

Call for proposal for the evaluation of the Regional Centre for Book Development in Latin America and the Caribbean (CERLALC), in Bogota, Colombia, a Category 2 Centre under the auspices of UNESCO

Extended dead line: 20 April 2018

TERMS OF REFERENCE

Background

Category 2 institutes and centres under the auspices of UNESCO are intended to contribute to the achievement of UNESCO's strategic programme objectives and sectoral or intersectoral programme priorities and themes and to the attainment of programme results at the Main Line of Action (MLA) level of the UNESCO programme and budget (C/5), whether through individual action, joint action with other category 2 institutes and centres or through joint implementation with the Secretariat. Category 2 institutes and centres can also play a considerable role in helping the Organization achieve programme objectives for which sectoral expertise or resources are not sufficient.

In order to enhance the operation and effectiveness of individual UNESCO category 2 institutes and centres, as well as the effectiveness of their network, a revised Integrated Comprehensive Strategy for category 2 institutes and centres under the auspices of UNESCO, as contained in document [37 C/18 Part I and its annex](#), was approved by the 37th session of the General Conference ([37 C/Resolution 93](#)). This Strategy, among other elements, provides guidelines for renewal assessment procedures of category 2 institutes and centres.

Those guidelines provide that an agreement for the establishment of an institute or centre as a category 2 institute or centre is typically concluded for a definite time period, not exceeding six years. The agreement may be renewed by the Director-General, with the approval of the Executive Board, following an evaluation of the activities of the institute/centre and in the likelihood of its contribution to the strategic programme objectives of the Organization and the aforementioned Integrated Comprehensive Strategy for category 2 institutes and centres.

The Regional Centre for Book Development in Latin America and the Caribbean (CERLALC) (hereafter, 'the Centre') is a category 2 centre established through an agreement signed by the Government of Colombia and the Director-General of UNESCO in 1971, whose terms were extended subsequently in 1977 and 1984. The Centre is made up of 21 UNESCO Member States from Latin America and Europe: Argentina, Brazil, Chile, Colombia, Costa Rica, Cuba, Dominican Republic, Ecuador, El Salvador, Guatemala, Honduras, Mexico, Nicaragua, Panama, Paraguay, Peru, the Plurinational State of Bolivia, Portugal, Spain, Uruguay, the Bolivarian Republic of

Venezuela,. The Centre has four main working areas: (i) Reading, writing and Libraries; (ii) Book production and distribution, (iii) Intellectual property rights; and (iii) Research and training, all linked to the challenges of a new knowledge society.

CERLALC has created knowledge and gained experience that have brought it recognition as a centre of excellence and as an important reference owing to its high degree of specialization, and capacity to advise governments on public policy-making and provide effective tools for the creation of reading societies.

CERLALC has directed its efforts towards the protection of intellectual creation, the fostering of book production and dissemination, the promotion of reading, writing, libraries and specialized training in various contexts and in the face of the challenges of a new knowledge society.

The 2016-2017 Programme of the Centre was streamlined to reflect the core priorities and the new organization structure as follows:

- Technical assistance to Member States;
- Three observatories (for knowledge sharing, supported by new digital exchange platforms, on policies, national strategies, research results, statistics and good practices):
 - On Books, Reading and Libraries;
 - On Intellectual Property Rights (to unify CERLALC's observatory and ODAI – Observatorio Iberoamericano de Derecho de Autor);
 - On Early Childhood and Reading
- Research and comparative analysis in the region.
- Development of Indicators on Reading (comparative statistics on levels of book consumption and reading) –which includes statistics on available infrastructure to access written materials, the production chain and trade in related cultural goods, services and activities.
- Assessment of the Region's state of the art of the publishing industry.
- Public purchase of publishing material for educational spaces and libraries.
- Standards on public purchase of high tech equipment to be used in the education system.
- Design of a methodology on reading behaviour of ethnic communities.
- Training and capacity-building.
- Communication and publications – main issue is to completely renew the centre's website.

