

Project Brief

Evaluation of ASEM InfoBoard (www.ASEMinfoboard.org)

Role:	Independent Evaluator/s (Company)
Start date:	19 June 2017
Location:	Could be based in Europe or Asia (Optional: with up to 2 trips to Singapore)
Time frame:	Up to 60 days, June - August 2017
Reporting to:	Deputy Executive Director, Asia-Europe Foundation (ASEF)
Coordination:	Communications Manager, Public Affairs Department, ASEF supported by Project Fund Manager, Executive Office, ASEF

1. Background

The ASEM InfoBoard (www.ASEMinfoboard.org) is the official information platform of the Asia-Europe Meeting (ASEM). It is a website providing the latest news, events, and documents on ASEM Process and its activities, and is the key source of information about the Asia-Europe Meeting.

It was first launched in 2004 and currently serves the following functions:

- provide relevant background information on ASEM for the general public;
- serve as a coordination tool for ASEM officials by providing the most extensive listing of activities organised by individual partners under the ASEM umbrella;
- archive official public documents from ASEM activities;
- and serve as the public face of the dialogue process.

The current ASEM InfoBoard was last developed in 2014 and currently runs on Drupal Version.

2. Objectives

ASEF will review the working methods of the website to determine its impact and improve outcomes. An independent evaluation will be carried out to assess the website's content, design, and administration from 2014-2017.

The overall purpose of the exercise will be to:

- Assess the development, relevance, perception, visibility, usability, and impact of www.ASEMinfoboard.org as well as the effectiveness of ASEF as the implementing body.
- Identify good practices and lessons learned, while also providing recommendations to strengthen the project's future strategy.

In particular, ASEF would like to use the evaluation to assess the strengths and weaknesses of the initiative and understand how to enhance impact. The results will also serve as reference and guide for ASEF to redesign and redevelop the website.

3. Statement of the Problem

The overall evaluation questions to be answered by the report are the following:

1. To assess the development, relevance, perception, visibility, usability, and impact thus far:
 - 1.1. What is the overall perception of the website in terms of authority, geographical/thematic coverage, objectivity, currency and accuracy of content presented?
 - 1.2. What is the impact (indicators to be finalised with the evaluator) of the website on the following?:
 - 1.2.1. ASEM Process
 - 1.2.2. ASEM stakeholders (ASEM Senior Officials, ASEM Contact Points, ASEF Staff)
 - 1.2.3. General public
 - 1.3. How relevant is www.ASEMinfboard.org to promoting awareness and understanding of the ASEM Process?
2. To identify good practices and lessons learned and provide recommendations to strengthen the programme's future strategy, operation and long-term sustainability:
 - 2.1. What are main strengths and weaknesses of the website?
 - 2.2. Going forward, what are main gaps in the current website that could be addressed in the future redesign and redevelopment?

In assessing progress towards objectives, the evaluator will focus on the outcomes where ASEF *can reasonably be expected to have positive effects*. In crafting future recommendations, the evaluator will strive to ensure that the exercise is as beneficial as possible in practical terms.

2.2 Scope and Limitation

The evaluation will cover the project from 2014- 2017.

In addition to interviews or survey results, group discussions and interviews subject to the final design by the independent evaluator, the following will be utilised as secondary sources:

- The website (www.ASEMinfboard.org)
- Project documentation on previous redevelopment and maintenance
- Relevant ASEM documents
- ASEF website (www.ASEF.org)

