

**REEL PEACE: Using Film to Support Stability
in Liberia Project**

Final Evaluation Report

2019



Reel Peace project addressed the needs of women film makers and the importance of their contribution to national priorities, particularly peacebuilding and policy advocacy. Consequently, the project was in coherence with Liberia's development objective 3, specifically peace and advocacy for promotion of women rights issues.

Accountability Lab - Liberia
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n/a



Acronyms

| | |
|----------|---|
| ALAB | Accountability Lab |
| BTOR | Back to Office Report |
| CSOs | Civil Society Organizations |
| ECOWAS | Economic Community of West African States |
| IWC | International Women Competition |
| M&E | Monitoring and Evaluation |
| MEFAT | Media Foundation for Accountability and Transparency |
| MOV | Means of Verification |
| OECD-DAC | Organization for Economic Cooperation Development's Development Assistance Committee |
| NWFM | Network of Women Film Makers |
| PBF | Peace Building Fund |
| UN | United Nations |
| UNDP | United Nations Development Programme |
| UNMIL | United Nations Mission in Liberia |
| UNPBF | United Nations Peace Building Fund |
| WFM | Women Film Makers |

Acknowledgement

The Media Foundation for Accountability and Transparency (MEFAT) extends special gratitude to Accountability Lab Liberia for the level of support provided to our research team during the terminal evaluation of the Reel Peace Project. The project activities report, the mid-term report and final report, the Back to Office Reports (BTOR) including the project document, provided a great insight into activities implemented within the 15 months of the project lifespan. We are also grateful to the Women Film Makers (WFMs) for supporting the work of our data gathering team in the five counties (Bomi, Nimba, Grand Bassa, Bong, and Montserrado). We remain forever grateful.

EXECUTIVE SUMMARY

Objective and Scope

Reel Peace: Using Film to Support Stability in Liberia Project (Reel Peace Project for short), which started February 28, 2018, and ended on June 30, 2019, conducted a terminal evaluation. The evaluation commissioning agency, Accountability Lab, hired a local consultant who assessed project outcome/results achieved in the course of its implementation, with reference to the relevance, effectiveness, efficiency, and impact of the actions carried out in relations to project objectives, as well as the sustainability of those results. This evaluation specifically assessed the operational performance of the project in terms of the extent of achievement of initially planned activities.

The evaluation scoped three key deliverables: a) an inception report which articulates a roadmap for the evaluation mission; b) a provisional mission report highlighting the strengths and weakness of the implementation; and c) final evaluation report, prepared as a word document and containing graphs, charts, and photos. The final evaluation report contains an executive summary, methodology, analyses of findings, conclusions, and recommendations, annex of items relevant to the mission, etc.

Due to difficulty in collecting data from other parts of the country especially during the rainy season, consideration was given to the selection of five easily accessible counties in which activities of Reel Peace project were conducted. This ensured that every aspect of the project was covered within the selected counties, and a means of overcoming the challenge of timely, relevant and comparable high-quality data¹ – a condition created by post-conflict fragility in Liberia. The general absence of state statistics on the extent to which women marginalization underpins conflict and fragility of the country hardly formed part of the project concept and design. The lives of many women remain particularly insecure due to societal inequalities and sexual and gender-based violence which weakens social cohesion in communities. As a result, broad and equal participation of women and men across political and socioeconomic spheres remains critical to consolidating peace. Furthermore, the Peacebuilding Plan, led by the Government of Liberia and endorsed by the UN Security Council, places a special emphasis on national reconciliation, particularly in rural and more remote areas of the country where many of the root causes of the war remain unaddressed. The plan also points to the youthful Liberian population- which needs to be engaged in constructive, positive efforts for social change. It calls for visible programs targeted at the most vulnerable- which tend to be young women in rural parts of the country. As Reel Peace project focused very clearly on the intersection of youth, women and sustainable development in support of consolidating peace - both in terms of the participants in the program itself (the filmmakers) and in terms of the audiences for the films rural women and key decision makers at the community and county levels, it built a network, creating a national conversation and supporting skills development across Liberia in ways that will help reconciliation, create inclusive conversations and support development in new ways.

Approach

Combining qualitative and quantitative methods of data collection to access information and adequately respond to the evaluation objectives, the evaluator used the OECD-DAC evaluation criteria¹ and available project materials (proposal, log-frame and reports, etc.), developed and conducted semi-structured interviews and focus group discussions in the five counties mentioned above to include a total of 100 respondents (27 males and 73 females) comprising (youth groups, women's groups, community leaders, direct project beneficiaries). Roughly 70% of these respondents were drawn from beneficiaries of some

¹ OECD-DAC Guidelines and reference for Evaluating Peacebuilding Activities in Settings of Conflict and Fragility. <https://www.oecd.org/dac/evaluation/daccriteriaforevaluatingdevelopmentassistance.htm>

of the filming exercises staged. While the training was conducted within the 15 counties, respondents in this evaluation were drawn from five of the most accessible counties..

Context

The overall aim of this project was to build a network of women peacebuilders with creative capacities in the film industry as it relates to peace-building. In 2005, at the request of the General Assembly and the Security Council [through Resolutions A/60/180 and S/RES/1645 (2005)] the Secretary-General of the United Nations established a multi-year standing Peacebuilding Fund (PBF) with the objective of ensuring release of resources needed to launch peacebuilding activities and the availability of appropriate financing for recovery. PBF continues to be the UN's financial instrument of first resort to sustain peace in countries or situations at risk or affected by violent conflict. The PBF may invest with UN entities and other international organizations, governments and non-governmental organizations, either through direct funding or through national or regional multi-donor trust funds. The PBF works across thematic pillars and supports integrated UN responses to fill critical gaps; respond quickly and with the flexibility to political opportunities; and catalyze processes and resources in a risk-tolerant fashion. PBF is managed by the UN Peacebuilding Support Office (PBSO) in the UN Secretariat. The PBF as a flexible mechanism provided catalytic support to facilitate transitions such as the one taking place in Liberia.

Moreover, the Government of Liberia and the UN system agreed on the Peacebuilding Plan which builds on Security Council resolution 2223 and lays out clear priorities for the peace-building process during the then upcoming elections, the UNMIL drawdown and beyond. Additionally: "the UN sustaining peace resolutions connect peace and security, sustainable development and human rights. They also strongly support the idea of an integrated UN approach to peace-building in countries like Liberia- with an increased role of women and youth as central to this process." Against the backdrop, the Reel Peace project aimed to achieve three outcomes:

Outcome 1 - A network of trained Liberian female film-makers to tell critical stories about the importance of peace-building and women's participation in peace-building in Liberia.

Outcome 2 -Liberian women have greater impact and influence on policy-making processes as it relates to gender, peace and stability in Liberia.

Outcome 3 - Increased awareness and support among Liberians and, the global population, of the critical role of women in peacebuilding in Liberia.

Project Design

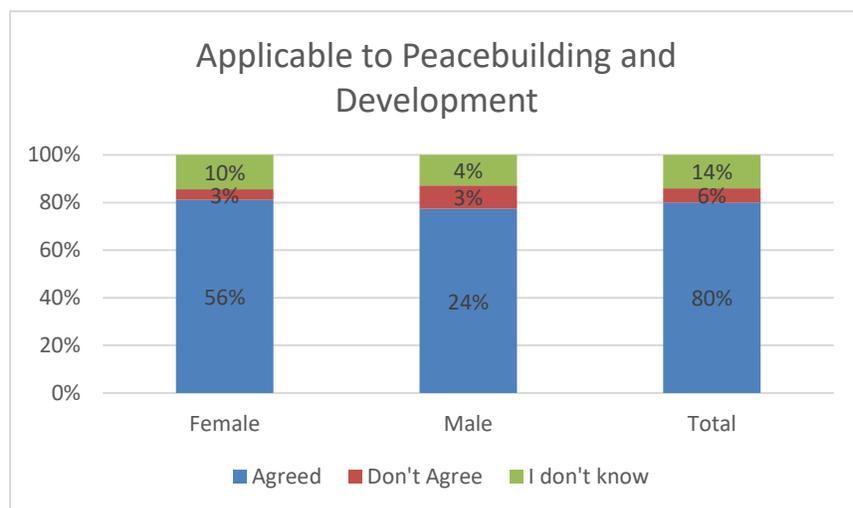
Having reviewed all Reel Peace Project documents and based on results of the project and responses from that came through the focus group discussions, interviews and meetings validate the alignment of the project outcomes, outputs, indicators and activities. The consultant notes the following: (i) that the project design and approach was good in terms of identifying the problem of limited women participation in peacebuilding efforts; (ii) that the project was conducive to the achievement of the expected results; (iii) the project was relevant from its inception and remained relevant throughout implementation; and (iv) all implementation and monitoring processes were done in timely manner thereby ensuring achievement of expected outputs and outcomes. Evaluation questions on the design of the project are addressed in the body of this report.

It is important to note that there was no baseline study conducted on this project neither was there a gender specific assessment, but the literature review of the project proposal development set the framework for the targeted and selected beneficiaries.

The relevance of the Project

The Reel Peace project addressed the needs of women filmmakers and the importance of their contributions to national priorities, particularly peacebuilding and policy advocacy. Consequently, the project was in conjunction with Liberia’s development objectives, specifically bordered on peacebuilding and advocacy for the promotion of women's rights issues. It was in alignment with the Liberia Peacebuilding Plan agreed between the Government of Liberia and the United Nations. This plan provided a well-developed framework for sustaining peace formulated in accordance with Security Council Resolution 2333 (2016), and “directs the role of the United Nations system and other relevant partners in supporting Liberia’s transition”, during the drawdown of UNMIL and beyond, as provided by the resolution. The Reel Peace Project was also aligned with the 2030 agenda for sustainable development which includes peacebuilding as well as the Gender Responsive Foundation for Liberia’s Decentralization, which proffered the concept of gender mainstreaming and equality in local governance: “taking women from sidelines to the forefront”. The project also underpinned critical aspects of women and peacebuilding in Pillar One on peace, security and the rule of law

Eighty percent of respondents during data collection said the substantive area of peacebuilding and reconciliation process regarding the participation of women in development and advocacy was addressed by the project. This significant percentage of respondents maintained that the film making skills were appropriate markers for improving women's talents and voices, which was limited in the country. They asserted that by this, the project strengthened women's groups and enhanced the advocacy ability of women in the peacebuilding process. According to 80% of the respondents, the project particularly reflected and is aligned with the United Nation 2030 agenda for sustainable development and also the Liberia’s peacebuilding and development plan and the Agenda for Transformation (AFT) relative to women’s empowerment under Cross-cutting Issues and the Growth and Development Pillars. The latter percentage (80%) of respondents, mainly women, asserted that developing skills in career film production was a critical means of contributing to national peace and stability.

