



## A FAIR START FOR EVERY CHILD IN EUROPE

### Call for external consultant to evaluate the First Years, First Priority Campaign

Deadline for receipt of applications:  
Friday, 6 October 2023

#### 1. Background and context

In December 2023 the first three years of the First Years, First Priority Campaign (FYFP) will come to a close. This is a pan-European Campaign set up to advocate for prioritization of early childhood development in public policies, with a particular focus on families and children who are at greater risk of discrimination and exclusion.

Eurochild and the International Step by Step Association (ISSA) are the co-leaders of the FYFP campaign launched in December 2020. The European Public Health Alliance (EPHA) and the Roma Education Fund (REF) are associate partners.

- Through the Campaign we aim at leveraging EU funding and policies to catalyze national reforms and public investment, ensuring that all families with young children, and in particular the most vulnerable, get the right kind of support at the right time.
- The campaign focuses on prioritizing children from birth to 6 years, with a special attention to the first 1,000 days - the period from conception to the end of a child's second year.
- Building on the Nurturing Care Framework developed by UNICEF and WHO, we aim to influence policies and services in the fields of social welfare, pre- and post-natal health care, early education and care, parenting and family support and child protection.
- The Campaign model is top/down – bottom/up: we combine EU and national advocacy thanks to the active engagement of National Coordinators in 10 countries from across the European region.
- National Coordinators are supported through the campaign and advocate at a national level, harnessing the opportunities provided by EU political and funding processes.
- The campaign targets EU decision-makers responsible for driving EU policy and funding priorities; national policy makers; and national civil society.

#### 2. Objective and scope

The general objective of this assignment is to evaluate the advocacy approach of the FYFP Campaign to provide recommendation for improving the efficiency and the effectiveness of future Campaigns. More specifically, the external consultant will evaluate:

- The top down – bottom up advocacy approach of the Campaign and how this has been implemented
- The Campaign's impact, primarily with regards to EU advocacy and influencing towards decision makers
- The coalition building aspect at national level to advocate for more political visibility and resource allocation to early childhood

#### 3. Intended audiences for the evaluation

This is an internal evaluation for the FYFP partners, although it is hoped that some of the findings can be used to promote its legacy externally.

#### 4. Methodology

The methodology of the evaluation will be based on:

1. Desk research, using FYFP internal reports, publications and material
2. Interviews (skype or in person) with national coordinators and international partners of the campaign, and external partners

# first years first priority

All internal (e.g. annual reports, questionnaires) and external material (publications, reports, flyers) will be provided to the external consultant at the start the contract.

## 5. Outputs / Deliverables

The selected consultant will submit an Inception Report detailing the agreed approach, methodology and tools, before the actual data collection begins. A full, draft final report will be submitted in January 2023 before the final reporting deadline, which will be reviewed and commented on by the Campaign's partners. The consultant will make any appropriate revisions in order to produce an agreed Final Report.

## 6. Meetings, reporting and deadlines

The evaluation expected to take approximately 20 days, between mid-October and end February 2024. The evaluator is expected to meet the following deadlines:

- Presentation of the inception report to the FYFP coordination team (end November 2023)
- Draft Report submitted to FYFP coordination team for comments (end January 2023)
- Presentation of report to the FYFP coordination (end February 2024)

The specific timing of these deadlines should be agreed with the external evaluator at the start of the contract.

The evaluation will be coordinated by Eurochild with the support of ISSA (and in consultation with EPHA and REF).

## 8. Profile of the external consultant

The external consultant should meet the following criteria:

- Evidenced background in relation to evaluating advocacy Campaigns/partnerships
- Proven track record in political influencing, ideally at EU level
- Knowledge of the functioning of the EU institutions and leveraging EU opportunities at national levels both within EU Member States and neighborhood countries
- Strong interpersonal and communication skills
- Fluent written and oral English
- Knowledge and experience on early childhood development is an added value

## 9. Conditions:

- Location: Home-based with 3 meetings, one in October, one in December and one in January 2024 with Eurochild and its partners (dates to be defined).
- Duration: 20 days from mid-October to end February 2024. Remuneration: Competitive (commensurate with a management/senior advisor position).

## 10. How to apply:

Please email your application materials to [agata.daddato@eurochild.org](mailto:agata.daddato@eurochild.org) by 6 October.

In your email, please include an up-to-date CV and brief cover letter with the following components:

- Clearly describing how you meet the external consultant profile and expectations of the position;
- Financial proposal and breakdown of time required as well as an initial draft of the context of the evaluation;
- Contactable 2 references;
- Availability to start work.