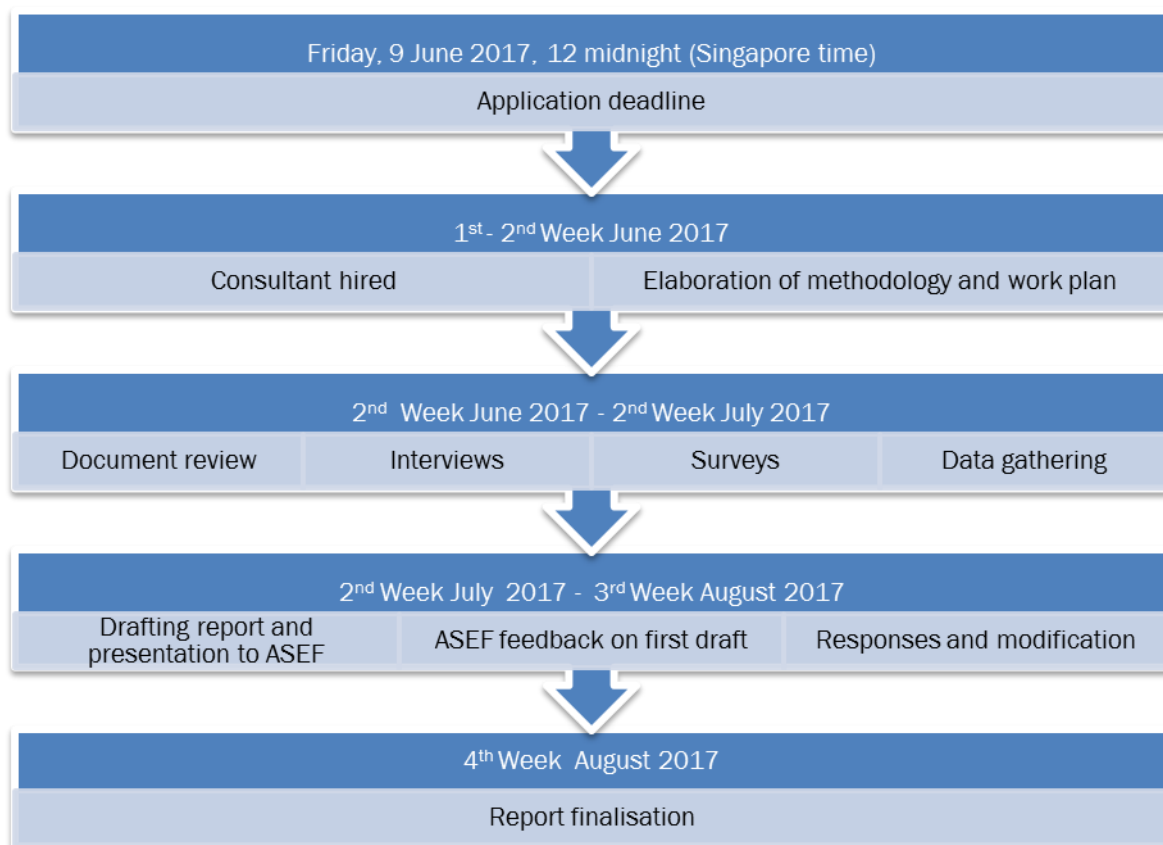
4. Methodology

A detailed methodology for the evaluation is to be proposed by the evaluator and finalised in consultation and agreement with ASEF. The potential methods to be used by the evaluator may include:

- Website content analysis
- Web analytics

- Group discussion and interviews with & questionnaires addressed to select ASEF staff
- Phone and direct interviews with stakeholders from Asia and Europe, which may include ASEM Senior Officials, ASEM Contact Points, and ASEF Staff
- Online survey addressed to the users of the portal, including ASEM stakeholders and the general public (how respondents are selected and how the survey will be conducted will be determined by the evaluator based on the evaluation design)
- Concluding group discussion with a small group of select stakeholders from Asia and Europe to obtain responses to the draft report

5. Timeline



It is expected that the evaluation will require up to 75 days' work over the months of June, July, and August 2017 (optional: with 1-2 trips to Singapore; costs are to be included in the proposed fee).

6. Procedures and Logistics

ASEF will provide documentation to the evaluator as well as facilitate contacts with stakeholders.

A detailed work plan will be submitted, also indicating travels to Singapore and review meetings with the evaluator if deemed necessary.

7. Expected Outputs and Payment Arrangements

Tranche/Payment Schedule	Deliverables
20%	Mobilisation Fund (upon signing of contract)
30%	First Draft Evaluation Report
20%	Second Draft Evaluation Report
30%	Final Evaluation Report
100%	

- First draft of evaluation report to be delivered latest by July 2017
- Responses by ASEF before the end of July 2017
- Final evaluation report to be presented by August 2017

8. Contracting Arrangements

ASEF is commissioning the evaluation and will contract the evaluator and coordinate with all relevant stakeholders.

9. Confidentiality

The evaluation report is confidential and sharing with a third party is not permitted. ASEF will retain full copyright to the evaluation, its findings, data and the report.