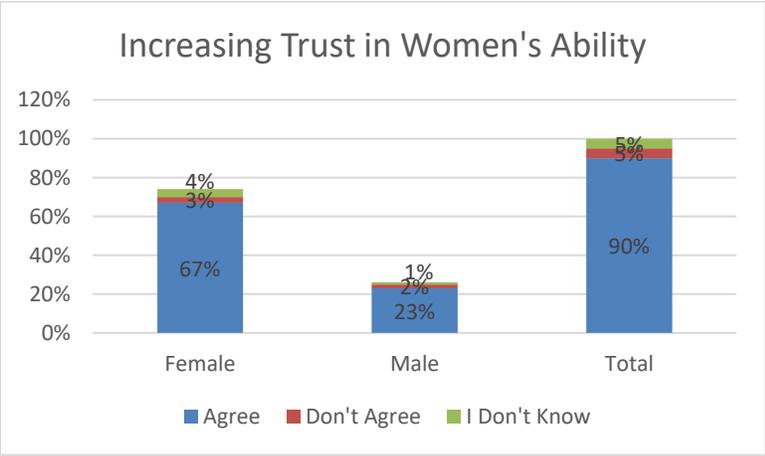


The participants mainly from implementing partner CSOs Leemah Girls, the Citizens Bureau for Development and Productivity and residents of beneficiary communities intimated that the project was a strategic way of not only making women voices heard but also growing their experiences and strengthened their self-confidence. Strategies such as (i) establishment of filmmakers’ network, (ii) training of filmmakers from all 15 counties, (iii) mentoring and coaching of filmmakers on critical issues of

peace and inclusion, (iv) creating dialogues about peacebuilding issues with power holders and developing policy agenda documents were enlisted by participants as relevant elements to the needs of women and national stability of Liberia.

The Effectiveness of the Project

Under outcome #1: **A network of trained Liberian female peace film-makers tell critical stories about the importance of peace-building and women’s participation in peace-building in Liberia.** The project conducted an advocacy campaign through audio and video messages (see themes in Annex 1) on the role of women in the country’s peacebuilding process. The Reel Peace films produced and the establishment of women filmmaker (WFM) network as verified by 90% of respondents as can be seen in the graph below, argued that the network of filmmakers has articulated issues of concern to them and their communities. The project identified potential conflict factors and sources of tensions and risks to sustaining peace in the country. Additionally, the network has established connections with government and non-government structures such as the Ministry of Gender units at County Service Centers and county civil society chapters for easy resolution of women related issues such as abandonment, child support, right to property in a customary marriage, etc. These links were reported by key informants as a platform where women told their stories for advice and resolution. 90% of respondents opined that the application of skills acquired by training beneficiaries through the production of peacebuilding films, distribution and filming activities that targeted high conflict communities coupled with engaging discussions was extremely useful and will also contribute to peaceful co-existence in the country. According to this group of respondents, the government and citizens’ perception of trust in women’s ability to contribute to peacebuilding is enhanced due to the brilliant work on the films produced and is being ruminated in the various counties, thereby engendering women empowerment in peacebuilding at the community and local government levels.



At outcome #2: **Liberian women have greater impact and influence on policy-making processes as it relates to gender, peace, and stability in Liberia.** The project held one film festival, during which women, through their filmmaker networks, filmed their stories and was engaged in active conversation after the filming about the key messages that the films portrayed before policy stakeholders including members of legislative committees, representatives of line ministries, agencies and commissions, traditional chiefs and students, about peacebuilding and other gender-sensitive issues.. Amongst other activities, social media posts by women peace-builders and on the films produced and the discussions held including major stakeholders was a major step for women’s contribution to peace building initiatives Mentoring and coaching support was given to WFMs, which led the production of 15 stories produced in conjunction with UK filmmaker Chris Peters. Filming of completed films formed part of activities for the two days film

festival convened at Monrovia City Hall and iCampus, with 530 persons attending. Other than panel discussions, there were mural painting, podcast for radio audiences and social media and advocacy music during the festival.

In outcome #3: **Increased awareness and support among Liberians and, the global population, of the critical role of women in peacebuilding in Liberia.** Multiple copies of CDs were distributed and screened across the country as indicated by the distribution list and confirmed by 98% of respondents. This was also evidenced by the number of video clubs showing the films. It also increased the interest of more women using films to tell their stories. Another 80% asserted that relevant national stakeholders (including local community people, county leaders, members of parliament as well as organizations with the relevant catchment population) participated in activities of the project thereby producing sufficient policy advocacy enlightenment to women, men, boys, and girls.

The project activities raised consciousness on the under-representation of women in the media and key decision-making sectors, creating a rare opportunity for women to voice their views on local and national issues. Training received by women filmmakers was a unique approach that added new voices to peacebuilding conversations in Liberia, especially in the context of reaching rural women who are often excluded from important national policy discourse. Reel Peace Project organized small intimate gatherings, holding dialogues on peacebuilding advocacy issues. Arranged in the forms of focus group discussion, the size of the group helped in getting the most out of participants. These gatherings enable the women filmmakers to develop confidence and creativity required to highlight complex themes such as tribal divisions, education, maternal health, disability, trial by ordeal and harmful cultural practices.

The amount and profile of people that attended film festival did not only echo the interest of policy stakeholders and the general population in hearing the stories but also presented an avenue for women to draw public attention to challenges they face and peacebuilding in general. Additionally, the films are being featured on websites of some collaborating international institutions. In partnership with Bushwick Film Festival of New York (an annual film festival held in Brooklyn), will feature films from Reel Peace Project this October to spark conversation around the films. This and other partnerships have created international social media engagement around the films.

For the most part, the six (6) major activities planned in the project document were initiated and completed. Before the project closure date of June 30, 2019, the final project report was produced and uploaded on PBF, indicating an overall activity completion rate of 98%.

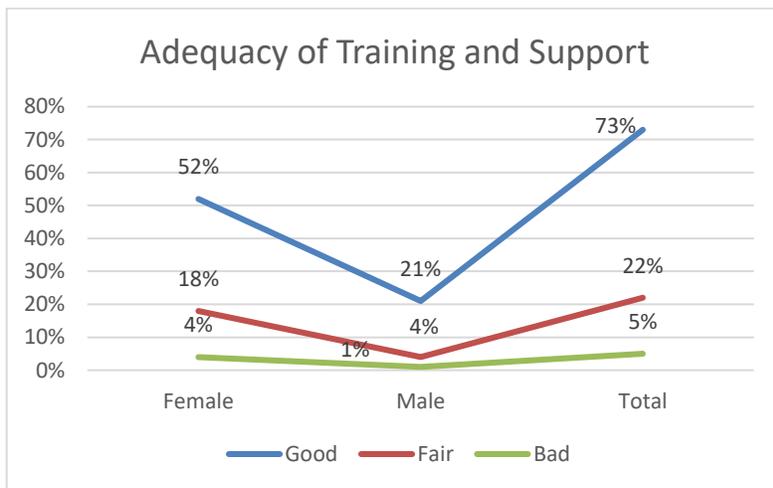
The efficiency of the Project

The evaluation was done by comparing the results of different activities carried out under the project with available resources. An assessment of the cost in terms of balancing the results achieved with the use of human and financial resources; in so doing, the following evaluation questions were addressed: 1) To what extent has the project's selected method of delivery within counties aligned with objectives and the development context? 2) Did the female storytellers receive effective training and support? 3) To what extent are relevant national stakeholders and actors included in the programming, implementation, and policy advocacy processes? 4) Were project human and financial resources utilized responsibly? 5) Were project activities carried out on time and at the appropriate location?

In the table below, 94% of respondents believed that the project's selected method of delivery within the counties was in alignment with the development context. They maintained that the project contributed largely to intangibles in the sense of developing women's capacity, which increased the chances of expressing women's plight and other gender-sensitive issues by the women themselves.

| Selected Method of Delivery | | | |
|-----------------------------|--------|------|-------|
| | Female | Male | Total |
| Good | 68% | 26% | 94% |
| Fair | 1% | 1% | 2% |
| Bad | 3% | 1% | 4% |

In the graph below, a significant 73% reasoned that adequacy of training and financial/material support provided to female storytellers commensurate with the level of knowledge provided toward sustainable peace within the respective communities that storytellers function. Below is a graph showing a response rate.



National stakeholders including traditional, woman and youth leaders as well as students and policymakers participated in activities of the project. Respondents hailed the inclusivity of relevant stakeholders in the activities of the project. Considered across public and private sectors, public-private inclusion paid off at every stage of project implementation.

The project was implemented within the 15 months as stipulated in the agreement with an additional one-month no-cost extension. The consultant established that disbursements of funds were done in time and that all project staff were adequately supported to implement the activities on a timely basis. Financial and other logistical resources were always available and widely used to get the value for money. A table of financial resource input by PBF office in the Reel Peace Project is attached as annex #2.

The project management team efficiently implemented the activities in various parts of the country. Though there were instances of implementation delays due to bad road network especially during the rainy season. Another area of delay was the difficulty in recruiting a qualified local consultant to handle the political aspect of the project. Most of the applications reviewed, did not meet the criteria set forth in the criteria, specifically in terms of research experience overall, and specifically in terms of social and political development. Therefore, we had to advertise the application for consultant this time included it in some of the CSOs networks before someone was found with the kind of experience required. In spite of these challenges, the project still maintained its overall delivery rate of 98%.

Project monitoring and evaluation is rated moderate for the fact that the project did not roll out with available baseline data. Another factor for weak M&E is the absence of a qualitative and quantitative survey report indicated in the M&E plan. For the fact that the project concept is new, there was no baseline data available. However, reports of implementation activities showed realistic and timely implementation. Some of the reports are uploaded on the Multi-Partner Trust Fund Office Gateway .

Project Impact

The project used both qualitative and quantitative methods for the data collection processes. The indicative impact per the activities carried out showed the pre and post-action surveys were not conducted, thereby reflecting zero baseline value for nearly all indicators. However, regular video blogs and community discussion minutes showed that the project responded to the needs of the beneficiary communities. It helped influenced behavioral and attitudinal changes toward gender issues within the targeted communities. According to the survey respondents, films produced by beneficiaries of the project largely contribute to peacebuilding efforts, especially with gender-sensitive issues based on contextual happenings.

The three outcome areas:

Outcome 1: A network of trained Liberian female peace film-makers able to tell critical stories about the importance of peace building in Liberia: With all three outputs under this outcome achieved, Reel Peace project contributed to female collaboration through the network;

Outcome 2: 45 Liberian women empowered with tools to positively impact and influence the policy making process as it relates to gender, peace, and stability: This outcome strengthened WFMs' knowledge in policy environment harnessed by training in policy advocacy techniques, production of films featured in local video clubs and generating conversations amongst locals and power holders, narration of indigenous cyclical folklores around policy agenda capable of influencing decision making;

Outcome3: Increased awareness and support among the Liberian and global populations of the critical role of women in peacebuilding in Liberia: Public broadcast of project outputs through distribution of CDs among video clubs throughout the country generated national and international discourse about local female talents and their contributions to peace and stability; a national film festival brought together cross section of society including policy power holders in the country.

