. \*to conduct peer review (including 10 site visits) of all new/revised programmes;
6. to deliver and evaluation the first year of all new/revised BA and MA programmes;
7. to produce National Guidelines Statements for BA and MA Journalism education;
8. to maximise public stakeholder engagement and participation in the work of the project;
9. to deliver and evaluate Outreach Media Literacy Course for target groups;
10. to maximise the sustainability of the work and outputs of the project.

***Anticipated results of the DESTIN project:***

1. Qualitative changes in development of journalism education in Ukraine through audit, assessment, review of existing and delivering of new or revised curricula for 9 BA and 11 MA Journalism programmes in 10 Ukrainian universities with the European Qualifications Framework (EQF) and European standards of integrity and professionalism.
2. Development of National Guideline Statements for BA and MA journalism education in Ukraine.

3. Creation of interaction and cooperation network between universities, national employers and student's self-government in the field of journalism education in Ukraine.
4. Creation of interaction and cooperation network between Ukraine, EU, and UK universities and professional organizations in the field of journalism education.
5. Development of Media-Literacy Online Courses for non-professionals target groups in the field of journalism, media and communications.
6. Creation and launching of a specialized website for further dissemination and exploitation of DESTIN project results.

At the present time, the project is  $\frac{2}{3}$  completed. Although the COVID-19 pandemic has prevented the partners from gathering together in person, the project is continuing in a largely virtual form. The Governing Board meets online every three months to review progress and attend to any challenges. We have not sought an extension, and the project is anticipated to end in November 2021 (although we keep this under review). The intention is to conclude the project with an in-person conference in Ukraine involving all the partners.

*More information about the project's aims, outputs, and progress can be found on the DESTIN website: <http://www.destin-project.info>*

## **II. Specific objectives of this evaluation**

*NB. The external evaluation will be in addition to, and complementary to, the internal quality assessment carried out by WUS Austria as the project partner responsible for quality assurance.*

The objectives of the external evaluation are:

- to consider the current validity of the project's original rationale
- to assess how effectively the project is meeting the objectives as set out in the original application, especially regarding impact and sustainability: this should include
  - identifying achievements, examples of good practice, and areas in need of improvement
  - recommending specific measures to mitigate the challenges that have emerged during the project's progress (including but not limited to the COVID-19 pandemic) that could be implemented before the end of the project
- to assess how effectively the project is responding to the feedback provided by the EACEA at the time of the project's acceptance, in May 2019, and especially in October 2020 (in response to the project's interim Technical Report)
- to provide recommendations for the sustainability of the project outcomes and deliverables beyond the lifetime of the project

The evaluator(s)\* should focus primarily on the experiences of the partner universities in Ukraine, and for that reason we expect the evaluator(s) to be based in Ukraine and have specialist knowledge of Ukrainian higher education.

The external evaluation has been scheduled for the latter stages of the project partly to be able to review the project's achievements but also to enable the partners to ensure the project's longer term impact and sustainability. This is therefore not simply a review of what the project has done but also how the project could—and should—be looking to the future.

We are particularly interested in the project's progress in developing effective 'pathways to impact': in other words, how well we are *facilitating* impact — on students and graduates, on university faculty and their departments, on local media professionals, and on the public more generally. While it may be difficult to demonstrate *actual* impact given that the project is still underway, it should be possible to assess whether our activities are likely to have meaningful impact.

Erasmus+ has produced guidance and templates around impact and evaluation that we ask evaluator(s) to consider in their planning and evaluation: <https://www.erasmusplus.org.uk/impact-and-evaluation>

We expect the evaluator(s):

- to meet once with each of the Ukraine project partners
- to meet at least once with BSU and WUS Austria
- to meet once with the other EU partners or to consult with them in another way (e.g. a questionnaire or email correspondence)

Alongside these one-to-one meetings, the evaluator(s) may wish to arrange *group* meetings to discuss specific aspects of impact.

All these meetings can take place virtually. If the evaluator(s) wishes to visit any of Ukrainian partners, they may do so should government restrictions allow and the relevant partner is willing to meet in person. We have allocated a separate travel budget to support this. Foreign travel of any sort will not be supported.

***Specific Evaluation Questions related to impact and sustainability:***

***Impact***

1. Which stakeholder groups (local, national, and European) have already benefitted from the project and how? What has changed for whom?
2. Which stakeholder groups (local, national, and European) are likely to benefit from the project in the future and how?
3. Has there been an impact on institutional and/or national provisions, regulations, policies and strategies?

