



Call for Proposals

Evaluation of ASEF culture360

(culture360.asef.org)

Overview The Asia-Europe Foundation (ASEF) runs culture360.asef.org, an arts and culture portal covering the 53 members of the Asia-Europe Meeting (ASEM)¹. The aim of the project is to enable public access to relevant and reliable information on the arts for artists, arts organisations and policy makers across Asia and Europe.

Call for Proposals ASEF is seeking an independent consultant or consulting company to undertake an evaluation of the culture360.asef.org portal with a view to:

- Evaluating the impact of project in strengthening cultural exchange and collaboration between Asia and Europe
- Assessing the results and strengths of culture360.asef.org portal, and,
- Providing recommendations for future directions of the project, including its long-term sustainability

The evaluation is planned to start at the beginning of April 2016 and be finalised by mid-June 2016. For details of the scope of the evaluation, please refer to the annex below.

Candidate Requirements

- Citizens of an ASEM member country (for individual evaluators) and/or companies located in an ASEM country (for consultancy companies)
- Experience in conducting research, designing and conducting evaluations of international cultural cooperation programmes, particularly online platforms
- Academic qualifications in Cultural Policy/Social Sciences or related fields
- Proven record of undertaking evaluations in the arts sector & delivering high-quality outputs
- Excellent writing skills and demonstrated experience in evaluation report writing required
- Familiarity with the arts sector, ASEM process, cultural co-operation in the ASEM context, and Asia-Europe relations in general
- Proven communication and interpersonal skills, including tact and cultural sensitivity;
- Fluency in written and spoken English
- Proactive, flexible and able to work without detailed supervision

¹ The **Asia-Europe Meeting (ASEM)** is an intergovernmental forum for dialogue and cooperation established in 1996 to deepen relations between Asia and Europe, which addresses political, economic and socio-cultural issues of common concern. The 53 ASEM Members are Australia, Austria, Bangladesh, Belgium, Brunei Darussalam, Bulgaria, Cambodia, China, Croatia, Cyprus, the Czech Republic, Denmark, Estonia, Finland, France, Germany, Greece, Hungary, India, Indonesia, Ireland, Italy, Japan, Kazakhstan, Korea, the Lao PDR, Latvia, Lithuania, Luxembourg, Malaysia, Malta, Mongolia, Myanmar, the Netherlands, New Zealand, Norway, Pakistan, the Philippines, Poland, Portugal, Romania, the Russian Federation, Singapore, Slovakia, Slovenia, Spain, Sweden, Switzerland, Thailand, the United Kingdom, Viet Nam, the European Union and the ASEAN Secretariat. For more information, please visit www.aseminfoboard.org

Expressions of Interest

Expressions of Interest (Eols) should consist of

1. Covering letter expressing interest in participating in the evaluation of ASEF culture360 (culture360.asef.org) and confirming that the information submitted in the Eol dossier is "true and correct".
2. CV for individual evaluators and profile for companies (the profile of key staff undertaking the work must be included). Relevant experience must be highlighted, as also the nationality of proposed evaluators and the country of incorporation for companies.
3. Evaluation proposal, with the details of the objectives, methodology, deliverables and timelines for the proposed evaluation (no more than 3 pages). It must be clearly stated what the objectives of the evaluation proposal are, how the objectives will be met, their relevance in the context of the objectives of the Call. The proposal must be short and precise.
4. Quotation with your proposed fee (please indicate in Singapore Dollars)
5. The Eol must be submitted as a single PDF document (no more than 1 MB) and the file name must indicate the name of individual evaluator or the company.
6. Contact details (email and phone with international dialling code) of the individual evaluator. For companies, the name, designation and contact details of the designated contact must be included.
7. All documents must be in English.

Deadline

The Eol should be emailed to anupama.sekhar@asef.org with "Eol for ASEF culture360 evaluation" in the subject line. Eols must be received by Monday, 29 February 2016, 12:00 midnight (Singapore time).

Annex: Evaluation of ASEF culture360 (culture360.asef.org)

Role:	Independent Evaluator/s (individual or company)
Start date:	1 April 2016
Location:	Could be based in Europe or Asia, with up to 2 trips to Singapore
Time frame:	Up to 75 days, April-June 2016
Reporting to:	Director, Culture Department, Asia-Europe Foundation (ASEF)
Coordination:	Project Manager, Culture Department, ASEF supported by Project Fund Manager, Executive Office, ASEF

1. Background

The Asia-Europe Foundation (ASEF) runs culture360.asef.org, an arts and culture portal covering the 53 members of the Asia-Europe Meeting (ASEM). The aim of the portal is to enable public access to relevant and reliable information on the arts for artists, arts organisations and policy makers across Asia and Europe.

The portal provides publicly accessible information through weekly updates on news, events and funding opportunities aggregated from across the worldwide web. It also features a magazine with commissioned article on topics of common interest for Asia and Europe. The portal also hosts the website of the Asia-Europe Museum Network (ASEMUS) at asemus.culture360.asef.org.

2. Evaluation Objectives

ASEF would like to review the working methods of the portal to learn what its impact has been and how outcomes made more effective. An independent evaluation will be carried out in the first half of 2016 to assess the portal's work from 2010-2015.