These deliverables of the project promote long-lasting changes in the knowledge attitude and practice of the general population on significance of role of women in development, respect for the views of women, forming part of women's advocacy campaign on women's rights to property, female enrollment into traditional society "bush school" without consent, trial by ordeal, neglect and child abandonment, etc.

Sustainability and National Ownership

WFM network continues to exist beyond the project span. Beneficiaries (87%) have become career film producers, which is an indicative continuation of the project objectives. The network which is a brainchild of Accountability Lab and established with significant inputs by local authorities becomes a platform for continuously recruiting talents. Accountability Lab and these local authorities are poised to ensuring the survival of the network.

The primary focus of the Reel Peace Project was working with women in general including, rural women to develop new and innovative skills that would spur and strengthen women's active participation in promoting national stability. The role of peacebuilding and stability is cardinal especially at a time when the Liberian government has assumed responsibility for national security following the drawdown and departure of UNMIL. Throughout the implementation of the project, the WFMs conducted awareness

through the electronic media using dramas, community town criers and focus group discussions to talk about the various peacebuilding issues such as trial by ordeal, the impact of circumcision on girls' education, abandonment and neglect, women's property rights especially in traditional marriage among other sensitive issues the breakdown human and institutional relationships in the country. The potential for national ownership is very high because the citizens in the communities have come to know about the project and they can easily relate to the key players involved in the project.

Accountability Lab (ALAB) itself contributed 23% of funding to the project. ALAB intends to ensure that this investment realizes long term results. Hence the agency seeks opportunities for further donor intervention through the arrangement of extending film screening activities in more communities and actively supporting the network of filmmakers to continue their work.

Key Recommendations

Having the results of the Reel Peace project and its contribution to peace and stability in Liberia, the evaluator recommends the following:

1. Since the project is convincingly a creative and innovative approach to peacebuilding and strengthened women participation in advocacy and peacebuilding, its success in identifying the creativity of Liberian women and connecting them into the network should be sustained by government and its international development partners;
2. The network of women filmmakers is an important offshoot of the Reel Peace project. WFMs have built a hedge around their professional capacity thereby putting them in a better position to support one another professionally. Accountability Lab could endeavor to continue support to the network through whatever means possible as a means of sustaining the viability of the network;
3. Effort should be made to organize special screening sessions such as the one scheduled and completed with the EU and other international partners for participation of policymakers at both national and local levels. Policy documents developed through the project should be shared with national policymakers and power holders as a means of showcasing the work of WFMs;
4. The website and social media blog, which are a repository for Liberian films should be maintained for continuous use by the general public. In addition, there should be broader awareness of issues affecting women as it relates to the outcome of this project. Moreover, the website should be advertised in the international media to enhance not only its exposure but the talents in Liberia.

Conclusion

The "Reel Peace: Using Film to Support Stability in Liberia" implemented between February 28, 2018 and June 30, 2019, with PBSO funding of US\$433,130 and \$10,000.00 contribution from Accountability Lab, was an initiative to **strengthen the national network of women in Liberia, using film to support peace and stability.**

Innovative in its female capacity building and aligned with national peacebuilding priorities, the project was precise in meeting the needs of the target population. Reel Peace project performed at a delivery rate of 98% as at June 30, 2019.

Key obstacles to the implementation of this project included; a lack of baseline data to adequately measure the indicators progress and the project contributions. But in the absence of that, the project was able to measure output target achieved against planned activities, survey respondents' feedback on key activities implemented against the indicator's targets measured the success of the project. Another challenge was the bad road network, especially during the rainy season. This caused a temporary delay to some of the activities planned, but providing rain gears and using motorbikes services helped the staff

reach the necessary locations. Lastly, there was difficulty in recruiting a qualified and experienced local consultant due to the criteria published in the Terms of Reference (TOR). The agency was able to extend the period of application and included publishing the (TOR) in other civil society networks.

However, the project has engendered potentially lasting positive changes in terms of promoting women advocacy issues and harnessing valued contribution to peacebuilding through film making. It has increased public awareness by igniting discourse around reel relationships thereby restoring trust in the importance of women's role in peacebuilding. Through its film festival, social media blog and website serving as a repository for Liberian film talents, the project has scaled up a national and international appreciation of the Liberian film industry, particularly its critical role in women's rights advocacy and peacebuilding.

Based on these findings and following review of the evaluation criteria used for the conduct of this exercise, the evaluator rates the project satisfactory.

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EVALUATION OBJECTIVES AND SCOPE – EXPECTED OUTCOMES AND INTERVENTION APPROACH

General Evaluation Objectives and Scope

The overall objective of this final evaluation is to measure the level of achievement of the program's results in relation to the strategies developed, resources used, and activities carried out in its implementation. The evaluation will capture the extent to which the program accomplished its overall goal, built the capacities of women around the country to empower them through increased skills, self-confidence, to meaningfully participate and contribute to the country's national reconciliation and peacebuilding efforts. It will identify the elements of the program that best contributed to that goal and any elements that made the goal more difficult to realize.

Accountability Lab hired an independent consultant who assessed project outcome/results achieved in the course of its implementation, with reference to the relevance, effectiveness, efficiency, and impact of the actions carried out in relation to project objectives, as well as the sustainability of those results. The intended audience of this evaluation report is the United Nations Peacebuilding Fund, Accountability Lab and other national and international organizations that work within the peacebuilding space.

Accordingly, this evaluation articulates its findings around the following specific objectives per this final report:

- Appreciate the conformity of project interventions in relations to the expectation of the targeted participants;
- Compare results obtained with previously defined project objectives and plans;
- Present changes within the target communities attributable to project interventions;
- Note the use of disbursed funds in relation to the needs initially identified;
- Identify constraints related to the implementation of the project;
- Make recommendations aimed at consolidating the achievements of the project; and
- Draw general lessons from this project that will be useful to Accountability Lab Liberia, UN PBF and the Government for future peacebuilding programs.

The evaluation scoped three key deliverables including:

- An inception report formulated after desk review: The inception reports articulate the roadmap for the evaluation mission including mission program and proposed methodology;
- A summary outlining the conclusions and any relevant information;
- A provisional mission report, which met the terms of reference evaluation criteria, highlighting the strengths and weaknesses of the implementation and the quality of the delivered products, the cost, the strategy and the relevance of the method used;
- A final evaluation report that accounts for comments with clear content. Referred to as the final product, its contents are the following (i) an executive summary, which includes brief project description, the context and purpose of the evaluation, the main conclusions, recommendations, etc.; (ii) an introduction that recalls the purpose of the evaluation, the methodology explaining how the evaluation was conducted; (iii) the main findings on project formulation, implementation and achievements; (iv) recommendations based on the findings; (v) lessons learned on project implementation; and (vi) annexes.

As a means of achieving the supra mentioned project evaluation objectives, the scope of this evaluation concentrated on the following analyses:

- Project relevance (conformity with national priorities, needs of the target population, particularly regarding peacebuilding and advocacy around women rights issues);
- Project implementation (approach, outputs, and progress towards expected results, the effectiveness of activities, and efficiency in the use of resources);
- Sustainability of the actions carried out (the sustainability of the strategic area of intervention and of activity ownership, the level of management, continuous application of the knowledge acquired, the extent to which catchment population sustain project concept);
- How the achievements contribute to addressing national and peacebuilding challenges, particularly in terms of women film-makers network contribution to peace and security, trust among women, empowerment of women to positively contribute to policy-making processes, increase awareness on the critical role of women in peacebuilding, etc.

Approach

Combining qualitative and quantitative methods of data collection to access information and adequately respond to the evaluation objectives, the evaluator used available project materials (proposal, log-frame and reports, etc.), developed and conducted semi-structured interviews and focus group discussions in the five counties mentioned above to include a total of 100 respondents (27 males and 73 females) comprising (youth groups, women's groups, community leaders, direct project beneficiaries). Roughly 70% of these respondents were drawn from beneficiaries of some of the filming exercises staged. While the training was conducted within the 15 counties, respondents in this evaluation were drawn from five of the most accessible counties where most of the activities and Reel Peace project training was conducted.

The films produced by the women movie makers are categorized under the following themes:

- Why Storytelling
- Production in Video
- Interviewing Techniques
- Gear and shot cut training
- Photography
- Filming Techniques
- Post Production story Boarding
- Audio Lessons

Table 1: Themes for the films are grouped per county as listed below:

| No. | Theme of Film | County |
|------------|---|----------------------|
| 1. | Profile of Women in Construction | Bong County |
| 2. | Water and Sanitation in Tiwor | Grand Cape Mount Co. |
| 3. | The Impact of Artisanal Mining on Education (Women in Cross Border Trade) | Gbarpolu County |
| 4. | Maternal Health and New Born Predicament | Grand Kru County |
| 5. | The Story of a Single Mother | Grand Bassa County |
| 6. | Poverty & Education: The Tale of Learning in Cestos | Rivercess County |
| 7. | The Story of a Single Mother | Maryland County |

| No. | Theme of Film | County |
|-----|--|----------------------|
| 8. | The plight of People with Disability in Liberia | Grand Gedeh County |
| 9. | Night Life in Liberia: Ganta by Night | Nimba County |
| 10. | The Dreadful Impact of Trial by Ordeal (Sassy Wood) in Liberia | River Gee County |
| 11. | Profile Female Mechanic | Margibi County |
| 12. | Tribal Divide: The Case of Sapo & Kru | Sinoe County |
| 13. | Water & Sanitation in Tiwor | Grand Cape Mount Co. |
| 14. | The Legacy of the Ebola Outbreak | Bomi County |
| 15. | The Plight of Less Privilege Females (Zogos) in Monrovia | Montserrado County |

Table 2 PROJECT BRIEF AND KEY DATA OF THE REEL PEACE PROJECT

Overview of the Project Key Data

A results profile of the project including outcome, outputs, indicators and activities is summarized in the table below.