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\* We use 'evaluator(s)' to refer to *either* an individual evaluator *or* a single team of evaluators belonging to the same company. We will select only *one* individual or company as evaluator.

## *Sustainability*

4. What measures have been conducted to assure sustainability of the project outputs?
5. How has the project ensured that Ukrainian partners (individually and/or collectively) have 'ownership' of the project's deliverables and longer term aims?
6. To what extent will the benefits of the project be able to continue after the end of the project?
7. What are the major factors that will affect the sustainability of the project?
8. Is there anything that needs to be done to improve sustainability?

### **III. Timeframe and scope of the project evaluation**

The external evaluation should begin by the start of May 2021 and be completed by the end of July 2021; a list of preliminary findings and recommendations should be delivered by 14 June with the final report due no later than 30 July. This timescale will maximise the opportunity for communication with the partner universities in Ukraine and avoid the student enrolment period of July and August when students are not in session and some faculty and staff are on leave. It will also allow recommendations to be considered and, where possible, implemented during the very final stages of project implementation.

The external evaluation will complement the day-to-day internal quality assurance mechanisms which are coordinated by WUS Austria and implemented across the consortium.

WUS Austria will work closely with the external evaluator(s) to align the internal and external quality evaluations; this will provide the external evaluator(s) with valuable and relevant insights into the current management of the project, will prevent unnecessary duplication, and ensure the most effective use of resources in money and time available.

### **IV. Approach and methodology**

The evaluator(s) should describe their recommended approach and methodologies in their proposal. These will be reviewed and evaluated by the project teams at BSU and WUS.

The evaluator(s) will be expected to communicate (and, if possible, visit) the Ukrainian partners as well as communicate with the project partners outside of Ukraine. WUS Austria will provide all the necessary contact details.

### **V. Guiding principles and values**

The following principles and values are important for DESTIN:

- Principles of equality and diversity as set out on the project's [Statement of Equality and Diversity](#)

- Principles of research integrity and ethics as set out in the project’s [Statement of Research Integrity and Ethics](#)
- Management of quality requires active engagement with all partners
- Proper documentation, transparency, and the sharing of information are key to the creation of a quality culture.
- Quality assurance and evaluation are not about finding fault but ensuring high standards and accountability.

**VI. Responsibilities: list of relevant DESTIN contact persons**

The external evaluation will be jointly coordinated by BSU and WUS Austria. Responsibilities will be divided in the following ways:

- The tendering process will be handled by BSU
- The evaluation of the evaluator(s) will be agreed by BSU and WUS Austria
- The evaluator(s) will need to sign a consultancy contract with BSU (see Appendix 4).
- Operational oversight\* will be provided primarily by WUS Austria, but the evaluator(s) will provide BSU with progress reports in weeks 3 and 9

\*Operational oversight means that the evaluator(s) should approach WUS Austria in the first instance to ask questions not answered in the supplied documentation, to seek help in engaging with partners, and to report any unexpected challenges or setbacks. Queries about the contract or payment should be directed to BSU.

**Contact persons**

| <b>Name</b>   | <b>DESTIN role</b>    | <b>Contact</b>                   |
|---|-----------------------|----------------------------------|
| <b>Professor Ian Gadd</b><br><i>Head of Development for European Projects, Bath Spa University, UK</i>          | Project Co-ordinator  | i.gadd@bathspa.ac.uk             |
| <b>Rachael McDonald</b><br><i>International Grants Manager, Bath Spa University, UK</i>                         | Project Administrator | r.mcdonald@bathspa.ac.uk         |
| <b>Veronika Nitsche</b><br><i>Head of Finance &amp; Project Manager, World University Service (WUS) Austria</i> | Quality Assurance     | veronika.nitsche@wus-austria.org |

|  |                            |                                 |
|--|----------------------------|---------------------------------|
| <b>Marc Schwärzli</b><br><i>Finance and Project Manager,<br/>World University Service<br/>(WUS) Austria</i>  | Quality Assurance          | marc.schwaerzli@wus-austria.org |
| <b>Bogdana Nosova</b><br><i>Associate Professor of Social<br/>Communications, Institute of<br/>Journalism, Taras Shevchenko<br/>National University of Kyiv,<br/>Ukraine</i> | Ukrainian co-ordinator     | bogdana.nosova@gmail.com        |
| <b>Svitlana Shytikova,</b><br><i>Director, National Erasmus<br/>Office, Ukraine</i>  | Ukrainian Erasmus+ advisor | office@erasmusplus.org.ua       |