Purpose

The main purpose of this evaluation is to assess the Centre's performance with respect to its objectives and functions, as specified in the agreement between UNESCO and the host Government, and its contribution to UNESCO's strategic programme objectives, as defined in the Organization's Medium-Term Strategy (C/4), and sectoral or intersectoral programme priorities and themes, as defined in the Organization's Approved Programme and Budget (39 C/5). The

findings of the evaluation will serve as the basis for the Sector Review Committee's recommendation to the Director-General as to whether the Agreement should be renewed. The Director-General will then provide the results of this evaluation, including the endorsement or rejection to renew the specific agreement to the Executive Board. The approval of the Executive Board will be required before the Director-General can proceed with the renewal of an agreement between UNESCO and the Government of Colombia.

The results of this evaluation will be shared with the Government of Colombia and the Centre, and presented to the Executive Board, as specified in the Integrated Comprehensive Strategy. They will also be made available on the website of the Culture Sector.

Scope

In order to meet the purpose of the evaluation described above, the following parameters shall be considered by the expert(s) responsible for conducting the evaluation and writing a report that is consistent with UNESCO's reporting mechanisms:

- a) Whether the activities effectively pursued by the Centre are in conformity with its functions and as specified in the aide-memoire and agreement signed between UNESCO and the Government of Colombia;
- b) The relevance of the Centre's programmes and activities to achieving UNESCO's strategic programme objectives and sectoral or intersectoral programme priorities and themes, as defined in the Organization's Medium-Term Strategy (C/4), and to attaining programme results at the Main Line of Action (MLA) level, as defined in the Organization's Approved Programme and Budget (C/5);
- c) The effectiveness of the Centre's programmes and activities to achieving its stated objectives, as defined in the Agreement;
- d) The quality and timelines of the Centre's results and their relevance to the Member States;
- e) The quality of coordination and interaction with UNESCO, both at Headquarters and in the field (including but not limited to the Regional Office for Culture in Latin America and the Caribbean in Havana, Cuba), with regard to planning and implementation of programmes, as well as with other thematically-related category 2 institutes or centres, with regard to planning and implementation of programmes;
- f) The quality of relations with CERLALC Member States, including its focal points, government agencies and UNESCO National Commissions, and with public or private partners and donors;
- g) The nature and quality of organizational arrangements, including management, governance and accountability mechanisms;
- h) The human and financial resource base and the quality of mechanisms and capacities, as well as context-specific opportunities and risks for ensuring sustainable institutional capacity and viability;
- i) The process of mobilizing extrabudgetary resources by the Centre and to what extent such extrabudgetary funding is aligned to the strategic programme objectives of UNESCO.

In addition to the findings on each topic, the expert(s) shall offer four types of recommendations:

- 1) a general recommendation on whether the renewal of the Centre's designation as a category 2 centre is warranted and conforms to the provisions of the UNESCO Integrated Comprehensive Strategy for Category 2 institutes and centres;
- 2) specific recommendations to the Centre for improving the effectiveness of its operations;
- 3) specific recommendations to UNESCO for improving the effectiveness of its coordination and interaction with the Centre;
- 4) specific recommendations for possible amendments to the Agreement, if it is to be renewed.

Methodology

The evaluation of the Centre shall include:

- A desk study of relevant documents, provided by the Centre and UNESCO Secretariat;
- A visit to the Centre, including interviews with the Centre's management and staff;
- Interviews (telephone, online and/or via e-mail) with the Centre's stakeholders, collaborators, and beneficiaries as well as UNESCO staff concerned;
- Preparation of the draft evaluation report.

Roles and responsibilities

The evaluation shall be conducted by a team comprising one or more independent experts/evaluators. Local travel¹, materials, secretarial support and office space will be provided by the Centre during the field visit. The evaluator(s) will be responsible for telecommunications and printing of documentation.