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| Project Title: Reel Peace- Using Film to Support Stability in Liberia | | | |
| Overall Objective: To build, train and support a national network of women in Liberia using film to support peace and stability. | | | |
| Duration of Intervention: 16 months (February 2018 - June 2019, including a no-cost extension for one month) | | | |
| Project Budget: USD\$443,130 (PBF input \$433,130 and ALAB input \$10,000.00) | | | |
| PBF Focus Area: Promote coexistence and peaceful resolution of conflicts | | | |
| Targeted Localities: Bomi, Bong, Margibi, Montserrado, Cape Mount, Sinoe, Grand Gedeh, Grand Kru, Nimba, Rivercess, Rivergee, Lofa, Gbarpolu, Grand Bassa and Maryland | | | |
| Implementing Partners: iLab Liberia, Visual Storytellers, Liberian TV, Liberia Film School, Leemah, Citizens' Bureau | | | |
| Outputs | Indicators | Activities | Means of Verification |
| Outcome 1: A network of trained Liberian female peace film-makers able to tell critical stories about the importance of peace-building in Liberia. | | | |
| | Outcome Indicator 1 a- Network of women film-makers Baseline: No network or communication among the women | Established a network of filmmakers and conducted regular engagements and support meetings among the groups- including at least 6 meetings of film-making groups in each county and at least 90 social media posts from the women film-makers about their collective work | Qualitative and quantitative post action surveys Regular video blogs Social media analysis Photos Study circle reports and discussion minutes |
| | Outcome Indicator 1 b: Number of women who indicate, and can demonstrate that the network has been beneficial to their individual project Baseline: Zero Target:45% | Conducted post training with 45 and filming interviews and surveys to measure knowledge | Collaborate projects MoV: Interviews Surveys |
| | Outcome Indicator 1c: Number of women who | 45 women received peacebuilding training | MoV: Surveys |

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| | <p>indicate an increased understanding of peacebuilding</p> <p>Baseline: To be determined at start up</p> <p>Target: 85%</p> | | <p>Pre and post testing</p> <p>Films</p> <p>Anecdotal evidence</p> |
| Output 1.1: 45 women trained in film making | <p>Output Indicator 1.1.1</p> <p>Number of women trained in film-making</p> <p>Baseline: (0)</p> <p>Target: 45</p> | <p>Conducted training for 45 women in film making in various thematic areas.</p> | <p>MoV: Training attendance sheets, photos and feedback forms</p> |
| | <p>Output Indicator 1.1.2</p> <p>Number of women trained in editing</p> <p>Baseline: (0)</p> <p>Target: 45</p> | <p>45 women were trained in film making and editing as per the target set.</p> | <p>MoV: Sign-in sheets from trainings, Photos and Feedback forms films</p> |
| | <p>Output Indicator 1.1.3</p> <p>Number of women trained in post-production</p> <p>Baseline: (0)</p> <p>Target: 45</p> | <p>45 women were trained in film post-production in 15 Liberian counties as per the target set.</p> | <p>MoV: Sign-in sheets from trainings, Photos and Feedback forms films</p> |
| Output 1.2 - Ongoing mentorship, support and feedback to the film-makers | <p>Output Indicator 1.2.1</p> <p>Women supported to develop films</p> | <p>45 Women supported and produced films</p> | <p>MoV: Mentorship/ learning plans Regular (quarterly reviews) of plans</p> |
| | <p>Output Indicator 1.2.2</p> <p>Number of women who indicate that the mentorship has improved their skill levels</p> <p>Baseline: (0)</p> <p>Target: 45</p> | <p>33 women indicated that the mentorship carried out by the project has improved their skill levels in peacebuilding and film production, which helped to build self-confidence and sense of inclusion.</p> | <p>MoV: Written feedback forms surveys, final products before and after filming.</p> |
| | <p>Output Indicator 1.2.3</p> <p>Women receive advice from professional film-makers on film-making</p> | <p>33 women received mentoring and coaching from professional film-makers on film making and</p> | <p>MoV: Feedback forms/social media</p> |

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| | Baseline: (0) Target: 45 | critical issues of peace and inclusion. | |
| Output 1.3- 15 films on issues of peace and gender | Output Indicator 1.3.1 # of film story-boards Baseline (0) Target 15 | Produced 15 short draft films | MoV: Story boards/feedback forms. |
| | Output Indicator 1.3.2 # of 1st drafts of films Baseline (0) Target 15 | Produced 15 short draft films | MoV: 1st drafts of film/feedback form |
| | Output Indicator 1.3.3 # of final films produced Baseline (0) Target 15 | Produced 15 short films | MoV: 1st drafts of film/feedback form |
| Outcome 2: 45 Liberian women empowered with tools to positively impact and influence the policy making process as it relates to gender, peace and stability | | | |
| | Outcome Indicator 2 a % number of women who indicate that they have a better understanding of the policy environment Target 15% | 33.6% of women agreed to have better understanding of the policy environment | MoV: Surveys and in-person conversations Actual/ draft policy documents Topic specific discussions on radio |
| | Outcome Indicator 2 b # of film-makers who participate in issue-related policy discussions Target 15 | 45 Women participated in dialogues about peace-building issues with power-holders and developing policy agenda documents to push for policy change | MoV: Surveys and in-person conversations with groups (such as peace committees) |
| | Outcome Indicator 2 c # of policy shifts as a result of training Target 2 | Engaged national and local leaders in dialogues about peace-building issues with power-holders and developing policy agenda documents to push for policy change | MoV: Surveys Feedback from policymakers at local and national level |

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| Output 2.1- Training of 45 women on policy advocacy techniques | Output Indicator 2.1.1 # of Women trained on advocacy techniques Baseline: (0) Target: 45 | Women participated in advocacy training particularly focused on the right-based approach | MoV: Attendance sheet, photos and advocacy plan |
| | Output Indicator 2.1.2 # of provincial advocacy campaigns on an issue chosen by the women Baseline: (0) Target:3 | Organized and staged three campaigns about peace-building issues with power-holders and developing policy agenda documents to push for policy change. | MoV: Attendance sheets Photos Advocacy plans |
| Output 2.2- 90 film showings and community conversations about the films nationally including at least 60 local power-holders | Output Indicator 2.2.1 # of film showings in target communities Baseline: (0) Target: 90 | Organized and staged filming activities in ninety communities across the country | MoV: Attendance sheets, Photos, films |
| | Output Indicator 2.2.2 # of community dialogues with power-holders Baseline: (0) Target: 90 | Three creative dialogues held about peace-building issues with power-holders and developing policy agenda documents to push for policy change. | Attendance sheets Photos Action plans |
| Output 2.3- 15 Reel Stories Policy Agenda Documents to be used as inputs for decision-making | Output Indicator 2.3.1 Reel Stories policy agenda resource documents produced on key issues Baseline: (0) Target: 15 | Three creative dialogues held about peace-building issues with power-holders and developing policy agenda documents to push for policy change. | MoV: reference documents, |
| | Output Indicator 2.3.2 Agenda documents used as a resource for decision-making Baseline: (0) Target: 10 | Three creative dialogues held about peace-building issues with power-holders and developing policy agenda documents to | MoV: Survey and feedback from power-holders and film-makers Anecdotal evidence |

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| | | push for policy change. | Similar language in policy documents as in agenda documents |
| | Output Indicator 2.3.3 Agenda document impact policy/process Baseline: (0) Target: 3 | Developed three meeting agendas based on contextual themes from the movies filming activities | MoV: Survey and feedback from power-holders and film-makers Policy documents |
| Outcome 3: Increased awareness and support among the Liberian and global populations of the critical role of women in peacebuilding in Liberia | | | |
| | Outcome Indicator 2 a % of Liberians who indicate an increased knowledge of the key issues as a result of watching the films Baseline: 5% Target: 10% | Showed all 15 films continually in communities and in video clubs, to generate | MoV: Surveys Media monitoring Social media analysis Pre and post viewing testing |
| | Outcome Indicator 2 b # of international mentions of issues highlighted in films Baseline: 0 Target: 20 mentions | Develop a dedicated project website and communication effort through social media to garner national and international attention. | Post program Surveys Social media analysis Films viewed/streamed online |
| Output 3.1- Film CDs distributed and played in 300 video clubs around the country, with conversations around the issues. | Output Indicator 3.1.1 CDs produced with the films Baseline: (0) Target: 300 | Produced all 300 CDs from 15 short documentaries | Production of CDs for films |
| | Output Indicator 3.1.2 Films played in video clubs Baseline: (0) Target: 300 | Showed all 15 films continually in communities and in video clubs, to generate | CDs, video clubs covered |
| | Output Indicator 3.1.3 Conversations take place in the video clubs around the issues Baseline: (0) Target: 300 | Showed all 15 films continually in communities and in video clubs, to generate conversations around the issues | photos/audio recordings and reports from film-makers |

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| Output 3.2- A national 2 day women’s film festival with 1000+ attendees | Output Indicator 3.2.1 National film festival takes place Baseline: (0) Target: 1 | Hosted a large national 2-day women’s film festival | MoV: Photos Attendees list |
| | Output Indicator 3.2.2 # of Attendees over 2 days Baseline (0) Target: 1000 | Hosted a large national 2-day women’s film festival | Mov: Photos Attendees list |
| | Output Indicator 3.2.3 High-level engagement in the film festival Baseline: Target: At least 3 VIPs | Hosted a large national 2-day women’s film festival | Mov: Attendees list Photos Social media |
| Output 3.3- A dedicated project website with all films | Output Indicator 3.3.1 Website created Baseline: (0) Target: 1 | Developed a dedicated project website and communication effort through social media to garner national and international attention. | MoV: Website |
| | Output Indicator 3.3.2 Films uploaded on website Baseline: 0 Target:15 | Uploaded project films to dedicated project website and communication effort through social media to garner national and | Films uploaded on website. Please indicate webpage |
| | Output Indicator 3.3.3 Ongoing social media engagement around the project Baseline: (0) Target: At least 20,000 followers on social media | Developed project messages and communication effort through social media to garner national and | Continue social media engagement on website |

Context and Justification of Reel Peace Project

The agreement between the Government of Liberia and the UN on the *Peacebuilding Plan* is premised on Security Council Resolution 2333 (2016). This engagement laid out clear priorities for the peace-building

process beyond the departure of the UN Peacekeeping Mission in Liberia (UNMIL). Additionally, the resolution urged strengthening the connectivity among peace and security, sustainable development and human rights. They also strongly supported the idea of an integrated UN approach to peace-building in countries like Liberia, with an increased role of women and youth as central to this process.

As touched upon in the peacebuilding plan, the lives of many women remain particularly insecure due to societal inequalities and sexual and gender-based violence which weakens social cohesion in communities. As a result, broad and equal participation of women and men across political and socio-economic spheres remains critical to consolidating peace. Furthermore, the plan places a special emphasis on national reconciliation, particularly in rural and more remote areas of the country where many of the root causes of the war remain unaddressed. It points to the youthful Liberian population, which needs to be engaged in constructive, positive efforts for social change. It calls for visible programs targeted at the most vulnerable - which includes young women in rural parts of the country.

Reel Peace is a project funded by the UN Peacebuilding Fund (PBF) and implemented by the Accountability Lab. The project focused on the intersection between youth, women and sustainable development in support of peace - both in terms of the participants in the project (the film-makers), and the audiences for the films (mainly rural women). It builds a network, creating a national conversation and supporting skills development across Liberia in ways that will help reconciliation, create inclusive conversations and support development in new ways.

The project aimed to build a network of women peacebuilders with creative capacities in the film industry as it relates to peace-building. The PBF as a flexible mechanism provided catalytic support to facilitate transitions such as the one taking place in Liberia. The project had three inter-linked outcomes:

Outcome 1 - A network of trained Liberian female peace film-makers to tell critical stories about the importance of peace-building and women's participation in peace-building in Liberia.