The overall purpose of the exercise will be to:

- Assess the development, relevance, perception, visibility and impact of culture360.asef.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 of the initiative and understand how to deepen its impact. The results will also help ASEF to consider how to best allocate the resources for the project going forward.

2.1 Evaluation Questions

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

2.1.1 To assess the development, relevance, perception, visibility and impact thus far:

- a) How relevant is culture360.asef.org to facilitating Asia-Europe cultural co-operation, particularly in the ASEM context?
- b) What is the overall perception of the portal in terms of authority, geographical/thematic coverage, objectivity, currency and accuracy of content presented?
- c) What is the impact of the portal on various groups of relevant stakeholders (professional artists, cultural professionals, independent arts organisations, national arts institutions, art councils, Ministries of Culture etc.)?

2.1.2 To identify good practices and lessons learned and provide recommendations to strengthen the programme's future strategy, operation and long-term sustainability:

- a) What are main strengths and weaknesses of the portal?
- b) Going forward, what are main gaps in Asia-Europe exchange and co-operation that could be addressed by the portal?

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

2.2 Scope

The evaluation will cover the project series from 2010- 2015.

3. Existing Sources of Information

- The portal, culture360.asef.org
- The website of the Asia-Europe-Museum Network, asemus.culture360.asef.org
- Project documentation (project proposals, project reports)
- ASEF website (asef.org)
- Relevant ASEM documents

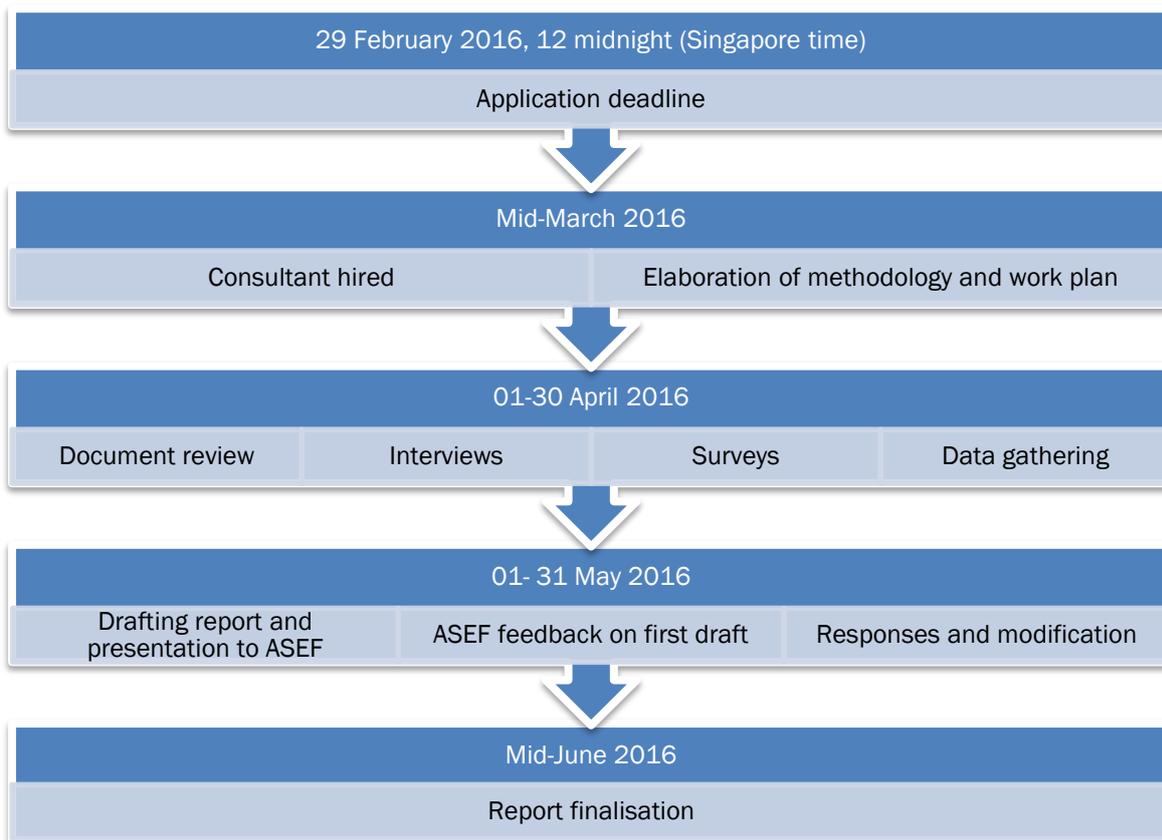
4. Methodology

The ideal methodology will be one that is logically structured while also providing some flexibility for the context of the project's structure and evolution.

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
- Online survey addressed to the users of the portal
- Concluding group discussion with a small group of select stakeholders from Asia and Europe to obtain responses to the draft report

5. Timeline



6. Procedures and Logistics

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

A detailed work plan including the travels to Singapore and review meetings will be set up with the evaluator.

7. Outputs

- First draft of evaluation report to be delivered latest by mid-May 2016
- Responses by ASEF before the end of May 2016
- Final evaluation report to be presented by mid-June 2016

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.

10. Time required

It is expected that the evaluation will require up to 75 days work over the months of April, May and June 2016, including 1-2 trips to Singapore (whose costs are included in the fee).