



TERMS OF REFERENCE

Evaluator for the evaluation of the Land for Life

Consultancy reference number: CCD/23/C/35

Background

Established in 1994, the United Nations Convention to Combat Desertification - UNCCD - is the sole legally binding international agreement linking environment and development to sustainable land management. Its 2018-2030 Strategic Framework states as the vision "A future that avoids, minimizes, and reverses desertification/land degradation and mitigates the effects of drought in affected areas at all levels and strive to achieve a land degradation-neutral world consistent with the 2030 Agenda for Sustainable Development, within the scope of the Convention". The Convention's 197 Parties work together to improve the living conditions for people in areas affected by land degradation, to maintain and restore land and soil productivity, and to mitigate the effects of drought. The UNCCD is particularly committed to a bottom-up approach, encouraging the participation of local people in combating desertification and land degradation.

Decision-making under the UNCCD is done at the Conference of the Parties (COP) that brings together all signatories to the Convention every two years. The COP is assisted by two subsidiary bodies: the Committee on Science and Technology (CST) and the Committee for the Review of the Implementation of the Convention (CRIC). The work under the UNCCD is supported by two entities: the UNCCD secretariat that organizes the intergovernmental process and facilitates cooperation and information exchange among countries, development partners, the scientific community, the civil society and other key stakeholders; and the Global Mechanism (GM) that promotes the mobilization of resources for the implementation of the Convention.

The UNCCD secretariat launched the Land for Life programme in 2011 to address the challenges of land degradation, desertification and mitigation of drought. It highlights projects that recover and restore degraded landscapes worldwide, showcasing how to achieve Sustainable Development Goal (SDG) 15: Life on Land, and in particular land degradation neutrality. Every two years, the programme presents the Land for Life Award to provide global recognition to individuals and organizations whose work and initiatives have made a significant contribution toward these aims.

The Land for Life Programme is involved in a variety of awareness-raising and knowledge support activities to provide information and sensitize the public about the importance of land for their life and for achieving the SDGs by 2030. These activities include:

- Promoting land degradation neutrality (LDN)
- Highlighting sustainable land management (SLM) success stories and the achievements of Land for Life Award winners
- Promoting public outreach activities such as:
 - Producing educational videos
 - Holding photo contests
 - Sharing and disseminating knowledge
 - Conducting media trainings
 - Organizing campaigns and e-Forums

The UNCCD secretariat would like to revise and strengthen the Land for Life programme and as the basis for that, launches its independent evaluation. This document presents the terms of reference for the independent evaluation.



Objective of consultancy

The evaluation of the Land for Life programme will provide an overview of the performance of the programme - what it has produced - since its establishment, and its results - how the products have been used. It will inform about the successes and challenges, with the aim to assist in further development of the programme. In longer term, the evaluation results are expected to enhance the effectiveness of the Land for Life campaign and contribute to the visibility of the UNCCD and its priorities.

The main audience of the evaluation will be the UNCCD secretariat, Land for Life award laureates, and the programme donors, while its findings may be of interest also to UNCCD Parties and other key stakeholders.

The evaluation of the Land for Life programme will be formative: it will consider the strengths and weaknesses of the programme to guide its next steps. The evaluation will assess the programme implementation and the outputs, as well as their reach. It will also consider the results, with focus on potential long-term contribution to policy changes (public awareness of the programme topics, role of the winners...) and behavioural changes (perceived relevance of the topics, attitudes, norms...). The evaluation will also include a consideration of gender responsiveness of the programme.

The evaluation will produce a theory of change for the Land for Life programme, starting with the operational aims that were set at the beginning of the programme. This theory of change will be further enriched and defined during the evaluation process, with the aim to present in the final evaluation report a refined version that proposes specific objectives, targets and audience for the next phase of the Land for Life programme and outlines potential activities and outputs for meeting those specified results. The evaluation will also consider how best to measure progress in implementing the revamped Land for Life programme.

