



Terms of Reference

Final Evaluation

Deforestation Free Community (DFC) Pilot Project

Size of Wales

Size of Wales is a unique charity that is making Wales part of the global solution to climate change. For decades, the “size of Wales” was used as a unit of measurement for the destruction of our most precious natural habitats. Since 2010, we have brought our nation together to turn this on its head. Our vision is to help create a future where forest communities can thrive alongside healthy tropical forests—to make our nation part of the solution, rather than part of the problem.

Together, we work with Indigenous and local people worldwide to grow trees and protect at least 2 million hectares of tropical forests – an area the size of Wales. We educate and inspire people in Wales to recognise the critical role Indigenous communities play in protecting the climate, biodiversity, and livelihoods. We campaign to drive policy change and are calling for Wales to become the world’s first Deforestation Free Nation (DFN). The campaign calls on Welsh Government, public sector, businesses and the public to bring about changes in food, farming and procurement practices to eliminate imported deforestation.

Background to Deforestation Free Community (DFC) Pilot Project

As part of our campaign to make Wales a Deforestation Free Nation (DFN), we started implementing a project with funding from the COOP [Carbon Innovation Fund](#) in September 2022. The aim of the two year project (Sept 2022-24) is to set up a [Deforestation Free Communities](#) pilot project in Monmouthshire, empowering communities to tackle overseas deforestation through collective action, collaboration and behaviour change, and to reduce emissions from food and farming.

Taking inspiration from Chester Zoo’s Sustainable Palm Oil Cities campaign and Fairtrade, we are working with local community actors (schools, council, farmers, businesses, community groups) to explore the issue of overseas deforestation linked to key commodities (palm, soy, beef, cacao, coffee) imported into Wales and empower people to take positive action. The project has focussed on working with three groups:

- DF Farming network: Welsh farmers wanting to change how they feed livestock, including sourcing alternative proteins, and exploring options for growing their own feed.
- DF Schools network: Empowering teachers and pupils to introduce more sustainable food systems in the school and encourage the wider community to take action.



- DF Community Pilot: A geographically focused network that brings together local authorities, community groups, businesses and schools to support behaviour change.

The project aims to work with 10 schools in Monmouthshire and across Wales, five farmers and at least three partner organisations. The expected outcomes of the project are:

1. The three pilot communities have greater understanding of the impact and causes of deforestation, how our actions here in Wales affect tropical forests and how they can positively contribute to solutions.
2. The three pilot communities have taken action to reduce their deforestation footprint with support from Size of Wales.
3. Actions led by the three pilot communities have led to a positive change in Wales' deforestation footprint.
4. Impact and lessons learned from the pilot project will be documented and independently reviewed and the DFC model developed to share with key stakeholders in order to promote roll out throughout Wales.

Purpose of the Evaluation

The purpose of the final evaluation will be to gain an independent assessment of the progress made towards achieving the outcomes of the project. Furthermore, it will assess whether the project is meeting the COOP Carbon Innovation Fund programme outcomes:

1. Contribute towards a reduction/removal/sequestration/avoidance of Greenhouse gas (GHG) emissions
2. Contribute to wider environmental benefits beyond GHGs
3. Foster co-operation and/or collaboration
4. Contribute towards community benefit

The evaluation will also feed back any relevant learning into the continued delivery of the project and design of future projects relating to DFCs and capture innovation. We are especially interested to gain further insight into how this project could be replicated across Wales and how learning can be disseminated to wider stakeholders such as local authorities and Welsh Government to bring about climate action.

Methodology

The specific methodology will be left to the independent evaluator. We expect the proposal to include an approach and methods that can meet the research objectives of this evaluation as stated above. However, as a minimum we suggest:

1. It is anticipated that the evaluation will begin with a review of existing monitoring information.

2. Quantitative and qualitative interviews to be conducted with the key stakeholder groups, including:
 - Schools (pupils and teaching staff / catering staff)
 - Farmers
 - Community partners
 - Businesses
 - Monmouthshire County Council officials and councillorsThe school interviews should be carried out by July 2024 before the summer holidays.
3. Use of participatory methodology.
4. We would expect that the evaluation approach allows both an answer to whether outcomes were met and also the pathways to change, including what helped in achieving the outcomes.
5. Share findings back to the community in an accessible and user-friendly way.