**NB. These individuals should not be contacted prior to submitting the tender. Any questions about this Invitation to Tender document should be submitted only through the Delta tendering platform.**

## **VII. Professional qualifications and criteria**

*NB. The evaluation may be undertaken by an individual or a team of individuals.*

The external evaluator(s) should

- be based in Ukraine
- have expert knowledge of the Ukrainian higher education system
- have proven experience in the external evaluation of international projects (minimum 5 project evaluations)
- have particular experience in evaluating EU-funded projects
- be fluent in Ukrainian and English
- knowledge of Ukrainian journalism/media departments and/or the media industry would be advantage but is not required
- not be directly connected with the DESTIN project and its activities

**Any links with the DESTIN partner institutions should be declared.**

## VIII. Deliverables and schedule

Once the contract has been signed, the indicative timeframe is as follows:

- By 1 May: evaluation begins
- By 24 May: **progress report** to BSU (2 pages)
- 14 June: submit **preliminary findings and recommendations** for consideration by the project Governing Board in late June (3 pages)
- By 30 June: feedback from Governing Board
- By 5 July: **progress report** to BSU (2 pages)
- 30 July: **final report** due

The external evaluator(s) should confirm the feasibility of the proposed timescale in their proposal and what mitigations could be put in place if their work was delayed.

The progress reports, preliminary findings and recommendations, and final report should be written in English.

Although the progress reports, preliminary findings and recommendations, and final report are intended for the internal use of the project, the project reserves the right to publish part or all of any of them.

## IX. Existing references or resources

At the start of the project evaluation, the external evaluator(s) will be provided with the following information:

- The project application documents (including the budget) and initial EACEA feedback and further EACEA feedback received in May 2018
- The Technical Report and accompanying document (submitted in summer 2020) and EACEA feedback received in October 2020
- Access to relevant project documentation (via the project's Google Drive)
- Contact details for all project partners

## X. Offer, selection criteria and award criteria

Applications can *only* be made via the Delta eTendering platform. You will receive an invitation to be part of the process.

Applications should include a

- Proposal document (seven pages) to include
  - your interest in the project
  - your knowledge of the Ukrainian Higher Education system
  - your experience of evaluating international and EU-funded projects
  - your proposed approach and methodology

- mitigations or other methods for ensuring that the evaluation is delivered on time and to a satisfactory level
- your knowledge and experience (if any) of Ukrainian journalism/media departments and/or the media industry do you have?
- Budget and schedule of activities (max two pages)
- Curriculum vitae (one per person involved in this evaluation)

*See Section 5: Customer Requirements below for more detail.*

Applicants will also need to provide information as listed in Sections 3 and 4 (below) and in Appendices 1, 2, 3 and 5. They will also need to arrange for two organisations with whom they have worked before to supply references (Appendix 6).

*Once selected, the evaluator(s) will be expected to sign a consultancy contract with BSU and WUS— see Appendix 4 for a copy of this.*

## **XI. Payment Terms**

We have set a maximum rate of €100 per day for this work, to include overheads, local taxes, and insurance costs. We have estimated that the evaluation would take a maximum of 40 days.

The daily rate and an expected number of working hours per day will be mutually agreed between the supplier and BSU and WUS prior to contract.

We can also provide an extra €100 per day for related travel costs and costs of stay, up to a maximum of 18 days. We will pay only for the amounts spent and so will require the submission of receipts. For travel by personal car, please supply fuel receipts and mileage information.

Bath Spa University is offering payment terms of 30 days from receiving an undisputed invoice.

- The first invoice (equating to 20 days' work) can be submitted at the same time as the first progress report;
- The final invoice (for the remaining balance) and expense receipts can be submitted at the same time as the final progress report.

In both cases BSU will be happy to pay within 30 days (or sooner) if the contents of the report are of an adequate standard.

In the event that the report is sub-standard BSU and WUS will offer feedback to help towards reaching a mutually agreeable decision over payment.

The evaluator(s) will be expected to provide BSU with invoices for both instalments in order to receive payment.  
**BSU will only pay in Euros.**