



TERMS OF REFERENCE

Sunshine Cinema is inviting experienced Consultants or Evaluators to conduct a Formative Evaluation of the Spark Impact Micro Media Program (SIMMEP). Sunshine Cinema is seeking to appoint a Consultant (s) or Evaluator (s) to review current design and collect supplementary data to establish the baseline and feasibility of scaling up the Spark Impact Gig work model.

The primary purpose of this ToR is to define the scope of services required from consultant (s) or Evaluator (s) to conduct a Formative Evaluation.

1. Background

Sunshine Cinema has completed its third year of the most significant South African project to date: [The Spark Impact Micro Media Entrepreneur Pilot Program](#) (SIMMEPP). In February 2024, Sunshine Cinema celebrated three years of the Spark Impact Programme, a media entrepreneur training programme. We launched the 10-month programme in 2021 to try to close the digital gap and address the alarming youth unemployment rate. Our flagship programme provides rigorous training to highly motivated and socially aware young people, equipping them with a Sunbox (mobile solar-cinema kit) and the practical skills necessary to earn an income, spark conversations and initiate social change.

SIMMEP represents a significant social investment bridge between the private sector and the government. Demonstrating itself as an innovative employment model aimed at tackling the concerning problem of youth unemployment in South Africa, while also equipping young individuals with pertinent skills for the future. We have carefully nurtured three Spark cohorts, achieved lasting social impact, and realised many of our goals.

Looking ahead, the Sunshine Cinema team is poised to integrate lessons into 2024-2025 plans, remaining committed to empowering South African youth and fostering social change. The success of the program underscores the transformative potential of combining media, entrepreneurship, and social impact for lasting change in communities. As part of the scale-up model, we have received funding to create a value chain of self-employment, part-time and one-off jobs using our integrated approach to gig work. It is essential to establish a baseline and outlook understanding of SIMMEP's current design, intended outcomes, and potential impact as we scale up.

2. Objective of the Evaluation

The evaluation is intended for learning and accountability purposes. It is expected to establish a baseline and assess the program's design, implementation and effectiveness. In

addition, the evaluation should generate useful findings for future programming including monitoring, evaluation and learning recommendations.

The key questions and scope of the evaluation include, but are not limited to, the following:

2.1. Key Evaluation Questions: The evaluation should address the following questions:

2.1.1. Relevance

What are the key objectives and goals of the program?

- In what ways does the program meet the needs, gaps and opportunities of its intended target groups?
- What are the expected outcomes and impacts of the SIMMEP?

2.1.2. Effectiveness

What are the key activities and interventions planned under the program?

- To what degree has the program learned from the pilot implementation (both at operational and programmatic level)
- Which strategies worked well or did not work well, and why?
- Is the current program "model" adequate to meet its objectives? i.e Does it align with Sunshine Cinema's broader Theory of Change?

2.1.3. Impact

What are the monitoring and evaluation mechanisms in place?

- What changes (positive and negative, intended or unintended) were observed as a result of the pilot implementation?
- What monitoring, evaluation and learning processes are in place, and how effectively do they monitor progress and document program impact?

2.2. Scope of the Evaluation: Program Design, Implementation and Effectiveness:

This evaluation will review the program period from April 2021 to January 2024 including:

- A review of Sunshine Cinema's Theory of Change, MEL Framework, and the Internal Evaluation Case Study 2021 -2023.
- Assess the feasibility and relevance of the program's design in achieving its intended outcomes.
- Review the program's current design
- Assess the program's monitoring and evaluation mechanisms, including indicators, data collection methods, and reporting procedures.
- Evaluate the robustness of the monitoring, evaluation and learning framework in capturing program progress and outcomes.

3. Methodology

The evaluation should employ a mixed-methods approach, combining both quantitative and qualitative data collection methods. The methods must include:

- Document review of program documents and implementation plans.
- Key informant interviews with program staff, and a selected number of Sparks
- Focus group discussions with Sparks
- Survey with community champions.

4. Deliverables - The evaluator(s) should provide the following key documents:

- Inception report outlining the evaluation methodology, tools, and timeline.
- Interim formative evaluation report for review and feedback.
- Final formative evaluation report establishing the baseline, findings, conclusions, and recommendations.

5. Qualifications - The Lead Consultant or Evaluator should have:

- A Postgraduate Qualification in a relevant Social Sciences / Development field of study and 5 years post qualification working experience.
- Experience in conducting formative evaluations of entrepreneurship and youth capacity-building programs.
- Knowledge of the South African entrepreneurial ecosystem, social impact sector and impact film industry or media sector.
- Strong analytical and report writing skills.

6. Timeline: The evaluation should be completed within a period of 10 weeks from the date of contract signing.

7. Submission of Proposals:

Interested Consultant (s) and Evaluator (s) or evaluation firms should submit their proposals outlining their understanding of the ToR, proposed methodology, timeline, and budget (in ZAR) to sydelle@sunshinecinema.org cc'ing nomnotho@sunshinecinema.org.

Submission Deadline: May 15th 2024

Only short-listed candidates will be contacted, and no telephonic queries will be attended, for more information and clarity on the ToR email: Sunshine Cinema's Impact Lead, Nomnotho Gumede at nomnotho@sunshinecinema.org.