Outcome 2 -Liberian women have greater impact and influence on policy-making processes as it relates to gender, peace and stability in Liberia.

Outcome 3- Increased awareness and support among Liberians and, the global population, of the critical role of women in peacebuilding in Liberia.

Young Liberian women remain deeply excluded in political, economic and social terms. Traditional gender roles undermine women's independence, widespread domestic violence perpetuates female subordination and lack of access to opportunities to prevent social mobility. The recent UN Gender Inequality Index² ranked Liberia 177th out of 188 countries, lower than Afghanistan and Yemen. Today, women represent only 12% of the legislature and hold only 6% of local government positions in Liberia. All of this undermines peace- when over 50% of the population is systematically abused, excluded and marginalized. This breeds resentment, precipitates violence, undermines economic growth and ignores the significant capacity these women have to support peace-building.

Theory of Change

IF key Liberian women are able to use film to tell their stories and engage people, and IF they are given the tools to leverage these films to express their needs and advocate for their rights, THEN by bringing people together and starting conversations to catalyze new ideas for peace they will be in a position to positively contribute to the national Liberian peace-building project.

²https://www.google.com/search?sxsrf=ACYBGN0iYj4sZJ1M9auvFZh45pCUFDs9g%3A1579533046023&source=hp&ei=9cIIxszxO6CAjLsP-piuyAc&q=un+gender+inequality+index&oq=un+gender&gs_l=psy-ab.1.1.0110.1769.4358..7008...1.0..0.701.5458.5-8j1.....0.....1..gws-wiz.....35i39j0i131j0i10j0i3.vg9YfjRg06M

MAIN EVALUATION FINDINGS

Project Design

Having reviewed all Reel Peace Project documents and based on results and responses from focus group discussions, interviews and meetings, the evaluator notes the following: (i) project design approach was good in terms of identifying the problem of limited women participation in peacebuilding; (ii) the project was conducive to the achievement of the expected results; (iii) the project was relevant from its beginning and remained relevant throughout implementation; and (iv) all implementation and monitoring processes were done in timely manner thereby ensuring achievement of expected outputs and outcomes. The Evaluation questions on the design of the project are addressed in the body of this report.

The questions this evaluation selected to address are the quality of the design of the Reel Peace project generated information on: (a) whether the design met the needs of the target population and aligned with national priorities; (b) the relevance of the project execution and implementation procedures; (c) the quality of performance indicators; and (d) the extent of gender sensitivity; (e) the extent to which relevant national stakeholders and actors included in the programme implementation and policy advocacy, for example female storytellers received effective training and support, linking to effective use of project resources; (f) evidence that the project has contributed towards building trust and supporting peaceful co-existence the government and citizens on gender related issues, and sustaining the peace; (g) the greatest accomplishment of the intervention towards peacebuilding in Liberia; (h) behavioral and attitudinal change of communities towards gender related issues along advocacy lines; (i) the extent to which female film makers' network has been enhanced to work independently; and (j) assurance that the positive results of Reel Peace project will continue beyond project span.

A critical review of the project results chain showed that the concept of the Reel Peace Project (developing the skills of female filmmakers, forming them into networks and enhancing their ability to produce films as a form of peacebuilding in Liberia) is totally new to Liberia.

The evaluator examines, that UNPBF and Accountability Lab took keen interest in ensuring the quality of indicators in the development and validation of all planning, implementation and monitoring and evaluation tools of project documents.

Relevance/Appropriateness of the Project

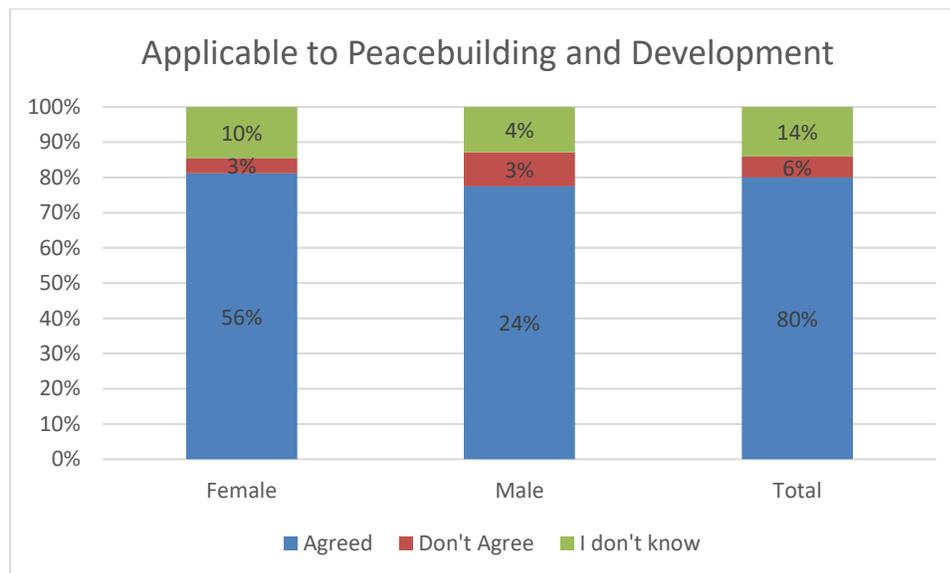
The evaluation examined the extent to which project objectives envisaged, in its design, to meet the needs of the target population, emerging from the national priorities, which the project is linked to, was achieved. It also assessed the project's coherence with the country's development objectives particularly regarding peacebuilding, and advocacy around the promotion of women's rights issues in the context of political, security, economic, social, institutional spheres of the country. Hence, the evaluation considered the following points of concern in relations to relevant of the project: i) Whether the range of substantive areas in which the project is engaged (i.e. women's involvement in peacebuilding and reconciliation processes, film-making skill training, etc.) are appropriate; ii) If the substantive issues are deemed appropriate for the context and within the scope of the project; iii) How does the project reflect and align with Liberia's Peacebuilding Plan and the country's development Plan?; iv) Were the programmatic strategies appropriate to address the identified needs of project counties?; and v) What skills should be prioritized to further develop greater coherence and relevance to its interventions in peacebuilding activities within counties?

Reel Peace project addressed the needs of women filmmakers and the importance of their contribution to national priorities, particularly peacebuilding and policy advocacy. This was done through the engagement and capacity development of the female filmmakers, the films produced, distributed and

filmed in different counties with messages around peacebuilding and gender inclusiveness, the network created of female filmmakers to support the artist through peer exchange and mentoring, and more importantly, giving female a voice in the critical role of national peacebuilding in Liberia. Consequently, the project was in coherence with Liberia’s development objectives, specifically bordered on peace and advocacy for the promotion of women's rights issues. It was in alignment with the Peacebuilding plan agreed between the Government of Liberia and the United Nations. It was in support of UNDAF outcome. Reel Peace Project also aligned with the Gender Responsive Foundation for Liberia’s Decentralization, which proffered the concept of gender mainstreaming and equality in local governance: “taking women from sidelines to the forefront”. The project underpinned critical aspects of gender equality under Pillar V of the Agenda for Transformation (AfT). In Pillar five, the AfT’s pillar goal states: **Mainstreaming Cross Cutting Issues across all sectors for society’s overall productivity and well-being, with particular emphasis on the vulnerable segment of the country’s population (Women, Children, Persons with Disabilities and Youth)**².

Eighty percent of respondents during data collection said the substantive area of peacebuilding and reconciliation process regarding the participation of women in development and advocacy was being addressed by the project. This significant percentage of respondents maintained that film making skills were appropriate markers for populating women's talents and voices, which has been limited in the country. They asserted that by this, the project was strengthening women's institutions and enhancing the advocacy ability of women in the peacebuilding process. According to 80% of the respondents, the project particularly reflected and aligned with Liberia’s national peacebuilding and development plan by contributing to women’s participation in policy power-holders engagement, policy advocacy. The latter percentage (80%) of respondents, dominant females, asserted that developing skills in career film production was a critical means of contributing to national peace and stability.

Figure 1: Applicable to Peacebuilding and Development



Thirty-seven percent of the participants mainly from implementing partner CSOs and residents of beneficiary communities intimated that the project was a strategic way of not only making women voices

² Agenda for Transformation (AfT): Steps Towards Liberia Rising 2030

heard but also growing their experiences. Strategies such as (i) establishment of filmmakers' network, (ii) training of filmmakers from all 15 counties, (iii) mentoring and coaching of filmmakers on critical issues of peace and inclusion, (iv) creating dialogues about peacebuilding issues with power holders and developing policy agenda documents were enlisted by participants as relevant elements to the needs of women and national stability of Liberia.

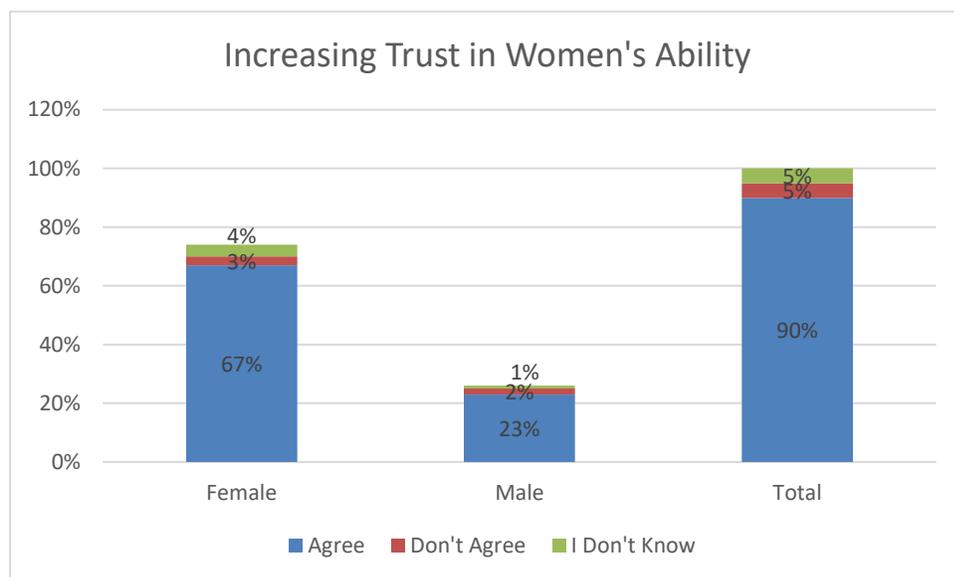
Approximately 96% of respondents opined that in order to strengthen coherence of the project interventions at county level or to national peacebuilding, there is a need for continuous filming and recording as a means of further strengthening understanding of the peacebuilding needs of the country as well as sharpening the storytelling skills of women filmmakers. The respondents emphasized the need for beneficiaries to develop writing skills as a means of enhancing the narratives in the films.

