

## Birth Cultures - A journey through European history and traditions around birth and maternity

### Terms of Reference: External Evaluation of the Project

Interarts launches a call for professionals with proven experience in the evaluation of cultural international projects, to carry out an external evaluation of the project Birth Cultures. Applicants will have to submit a written proposal according to the following terms of reference before 10 September 2021.

#### BACKGROUND AND CONTEXT

[BIRTH CULTURES](#) is a project co-funded by the European Union under the Creative Europe Culture Programme. It contributes to preserve and transmit, through arts and culture, birth and maternity traditional knowledge and practices as part of European intangible cultural heritage. The project aims at strengthening capacities of and collaboration between women's museums in Europe to raise awareness on women's health and sexual and reproductive rights; to enhance intercultural dialogue and artistic co-creation on values and practices related to culture, birth and maternity but also to improve access to European cultural and creative works and intangible cultural heritage.

The project is implemented by a consortium led by Interarts (Barcelona, Spain), in partnership with Frauenmuseum Hittisau (Austria), Frauenmuseum Merano (Italy), Gender Museum (Kharkov, Ukraine) and in association with IAWM (Italy), ECCOM (Italy) and Birth Café Campaign (Germany).

#### EVALUATION OBJECTIVE

The overall purpose of the evaluation is to provide a comprehensive narrative of the Birth Cultures project and to propose an impact assessment for the improvement of future development cooperation projects that include a cultural dimension. The evaluation will consider both the technical and administrative / financial elements of the project and analyse its effectiveness, efficiency, relevance but also its potential impact and sustainability.

To this end, it will:

- ✓ Evaluate the participative activities.
- ✓ Evaluate and analyse the results and the overall impact achieved by Birth Cultures
- ✓ Identify lessons learned and provide recommendations for follow-up actions as well as future projects and programs on gender equality.

#### APPROACH

Follow-up activities and meetings to carry out during the external evaluation assignment:

- Review the project documentation, including communication materials, documents produced throughout the project and other relevant documentation will be made available to the evaluator for use in the context of the evaluation exercise.
- Preparatory meetings with the Birth Cultures project coordinator and project partners, including the associated partners.
- Attendance to online meetings/events, and if possible in person: exhibitions<sup>1</sup>, Birth Cafes, seminars and the co-creation workshops.

#### EVALUATOR PROFILE

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<sup>1</sup> Calendar of exhibitions

- Frauenmuseum Hittisau. From July 2020 to October 2021
- Gender Museum (Kharkov). From September 2021 to January 2022
- La Bonne (Barcelona). From November 2021 to February 2022
- Frauenmuseum Merano. From December 2021 to April 2022

The candidate should have a demonstrated track record as regards gender issues and working experience in the cultural sector, including in international cultural cooperation (e.g. EU-funded projects).

### **TIMING AND DELIVERABLES**

The evaluation shall start in October 2021. A draft report should be available by 15 March 2022, after which comments will be made by Birth Cultures coordination team. The final evaluation report shall be finalised by 15 April 2022.

### **REMUNERATION**

The fee foreseen for the present assignment is 1,900 €, tax included, with travel and accommodation expenses included. The final report must be maximum 20 pages.

### **PROPOSAL SUBMISSION**

Deadline for the submission of expressions of interest: **10 September 2021 (17:00 CEST)**

Proposals must be submitted in English and sent to [info@birthcultures.eu](mailto:info@birthcultures.eu) including:

1. Concept note describing the methodology of the evaluation (2 pages max.)
2. CV of the evaluator(s)
3. At least one example of successful related assignments