The UNESCO Culture Sector will facilitate and oversee the evaluation process, to the extent possible, by providing any relevant information, and will be responsible for reviewing and approving the final report.

Background documents

UNESCO shall make the following documents available to the evaluation team in electronic form:

- The Executive Board and General Conference documents concerning the establishment of the Centre;
- The existing Agreements between the Government of Colombia and UNESCO concerning the establishment and continued operation of the Centre;

¹ Local travel refers to the mission to the Centre and not expenses related to the other two field missions.
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- The Medium-term Strategy 2014-2021 (37 C/4), Approved programme and budget 2016-2017 (38 C/5) and 2018-2021 (39 C/5);
- Relevant correspondence concerning the cooperation between UNESCO and the Centre.

The Centre shall make the following documents available to the evaluation team in Spanish or English, in electronic or paper form:

- Annual Workplans;
- Annual progress reports;
- Financial reports;
- List of staff, their roles and qualifications;
- List of key publications;
- List of donors and project partners;
- Minutes, decisions and working documents of the Governing Board and Executive Committee meetings;
- Report of support provided to or received from Member States;
- Available audit and evaluation reports;
- Account of networking achievements linked with other thematically related category 2 institutes or centres and UNESCO's programmes.

Draft evaluation report

A draft report shall present findings, conclusions and recommendations, with a draft executive summary. The UNESCO Culture Sector, the Government of Colombia and the Centre itself shall have the opportunity to comment and give feedback to the evaluation team.

Final evaluation report

The final report (max. 20 pages, excluding annexes) should be structured as follows:

- Executive summary (maximum four pages);
- Introduction (background, purpose and scope);
- Methodology;
- Findings;
- Recommendations (as described above);

- Annexes (including interview list, data collection instruments, key documents consulted, Terms of Reference).

The report shall be drafted in English.

Evaluation team

The evaluation team shall consist of one or more independent experts/evaluators. A single proposal/expression of interest must be submitted on behalf of the team, whether it is one or several persons, and a single contract will be awarded.

Qualifications:

- At least 7 years of professional experience in research and/or capacity-building in the field of cultural industries, cultural policies, book sector and impact of digital technologies on the diversity of cultural expressions;
- Strong experience in policy and programme evaluation in the context of international development;
- Linguistic competencies in Spanish (oral and written) and ability to conduct interviews in Spanish ;
- Fluency in English (written and spoken);
- Knowledge of the role and mandate of UNESCO and its programmes in the culture sector, in particular the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Schedule

The evaluation shall be completed no later than **31 August 2018** and the final report presented no later than **31 October 2018**.

The schedule for the evaluation is as follows:

- A desk study of background documents (to be completed prior to the visit to the Centre);
- A mission to the Centre as well as to institutions of two countries other than Colombia which are member of CERLALC;
- Submission of the draft evaluation report no later than 31 August 2018;
- Submission of the final evaluation report by 31 October 2018.

The date of the mission to the Centre as well as to the other institutions shall be defined by UNESCO in coordination with the Centre and taking into account the Experts'/Evaluators' availability.

Submission of proposals/expression of interest

Interested candidates should submit their applications in English, consisting of:

1. Curriculum vitae of expert(s)/evaluator(s) and, if applicable, a company profile;
2. Letter expressing interest and clearly identifying how the candidate/candidate team meets the required skills and experience;
3. An approach and methodology for the assignment, a Workplan and comments on the Terms of Reference if any (in brief);
4. A financial proposal (quoted in US dollars), distinguishing the fees for services from the travel expenses, with a breakdown of the cost and number of working days required for each phase of the schedule.

Extended dead line: applications should be submitted no later than **20 April 2018**, midnight (Paris time) to the Section of the Diversity of Cultural Expressions (convention2005@unesco.org). Please note that applications submitted through other channels will not be considered. Selection will be based on the technical proposal and on the basis of best value for money.