Effectiveness of the Project

The evaluation assessed the extent to which the project's actions to achievement of its objectives set and expectations in terms of peacebuilding. It particularly delved into whether the project has contributed to improving and supporting peace within the counties, and policy advocacy skills for the female filmmakers is enhanced. It endeavored to make a special analysis of the peaceful nature of the project as well as the level of achievement of the recommendations from the counties. The analysis indicates appreciates the project's compliance with the implementation strategy and timeliness. In this regard, the evaluation sought answers to the following questions: i) what evidence is there that the project has contributed towards sustaining the peace; ii) To what extent has the project contributed towards building trust and supporting peaceful co-existence between the government and citizens on gender-related issues; iii) What progress was made towards achieving the expected outcomes and results; results achieved, the reasons for the achievement or non-achievement of the project results; iv) What were the project's greatest accomplishments/contributions in relation to supporting peacebuilding in Liberia; and v) is Accountability Lab Liberia perceived by stakeholders as a strong advocate for improving integrity within the counties where the project is being implemented? As a means of responding to these questions and assessing the project's contribution to peace, the evaluation looks at achievements at outcome levels.

Under outcome #1: **A network of trained Liberian female peace film-makers to tell critical stories about the importance of peace-building and women's participation in peace-building in Liberia.** The project achieved an advocacy campaign through audio and video messages created, aired, filmed and hosted on a dedicated website focused on the role of women in the country's peacebuilding process. Produced through coordination of the establishment of women filmmaker (WFM) network, and as indicated by 87% of respondents, these messages remain credible evidence that the project contributed to sustaining peace in Liberia. The network of filmmakers has articulated issues of concern to them and their communities. In so doing the project contributed to addressing potential conflict factors and sources of tensions and risks to the sustenance of peace in the country. Additionally, the network has established connections with government and non-government structures such as the Ministry of Gender units at County Service Centers and county civil society chapters for easy resolution of women related issues such as abandonment, child support, right to property in a customary marriage, etc. These links were reported by key informants as a platform where women told their stories for advice and resolution. 90% of respondents reasoned that the application of skills acquired by training beneficiaries through the production of peacebuilding films also contributes to peaceful co-existence in the country. According to this group (the 90%) of respondents, government and citizens' perception of trust in women's ability to contribute to peace and stability is being ruminated with the various counties, thereby engendering women empowerment in peacebuilding at community and local government levels.

Figure 2: Increasing Trust in Women's Ability



At outcome #2: **Liberian women have greater impact and influence on policy-making processes as it relates to gender, peace and stability in Liberia.** The project held one film festival, during which women, through their filmmaker networks, showcased their talents before policy stakeholders including members of legislative committees, representatives of line ministries, agencies and commissions, traditional chiefs and students, about women contribution to peacebuilding and other gender-sensitive issues. The film festival was well attended by major policy stakeholders. Amongst other achievements, social media posts by women peace-builders and on women’s contribution to peace and stability have increased. Mentoring and coaching support was given to WFMs, which led the production of 15 stories produced in conjunction with UK filmmaker Chris Peters. Filming of completed films formed part of activities for the two days film festival convened at Monrovia City Hall and iCampus, with 530 people attending. There were panel discussions, mural painting, podcast and advocacy music during the festival.

In outcome #3: **Increased awareness and support among Liberians and, the global population, of the critical role of women in peacebuilding in Liberia.** Multiple copies of CDs were distributed and screened across the country as indicated by the distribution list and confirmed by 98% of the survey’s respondents. This was also evidenced by the number of video clubs showing the films. It also increased the interest of more women using films to tell their stories. Another 80% asserted that relevant national stakeholders (including local community people, county leaders, members of parliament as well as organizations with the relevant catchment population) participated in activities of the project thereby producing sufficient policy advocacy enlightenment to women, men, boys and girls.

The project activities raised consciousness on the under-representation of women in the media and key decision-making sectors, creating rare opportunity for women to voice their views on local and national issues. Training received by women filmmakers was a unique approach that added new voices to peacebuilding conversations in Liberia, especially in the context of reaching rural women who are often excluded from important national policy discourse. Reel Peace Project organized small intimate gatherings, holding dialogues on peacebuilding advocacy issues. Arranged in the forms of focus group discussion, the size of the group helped in getting the most out of participants. These gatherings enable the women filmmakers to develop confidence and creativity required to highlight complex themes such as tribal divisions, education, maternal health, disability, trial by ordeal and harmful cultural practices.

The amount and profile of people that attended film festival did not only echo the interest of policy stakeholders and the general population in hearing the stories but also presented an avenue for women to draw public attention to challenges they face and peacebuilding in general. Additionally, the films are **being featured on websites of some collaborating international institutions. In partnership with Bushwick Film Festival of New York (an annual film festival held in Brooklyn), will feature films from Reel Peace Project this October to spark conversation around the films. This and other partnerships have created international social media engagement around the films.**

It can further analyze that Reel Peace Project has been effective in creating new skills for WFM and strengthened women's participation in the peacebuilding process of Liberia. The project established network serves as a vehicle for promoting creativity and innovation amongst WFM. Through the network, they are sharing ideas within their groups and pursue new opportunities for the advancement of their film production and advocacy skills.

For the most part, the six (6) major activities planned in the project document were initiated and completed. Before the project closure date of June 30, 2019, the final project report was produced and uploaded on PBF, indicating an overall activity completion rate of 100%.

Efficiency of Project

The evaluation was done by comparing the results of different activities carried out under the project with available resources. An assessment of the cost in terms of balancing the results achieved with the use of human and financial resources; in so doing, the following evaluation questions were addressed: 1) To what extent has the project’s selected method of delivery within counties aligned with objectives and the development context? 2) Did the female storytellers receive effective training and support? 3) To what extent are relevant national stakeholders and actors included in the programming, implementation, and policy advocacy processes? 4) Were project human and financial resources utilized responsibly? 5) Were project activities carried out on time and at the appropriate location?

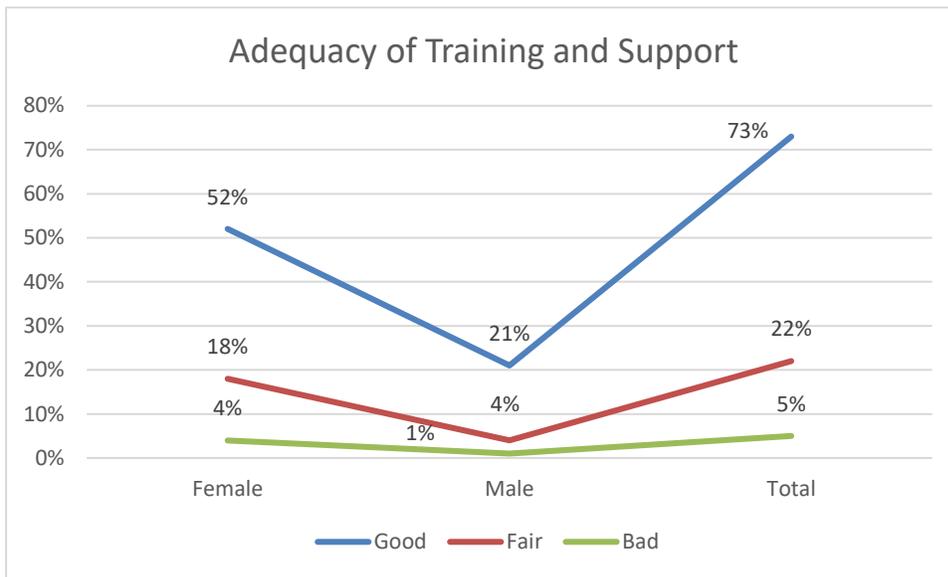
Ninety-four percent of respondents believed that the project’s selected method of delivery within the counties was in alignment with the development context. They maintained that the project contributed largely to intangibles in the sense of developing women’s capacity, which increased the chances of expressing women’s plight and other gender-sensitive issues by the women themselves.

Table 3: Selected Method of Delivery

| Selected Method of Delivery | | | |
|-----------------------------|--------|------|-------|
| | Female | Male | Total |
| Good | 68% | 26% | 94% |
| Fair | 1% | 1% | 2% |
| Bad | 3% | 1% | 4% |

Significant 73% reasoned that adequacy of training and financial/material support provided to female storytellers commensurate with the level of knowledge provided toward sustainable peace within the respective communities that storytellers function. Below is a graph showing response rate.

Figure 3: Adequacy of Training and Support



National stakeholders including traditional, woman and youth leaders as well as students and policymakers participated in activities of the project. Respondents hailed the inclusivity of relevant stakeholders in the activities of the project. Considered across public and private sectors, public-private inclusion paid off at every stage of project implementation.

The project was implemented within the 15 months as stipulated in the agreement with an additional one-month no-cost extension. The evaluator noticed that disbursements were done in time and that all project staff was adequately supported to implement the activities on a timely basis. Financial and other logistical resources were always available and widely used to get the value for money. A table of financial resource input by PBF in the Reel Peace Project is attached in annex 2.

The evaluator realized the efficiency of the project management team in various parts of the country. Though there were instances of implementation delays due road connectivity challenges. Another delay was the difficulty in recruiting a qualified and experienced consultant to handle the political aspect of the project. In spite of these challenges, the project still maintained its overall delivery rate of 98%.

Project monitoring and evaluation is rated moderate for the fact that the project did not roll out with available baseline data. Another factor for weak M&E is the absence of a qualitative and or quantitative survey report indicated in the M&E plan. For the fact that project concept is new, there was no baseline data available. However, reports of other activities showed realistic and timely implementation. Some of the reports are uploaded on UNPBF website³.

Indicative Impact of Project

The project qualitative and/or quantitative indicative impact per the activities carried out showed the pre and post-action surveys were not conducted thereby reflecting zero baseline value for nearly all indicators. However, regular video blogs and community discussion minutes showed that the project responded to the needs of the beneficiary community. It influenced behavioral and attitudinal changes toward gender issues within the targeted communities. Films produced by beneficiaries of the project largely contribute to peacebuilding efforts, especially with gender-sensitive issues.

The three outcome areas: (1) A network of trained Liberian female peace film-makers able to tell critical stories about the importance of peace building in Liberia: With all three outputs under this outcome achieved, Reel Peace project contributed to female collaboration through network; (2) 45 Liberian women empowered with tools to positively impact and influence the policy making process as it relates to gender, peace and stability: This outcome strengthened WFM's knowledge in policy environment harnessed by training in policy advocacy techniques, production of films featured in local video clubs and generating conversations amongst locals and power holders, narration of indigenous cyclical folklores around policy agenda capable of influencing decision making; and (3) Increased awareness and support among the Liberian and global populations of the critical role of women in peacebuilding in Liberia: Public broadcast of project outputs through distribution of CDs among video clubs throughout the country generates public national and international discourse about local female talents and their contribution to peace and stability; a national film festival that brought people from all walks of life together with the presence of policy power holders. These deliverables of the project promote long-lasting changes in the knowledge attitude and practice of the general population on significance of role of women in development, respect for the views of women, forming part of women's advocacy campaign on women's rights to property, female enrollment into traditional society "bush school" without consent, trial by ordeal, neglect and child abandonment, etc.