Report outline

The final evaluation report should be no more than 30 A4 pages long plus appendices (in Microsoft Word using Arial font, 11 point). The report should include the following sections:

- Title page
- Contents page
- Abbreviations and acronyms page
- Executive summary (2 A4 page maximum)
- A short introduction to the programme
- The evaluation methodology
- Full evaluation of the programme. Findings from the evaluation in relation to the final agreed evaluation questions including progress made against the COOP Carbon Innovation Fund programme outcomes:
 - Contribution towards a reduction/removal/sequestration/avoidance of Greenhouse gas (GHG) emissions
 - Contribution to wider environmental benefits beyond GHGs
 - Fostering cooperation and/or collaboration
 - Contribution towards community benefit
- Recommendations and lessons learnt
- Conclusions (model, sustainability, replication and scale up)
- Other annexes which should include:
 - Methods used in greater detail, and a basic explanation of any theoretical underpinnings to understand why this method was selected, its limitations and caution around interpretation
 - List of stakeholders interviewed
 - Copy of interviews
 - List of documents reviewed and consulted
 - Statistical data

Outputs

The successful bidder should provide the following outputs as part of the project:

- Draft methodology, work-plan and schedule
- A final evaluation report
- Short user friendly report for public distribution

Profile of Provider

Essential

- Extensive experience and expertise in evaluating climate action and behaviour change projects. This includes skills in measuring GHG emission calculations.
- Knowledge of various M&E methodologies, data collection techniques (qualitative and quantitative), and analysis approaches is crucial.
- Experience in conducting participatory approaches and facilitating workshops and consultations with stakeholders.
- Strong skills in engaging with diverse stakeholders, including schools, local communities, local authorities, farmers, NGOs and businesses.
- Experience of working with third sector organisations in Wales.
- Strong writing and presentation skills are essential for conveying complex information in a clear, structured and accessible manner.
- Experience of reviewing effectiveness with regards to the promotion of equality, diversity and inclusion (EDI) methodology into evaluation techniques.

Desirable

- Understanding of global supply chains, ethical procurement practices and regenerative farming practices.

Ethical guidelines

We expect the proposal to include an ethics approach that follows the principles of informed consent, anonymity, privacy, and data protection regulations and adhere to Size of Wales' [safeguarding policy](#). We expect quotes included in the final report to be anonymised, but to include the type of stakeholder that the quote comes from (i.e. local authority staff, school, community-based organisation, etc.) if consent is given for this.

Contract duration

We aim to begin this work in May 2024 and complete by October 2024 (taking into account gaps for summer holidays etc).

Criteria for bidding on project

Your bid will be assessed on the following criteria:

Criteria	Score (max value)
Experience and expertise of consultant/team on the thematic area: • Climate action • Behaviour change • Carbon emissions reduction	20
Knowledge of various M&E methodologies, data collection techniques (qualitative and quantitative), and analysis including participatory approaches	15
Experience of engaging with diverse stakeholders	10
Experience of working with third sector organisations in Wales	10
Writing and presentation skills	10
Equality, diversity and inclusion (EDI) approach	10
Understanding of global supply chains, ethical procurement practices and regenerative farming practices	10
Budget	15
TOTAL	100

Application Process and Timeline

Interested parties are requested to send the following information by **email by Monday 8th April 2024** at 9am GMT to Barbara Davies Quay barbara@sizeofwales.org.uk. Please include this heading in the subject title of the email: "Final Evaluation – Deforestation Free Communities pilot project"

- Proposal not exceeding 6 pages explaining
 - How their skills, experience and knowledge meet the project specifications and the criteria outlined above
 - Proposed methodology for the evaluation (including a draft schedule and proposed budget - including expenses and VAT where relevant)
- A copy of relevant CVs
- Examples of previous relevant evaluations or similar carried out by the applicant (preferably through a web-link)
- Two references for similar work and that can be contacted easily via email

Bids will then be shortlisted and successful applicants invited to present to a panel on 11th April 2024 who will assess the final bid and appoint the final provider.

Tasks	Date
Deadline for submitting proposals	9am - Monday 8th April 2024
Shortlisted candidates informed	11th April 2024
Interview panel	18th April 2024
Successful bidder informed of result	19th April 2024
Contract commencement	29th April 2024

Project inception meeting	w/c 29th April 2024
Inception report - Methodology, proposed work-plan and schedule <i>Initial payment of 30% of the total consultant fee agreed upon.</i>	13th May 2024
Review of existing project information	May 2024
Stakeholder interviews (schools)	June – July 2024
Stakeholder interviews	w/c 2nd September
First draft of evaluation report submitted <i>Second payment of 40% of the total consultant fee agreed upon.</i>	23rd September 2024
Feedback received from Size of Wales	27th September 2024
Final draft of report submitted First draft of short user friendly report for public distribution submitted	30th September 2024
Feedback received from Size of Wales on short public report	3rd October 2024
Final draft of public facing report submitted <i>Final payment of 30% of the total consultant fee agreed upon.</i>	10th October 2024

** provisional dates to be discussed once contract awarded*

Fortnightly meetings will be held with Size of Wales to review project progress.

Budget

A maximum budget of up to £5,000 is available for this work. The price outlined in your tender must cover liability for all costs including staff costs, attendance at meetings, equipment, access to data, insurance, travel and subsistence, overhead costs and applicable taxes (VAT). This will require visits to Monmouthshire and a visit to one of the five pilot schools outside of Monmouth. Payments will be made in three instalments and linked to the successful completion of key stages of the research (as outlined above).

Contact person in Size of Wales

Barbara Davies Quy, Deputy Director

barbara@sizeofwales.org.uk