



# Promundo Progress Evaluation 2019-2020

## Terms of Reference

*Promundo-US seeks to engage a consultant May-September 2020, to evaluate impact against its current strategic plan to date, and highlight insights for the development of the next 2021-2024 strategic plan.*

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## About Promundo

Promundo is a global leader in advancing gender equality and preventing violence by engaging men and boys in partnership with women, girls, and individuals of all gender identities.

We believe that working with men and boys to transform harmful gender norms and unequal power dynamics is a critical part of the solution to achieving gender equality. For transformative, sustainable change, men and boys must see themselves as partners in the process. Men and boys also benefit when harmful norms are challenged.

Our research, programs, and advocacy efforts show that exploring positive models of “what it means to be a man” and promoting healthy, respectful masculinity leads to improvements in the lives of women and girls, as well as in men’s own lives, and the lives of individuals of all gender identities.

### Mission

Promundo works to advance gender equality and create a world free from violence by engaging men and boys in partnership with women, girls, and individuals of all gender identities.

### Vision

We envision a world where all people work to create a nonviolent, caring, and gender-equitable future for themselves and for their children.

## Our Work

Our initiatives, informed and driven by evidence, strive to create change at multiple levels: in addition to working with individual men and women, we use campaigns and local activism to build community support, and we advocate with institutions and governments to adopt policies and scale up programs that reinforce personal and social change.

Our work creates safe spaces for men and women in post-conflict and high-violence settings to heal from trauma, for youth to question harmful gender norms, and for men around the world to discuss the benefits of involved fatherhood and shared decision-making, and the costs of violence and exploitation.



## Our Impact

As of 2017, we have reached nearly 10 million individuals. This includes over 4,500 health professionals, over 22,000 education professionals, over 1,400 members of the police and military, and nearly 300 government officials.

Major organizations including the United Nations, World Bank, the World Health Organization, and national governments have supported our cause by working jointly on our initiatives or by adopting our programs and rolling them out in other communities around the world.

Promundo is funded by national and local governments, foundations, bilateral and multilateral aid organizations, major nongovernmental agencies, and individual donations.

## The Promundo Global Consortium

Promundo is a global consortium with member organizations in the United States, Brazil, Democratic Republic of the Congo, Portugal, and Chile. After opening our office in Brazil, we subsequently opened independent offices in the United States (2011), Democratic Republic of the Congo (2014), Portugal (2014). In 2019, the Chilean nongovernmental organization CulturaSalud joined the consortium after many years of partnering with Promundo and of being a co-author of many of our approaches.

Promundo does not have a single headquarters and local offices. Rather, each independent Promundo member organization was established by and is led by researchers and activists in its respective country. We are more than 50 individuals, from more than 12 nationalities, working together to achieve gender equality and operating as the Promundo Global Consortium. Promundo also has a Fellows program through which it engages with key individual leaders in the gender field who act as spokespersons, consultants, and researchers.

## Objectives of the Evaluation

Promundo-US is seeking to conduct an external evaluation of the implementation of its strategic plan for 2019-2020. The evaluation will assess the progress of Promundo-US over this period, focusing not only on the goals and objectives of the strategic plan itself but also on the lessons learnt through its implementation.

## Deliverables

Using a range of tactics from document review, to anonymous surveys, staff interviews, in-person meetings and more, the Consultant will deliver the following:

- **A: Promundo-US Strategic Plan Evaluation Report:** An evaluation of Promundo-US's progress against its current strategic plan, by assessing achievements and gaps concerning the planned outcomes and outputs through the period January 2019-April 2020, based on evaluation reports, surveys and staff interviews to be conducted by the consultant.
- **B: Strengths, Weaknesses, Opportunities, and Threats (SWOT) analysis:** An analysis of Promundo-US's strengths, weaknesses, opportunities, and threats, utilizing: the inputs from Deliverable A; additional interviews with board members, partners, funders.
- **C: A de-briefing/presentation** (in person if travel allows, online if not) to Promundo-US' senior management of the conclusions.

**The final product of the consultancy will be a comprehensive report** presenting the findings from points A and B above as well as conclusions and recommendations on a way forward for Promundo in the coming strategic period.

The evaluation will contribute to a larger process of strategic reflection and would inform the development of Promundo's strategic plan for 2021-2024.



## Timeline and Application Process

If you are interested in applying to be considered as a Consultant, please submit a short proposal to [contact@promundoglobal.org](mailto:contact@promundoglobal.org) by **April 20, 2020** with the title “Application for Evaluation”. The proposal should include the following documents in one single PDF file: (1) a letter of interest, (2) detailed curriculum vitae of the consultant(s), (3) a draft outline of the evaluation framework of maximum two pages including expected budget, and (4) examples of past/similar work.

Only short-listed candidates will be contacted.