Sustainability and National Ownership

WFM network continues to exist beyond the project span. Beneficiaries (87%) have become career film producers, which is an indicative continuation of the project objectives. The network which is a brainchild of Accountability Lab and established with significant inputs by local authorities becomes a platform for continuously recruiting talents. Accountability Lab and these local authorities are poised to ensuring the survival of the network.

The primary focus of the Reel Peace Project is working with women to develop new and innovative skills that spur and strengthen women's active participation in promoting national peace and stability. The role of peacebuilding and stability is cardinal especially at a time when the Liberian government has assumed responsibility for national security following the drawdown and departure of UNMIL. Throughout the implementation of the project, the WFM's conducted awareness through the electronic media using dramas, community town criers and focus group discussions to talk about the various peacebuilding issues such as trial by ordeal, the impact of circumcision on girls' education, abandonment and neglect, women's property rights especially in traditional marriage among other sensitive issues the breakdown human and institutional relationships in the country. The potential for national ownership is very high because the citizens in the communities have come to know about the project and they can easily relate to the key players involved in the project.

Accountability Lab itself contributed 23% of funding to the project. ALAB intends to ensure that this investment realizes long term results. Hence the agency seeks opportunities for further donor intervention through arrangement of film screening with other donor partners like the EU, Bushwick Film Festival of New York, etc.

RECOMMENDATION

Having the results of the Reel Peace project and its contribution to peace and stability in Liberia, the evaluator recommends the following:

1. Since the project is convincingly a creative and innovative approach to peacebuilding and strengthened women participation in advocacy and peacebuilding, its success in identifying the creativity of Liberian women and connecting them into the network should be sustained by government and its international development partners;

2. The network of women filmmakers is an important offshoot of the Reel Peace project. WFMs have built a hedge around their professional capacity thereby putting in a better position to support one another professionally. Accountability Lab could endeavor to continue support to the network through whatever means possible as a means of sustaining the viability of the network;
3. Effort should be made to organize special screening sessions such as the one scheduled with the EU and other international partners for participation policymakers at both national and local levels. Policy documents developed through the project should be share with national policymakers and power holders as a means of showcasing the work of WFMs;
4. The website and social media blog, which are a repository for Liberian films should be maintained for continuous use by the general public. Awareness needs to be further enhanced about the website in order to attract more people to watching peacebuilding films. Moreover, the website should be advertised in the international media so as to enhance not only its exposure but the talents in Liberia
5. Since the project is convincingly a creative and innovative approach to peacebuilding and strengthened women participation in policy advocacy, its success in identifying the creativity of Liberian women and connecting them into network should be sustained by government and its international development partners in order to enhance their continuous engagement and contribution to peace and stability in the country;
6. The network of women filmmakers is an important offshoot of the Reel Peace project. WFM has built a hedge around their professional capacity thereby putting the beneficiary women in a better position to support one another professionally. Accountability Lab should endeavor to continue support to the network through whatever means possible as a means of sustaining the viability of the network. Additionally, Screening the films in local video clubs is a worthwhile decision that has the propensity to educate thousands of Liberians especially at the grassroots level. There is a need to enhance the capacity of the network to ensure the quality of the message in the films being produced. This is where the network should exercise oversight, supervision and editing skills acquired as part of the training provided by the project;
7. Equipment was put to the disposal of the Network of Women Film Makers during the project implementation period remain useful tools for enhancing their work. Equipment such as laptops, cameras and others constitute tools for film production. The network needs to use the equipment beyond project span as stepping stone in fostering its objectives, mission and vision. ALAB or the donor should renege on withdrawing the equipment as such action might weaken the determination of the network in pursuance its goals;
8. Efforts should be made to organize special screening sessions for policymakers at both national and local levels. Policy documents developed through the project should be shared with national policymakers and power holders as a means of showcasing the work of WFMs. ALAB should explore the partnership established with the EU to engender this recommendation;
9. The website and social media blog, which are a repository for Liberian films and should be maintained and shared with the general public. ALAB needs to be enhanced throughout Liberia about the website in order to attract more people to watching peacebuilding films. Moreover, the website should be advertised in the international media so as to enhance not only its exposure but the talents in Liberia.

CONCLUSIONS

The "Reel Peace: Using Film to Support Stability in Liberia" implemented between February 28, 2018 and June 30, 2019, with PBSO funding of US\$433,130 and \$10,000.00 contribution from Accountability Lab,

was an initiative to **strengthen the national network of women in Liberia, using film to support peace and stability.**

Innovative in its female capacity building and aligned with national peacebuilding priorities, the project was precise in meeting the needs of the target population. Reel Peace project performed at a delivery rate of 98% as at June 30, 2019.

Obstacles to its implementation included lack of baseline studies to determine target values and monitor indicators, road network challenges, difficulty in recruiting a consultant amongst others. Reel Peace has engendered potentially lasting positive changes in terms of promoting women advocacy issues and harnessing valued contribution to peacebuilding through film making. It has increased public awareness by igniting discourse around reel relationships thereby restoring trust in the importance of women's role in peacebuilding. Through its film festival, social media blog and website serving as a repository for Liberian film talents, the project has scaled up to a national and international appreciation of the Liberian film industry, particularly its critical role in women's rights advocacy and peacebuilding.

Based on these findings and following review of the evaluation criteria used for the conduct of this exercise, the evaluator rates the project satisfactory.

Annex 1: Terms of Reference

| | |
|--|--|
|  <p>ACCOUNTABILITY LAB LIBERIA TERMS OF REFERENCE FOR THE RECRUITMENT OF A CONSULTANT (NATIONAL CONSULTANT)</p> |  <p>United Nations Peacebuilding Sustaining Peace</p> |
|--|--|

| 1. Information for the Consultant | |
|---|---|
| Job ID/Title: | 1 National Consultant in Liberia Evaluation of <i>Reel Peace</i> , a storytelling project by women from all 15 counties of Liberia |
| Scope of Advertisement: | Nationally advertised |
| Category (Eligible applicants): | External |
| Brand: | Accountability Lab Liberia |
| Practice Area: | Peacebuilding |
| Application Deadline: | 6 June, 2019 |
| Type of Contract: | Individual Contract |
| Post Type and Level: | 1 National Consultant |
| Duty Station: | Monrovia, with missions to project areas including Nimba, Bong, Montserrado, Bomi, and Grand Bassa Counties. The five counties were selected on the basis of accessibility considering the duration of the assignment |
| Languages Required : | English |
| Starting Date: (date when the selected candidate is expected to start) | June 10, 2019 |
| Duration of Contract: | 45 days |
| Expected Duration of Assignment: | 35 working days |

| |
|-------------------|
| 2. Context |
|-------------------|

The agreement between the Government of Liberia and the UN on a new *Sustaining Peace and Securing Development Peace building Plan* is premised on Security Council Resolution 2223. This engagement lays out clear priorities for the peace-building process beyond the departure of the UN Peace keeping mission in Liberia. Additionally: ‘the UN sustaining peace resolutions connect peace and security, sustainable development and human rights. They also strongly support the idea of an integrated UN approach to peace-building in countries like Liberia- with an increased role of women and youth as central to this process.’

As touched upon in the peace building plan, the lives of many women remain particularly insecure due to societal inequalities and sexual and gender-based violence which weakens social cohesion in communities. As a result, broad and equal participation of women and men across political and socio-economic spheres remains critical to consolidating peace. Furthermore, the plan places a special emphasis on national reconciliation, particularly in rural and more remote areas of the country where many of the root causes of the war remain unaddressed. It points to the youthful Liberian population, which needs to be engaged in constructive, positive efforts for social change. It calls for visible programs targeted at the most vulnerable - which includes young women in rural parts of the country.

Reel Peace is a project funded by the UN Peacebuilding Fund (PBF) and implemented by Accountability Lab. The project focuses on the intersection between youth, women and sustainable development in support of peace - both in terms of the participants in the project (the film-makers), and the audiences for the films (mainly rural women). It builds a network, creating a national conversation and supporting skills development across Liberia in ways that will help reconciliation, create inclusive conversations and support development in new ways.

The overall aim of this work is to build a network of women peacebuilders with creative capacities in the film industry as it relates to peace-building. The PBF as a flexible mechanism provided a short-term support to facilitate transitions such as the one taking place in Liberia. The projects aims to achieve three outcomes:

Outcome 1 - A network of trained Liberian female peace film-makers to tell critical stories about the importance of peace-building and women’s participation in peace-building in Liberia.

Outcome 2 -Liberian women have greater impact and influence on policy-making processes as it relates to gender, peace and stability in Liberia.

Outcome 3- Increased awareness and support among Liberians and, the global population, of the critical role of women in peacebuilding in Liberia.

Young Liberian women remain deeply excluded in political, economic and social terms. Traditional gender roles undermine women’s independence, widespread domestic violence perpetuates female subordination and lack of access to opportunities prevents social mobility. The recent [UN Gender Inequality Index](#) ranked Liberia 177th out of 188 countries, lower than Afghanistan and Yemen. Today, women represent only 12% of the legislature and hold only 6% of local government positions in Liberia. All of this undermines peace- when over 50% of the population is systematically abused, excluded and marginalized this breeds resentment, precipitates violence, undermines economic growth and ignores the significant capacity these women have to support peace-building

Traditionally, men tend to dominate the formal roles in a peacebuilding process; there are mainly male peacekeepers, male peace negotiators, male politicians, and male formal leaders. Power is unequally distributed between men and women and the majority of women do not have a voice in local and

national decision-making processes.³ There are two general theories regarding the need for work to correct this imbalance: the first is that the attainment of peace leads to greater gender equality, and the second is that the establishment of gender equality leads to peace. The start of a movement of this sort begins with establishing a common understanding and acknowledgement of the challenges, which can be facilitated through new communications channels.

Socially-engaged film-making is by its nature collaborative, cooperative and inclusive - given that it can include those that are unable to read and write (in Liberia this is almost 50% of the population). The process entails numerous decisions and compromises, and – because it seeks on-screen narrative resolution through building relationships based on off-screen trust – forces dialogue and dynamics that can be harnessed to build community. In some cases, new forms of leadership, voice, and power are developed: first through the making of films, and then in audiences who are activated by them. This kind of creative expression, rooted in community, can be a significant force for justice.

3. Purpose and Objectives of Consultancy:

The purpose of this consultancy is to carry out a terminal evaluation of the *Reel Peace Project* to assess its outcome/results achieved in the course of its implementation, with particular reference to the relevance, effectiveness, efficiency and impact of the actions carried out in relation to project objectives, as well as the sustainability of those results. Specifically, the evaluation will consist of assessing the operation and the level of performance of the project in relation to the qualitative and quantitative objectives initially planned.