The exact evaluation questions will be defined at the beginning of the evaluation process; the following are indicative of what could be included:

- What activities and outputs have been completed?
- What has been the reach (including media and partners engaged) and how has it changed over the years?
- Who have been the main beneficiaries? How?
- What have been the main audiences? How have they reacted to the programme activities/outputs?
- Have some award rounds or topics been particularly successful or difficult? How? Why?
- How has the programme contributed to the visibility of the UNCCD and its priorities? What in the programme has been most and least effective for that purpose?
- Was the programme administered efficiently?
- What are the main successes to be strengthened and challenges to be avoided in the next phase of the programme?

Duties, Responsibilities and deliverables

The findings of the Land for Life programme evaluation will be based on a study of relevant documentation and direct feedback (survey and/or interviews) from the award laureates, UNCCD partners and stakeholders, as well as the UNCCD secretariat.

The consultant to be selected to conduct the evaluation will prepare the following main products:

- Inception report including a zero-draft theory of change for the programme, a conceptual framework and detailed evaluation questions, a work programme and a tentative schedule for the evaluation process.
- Preliminary summary of the main content of the draft evaluation report presenting an overview of the main findings and emerging conclusions and recommendations. The summary will be used for



discussion with the UNCCD secretariat to ensure that all essential information sources have been accessed, and to factually check and to verify emerging findings.

- Final report containing detailed analysis of the findings of the evaluation, a revised theory of change, lessons learned and recommendations.

Building on the findings and recommendations of the evaluation, the evaluator will facilitate an exchange/brainstorming among the involved UNCCD staff on possible improvements for the program. This exchange may include, for example, consideration of strategies to increase the reach and influence of the Land for Life Award, and/or identification of specific objectives, targets, and audience for the next phase of the Land for Life programme. It can be organised together with the meeting to consider the preliminary summary of the main content of the draft evaluation report (second output above), or after the completion of the evaluation report. Details of the exchange and its organization will be considered and agreed at the beginning of the consultancy.

The evaluator will work under the supervision of the UNCCD Evaluation Office and in close collaboration with the UNCCD secretariat Communications, External Relations, and Partnerships unit.

Contractual terms

The service of the selected consultant is estimated for the period of approximately 20 working days to be started as soon as possible and to be concluded latest by 31 October 2023 or as agreed. This contract is based on deliverables and payment is defined by output. The consultancy is home based and part time.

All products resulting from this contractual arrangement are the exclusive property of the UNCCD.

Requirements

- Advanced university degree (master's or above) in fields relevant to this assignment
- Professional expertise as an evaluation team leader or similar in evaluating advocacy and campaigns in the international context;
- Familiarity with evaluation methodologies and approaches concerning advocacy and campaigns; and
Knowledge of international cooperation concerning environmental issues, including in the UN context. Knowledge of the UNCCD is an asset;
- Excellent written and verbal communication skills;
- Experience in producing high quality written reports;
- Fluency in English.

Special notice

Only individuals who can act as independent, individual economical operators are qualified to apply. Individuals who can provide their services only on account of an institution or enterprise not in their individual capacity are not eligible under this procedure.

Individuals engaged under a consultancy or individual contract will not be considered "staff members" under the Staff Regulations and Rules of the United Nations Secretariat and will not be entitled to benefits provided therein (such as leave entitlements and medical insurance coverage). Their conditions of service will be governed by their contract and the General Conditions of Contracts for the Services of Consultants and Individual Contractors. Consultant and individual contractor is responsible for determining tax liabilities and for the payment of any taxes and/or duties, in accordance with local or other applicable laws.

Submission of application



The following documents should be sent to staffing@unccd.int as **one document**: UNCCD Personal History Form¹ /CV and cover letter, specifying the following in the email subject line: **CCD/23/C/35**.

The deadline for applications is **14 June 023**. Only applications submitted by the deadline and with complete documentation will be taken into consideration.

Due to the volume of applications received, receipt of applications cannot be acknowledged individually. Please address your application as indicated above and please do not address or copy your application to an individual at the Secretariat. Candidates who do not receive any feedback within three months of the deadline should consider their application as unsuccessful.

Date of issuance: 07 June 2023

¹ UNCCD P-11 form in electronic fill-in .pdf OR .docx format available: <https://www.unccd.int/about-us/secretariat/vacancies/applying-unccd>