The specific objectives of this consultancy are thus to:

- Appreciate the conformity of project interventions in relation to the expectations of the targeted participants;
- Compare the results obtained with regard to the previously defined objectives;
- Appreciate the changes attributable to project interventions;
- Measure progress in participants capacity to delivering the project;
- Note the use of disbursed funds in relation to the needs initially identified;
- Identify constraints related to the implementation of the project;
- Make recommendations aimed at consolidating the achievements of the project; and
- Draw general lessons from this project that will be useful to Accountability Lab Liberia, UNPBF and the Government for future peacebuilding programs.

4. Description of Responsibilities

The International Consultant will oversee the entire evaluation process, ensure its successful execution and be responsible for the final product. In addition to her/his direct reporting line, the National Consultant will report directly to the international consultant. The International staff will rely on the project staff and stakeholders to prepare the ground for effective and efficient evaluation within the counties. S/He will be supported by Accountability Lab Liberia, and closely coordinate with the PBF Secretariat in Liberia. The Consultant will have the following specific tasks:

³ <http://www.peacebuildinginitiative.org/index9aa5.html?page1>

Relevance/Appropriateness of the Project:

The Consultant will evaluate to what extent the objectives envisaged for the project during its design meet the needs of the target population and emerge from the national priorities, which the project is linked to. S/He will also assess the project's coherence with the country's development objectives particularly with regard to peacebuilding, and advocacy around the promotion of women rights issues. The evolution of the context (political, security, economic, social, institutional) and its consequences on the progress of the project should also be reviewed considering:

- Whether the range of substantive areas in which the project is engaged (i.e. women's involvement in peacebuilding and reconciliation processes, film-making skill trainings, etc.) are appropriate.
- If the substantive issues are deemed appropriate for the context and within the scope of the project.
- How does the project reflect and align with Liberia's national Peacebuilding Plan and the country's development Plan?
- Were the programmatic strategies appropriate to address the identified needs of project counties?
- What skills should be prioritized to further develop greater coherence and relevance to its interventions in peace building activities within counties?

Efficiency of the Project:

The Consultancy will evaluate the relationship between the different activities carried out under the project, the resources available and the results achieved. It will provide an assessment of the cost in terms of balancing the results achieved with the use of human and financial resources. To do this, it will analyze the specific organization of the project, the tools and resources used, the quality of the day-to-day management, the actions carried out by the different actors, the management and adaptation capacity of the managers in relation to the activities, the expected and achieved results and the overall implementation environment. The evaluation will aim to determine:

- To what extent has the project's selected method of delivery within counties aligned with objectives and the development context?
- Did the female storytellers receive effective training and support?
- To what extent are relevant national stakeholders and actors included in the programming, implementation and policy advocacy processes?
- Were project human and financial resources utilized responsibly?
- Were project activities carried out on time and at the appropriate location?

Effectiveness of the Project:

The Consultant will determine to what extent the project's actions have contributed to the achievement of the objectives set and expectations in terms of peacebuilding. In particular, s/he will assess whether the project has contributed to improving and supporting peace within the counties, and policy advocacy skills for the female film makers is enhanced. A special analysis will be made of the peaceful nature of the project as well as the level of achievement of the recommendations from the counties. The analysis will appreciate compliance with the implementation strategy and timeliness.

The evaluation will aim to determine:

- What evidence is there that the project has contributed towards sustaining the peace?
- To what extent has the project contributed towards building trust and supporting peaceful co-existence between the government and citizens on gender-related issues?
- What progress was made towards achieving the expected outcomes and results; results achieved, the reasons for the achievement or non-achievement of the project results?
- What were the project's greatest accomplishments/contributions in relation to supporting peacebuilding in Liberia?
- Is Accountability Lab Liberia perceived by stakeholders as a strong advocate for improving integrity within the counties where the project is being implemented?

From the indicative impact of the project:

The Consultancy will assess the qualitative, and to the extent possible, quantitative indicative impact of the activities carried out so far under the project. This will be based on the logical framework of the project document but may, where appropriate, suggest other measures that it considers more relevant. Special attention will be paid to the analysis of the needs identification, field reports and the end-of-activity reports of the participants benefiting from the project activities, as appropriate.

The evaluation will aim to determine:

- To what extent has the project impacted behavioral and attitude change of communities towards gender-related issues along the advocacy line?
- What impact has the project had on the local peacebuilding activities?
- To what extent have the communities been involved in the project activities?
- To what extent has the capacity of female film makers been enhanced to work independently
- Is the community leadership keen to support the continuity of the project

Sustainability of the project:

This criterion will determine whether the positive results of the project are likely to continue. The sustainability of the project will be assessed according to the autonomy of the institution and beneficiary counties and their ability to pursue outreach activities or initiatives beyond the support of the project.

Specifically, the Consultant will have to assess the conformity of the expected results in relation to the objectives pursued within the framework of the project. If not, what are the reasons and the consequences? And answer the following questions (these questions are not exhaustive, and the evaluation will be free to add other questions):

- a) In relation to sustaining the peace in counties:
 - Has there been an increase in the advocacy activities in which participants are engaged?
 - Have selected participants acquired film making skills?
 - Has there been an increase in participants' ability to advocate for positive change?
 - Has there been an increase in participants' storytelling skills?
- b) With regard to the sustainability of the results of the project
 - What are the strategies to be recommended for the post-project phase, given the success or not and how to mobilize additional funds and promote the internalization of project achievements by the target groups?

- Were there any catalytic effects or did the project leverage some external investments in the areas directly/indirectly relevant to project results/themes?
- Are there any area that remains with peacebuilding-related challenges and require either PBF or others could consider for continuous engagement?

5. Expected Results / Outputs

The Consultant will produce the following reports:

- A brief Inception/Start-up report with a road map including the mission program and proposed methodology. A final version of this roadmap will be submitted no later than 3 days after the start-up briefing to UNPBF
- A summary outlining the conclusions and any relevant information will be submitted the day before the debriefing by email for discussion;
- A provisional mission report will be submitted promptly within one week after the end of the mission by e-mail. It will include a summary of up to 3 pages. It will meet the terms of reference and the required quality criteria, highlighting the strengths and weaknesses of the implementation and the quality of the delivered products, the cost, the strategy and the relevance of the method used.
- A final report should be prepared in two versions – a full report in word format (up to 20 pages, excluding annexes) and a summary with some visual aids (e.g. graphs, charts, photos, etc.) in ppt format. The report should take into account comments from relevant partners and stakeholders and the PBF (both Secretariat and the PBSO in NY). The full report is proposed to include the sections as following:
 - An Executive Summary;
 - Methodology
 - An analysis of the findings, conclusions and recommendations; and
 - Annex including the terms of reference of the study, the list of people interviewed and bibliographical references.

6. Method and Supervision

The evaluation will be conducted in accordance with conventional standards in response to Section 7.1 of the PBF 2018 revised Guidelines, [Desktop\PBF Guidelines Final - 2018 update - ENGLISH.pdf](#)) and OECD/DAC evaluation criteria (relevance, effectiveness, efficiency, impact and sustainability of results and issues on design, etc.) and the UNDG Guidelines. The evaluation will be managed by Accountability Lab in close coordination with the PBF Secretariat.

Before the study:

- The consultants (National & International) are responsible for all activities related to the project being evaluated, and the development of the approaches/tools, the preparation of the survey methodology, the information collection tools, the organization of focus groups and interviews ensuring the representativeness of stakeholders (participants, mentors, etc).

- The national consultant will provide, for validation, a technical file presenting the work plan and the methodological approach that will be used during the evaluation itself. The PBSO at UN HQ will have the opportunity to provide inputs and feedback to the inception report.

During the study:

- The national consultant will communicate with the Accountability Lab Liberia on the proposals for possible changes to the approaches and take into account their comments;

- The national consultant will focus on facilitating interviews, identification and mobilization of stakeholders, and obtaining authorizations to conduct the assessment with national authorities;

After the study:

- The national consultant will present a provisional version of the results of the evaluation for comments by Accountability Lab, the PBF Secretariat and the PBSO.

- The national consultant will submit a final report to the Accountability Lab Liberia, incorporating comments and inputs provided in the provisional report.

7. Competencies

- Demonstrated commitment to the values and mission of Accountability Lab Liberia;
- Ability to conduct in-depth analysis and reach relevant conclusions in the area of project management
- Ability to conduct an objective, comprehensive evaluation measuring the efficacy of a project in a professional manner;
- Ability to exercise judgment in assigned tasks and to work under pressure in a timely manner;
- Excellent communication and report writing skills;

8. Qualification

Education: - Minimum of Master’s degree in political science, social sciences, peacebuilding, human rights or similar fields (for International and National Consultant)

Experience:

- Professional experience in the evaluation of peacebuilding and women engagement projects (minimum 3 years);
- Experience in working with projects and programs, particularly in the field of film making;
- Experience in working with National governmental and non-governmental institutions including Community Based Organizations (CBOs), Non-Governmental Organizations (NGOs) and Technical and Financial Partners (TFPs) (at least 3 experiences); as well as Good knowledge of the United Nations System and in particular UNPBF;
- The National Consultant must have knowledge of Liberia, especially the 15 counties will be desirable.

Language:

- Excellent oral and written English, which is the working language of Liberia.

9. Bid Selection Criteria

The selection will be made on the basis of the following criteria

| Summary of Technical Proposal Evaluation Forms | | Maximum scores | Consultant | | | | |
|--|--|----------------|------------|---|---|---|---|
| | | | A | B | C | D | E |
| 1 | Qualification and experience | 40 | | | | | |
| 2 | Proposed methodology and approach to perform the work according to the TORs, including work plan | 60 | | | | | |
| Total | | 100 | | | | | |

| Technical Proposal Evaluation Form - Form 1 | | Maximum scores | A | B | C | D | E |
|--|--|----------------|---|---|---|---|---|
| Expertise/Qualification and experience in the field | | | | | | | |
| 1.1 | Degrees and key references | 20 | | | | | |
| 1.2 | Proven expertise in the field of peacebuilding | 20 | | | | | |

| | | | | | | | |
|---|--|---------------|------------|---|---|---|---|
| Total | | 40 | | | | | |
| Technical Proposal Evaluation Form 2 | | Maximum score | Consultant | | | | |
| | | | A | B | C | D | E |
| Proposed methodology and approach to perform the work according to the TORs | | | | | | | |
| 2.1 | Does the proposal show a general understanding of the activities to be carried out? | 10 | | | | | |
| 2.2 | Does the proposal include a coherent methodological framework and a clear structure of expected results? | 10 | | | | | |
| 2.3 | Is the presentation clear, and is the sequence of activities and their planning logical, realistic, and do they provide enough for a good job performance? | 20 | | | | | |
| 2.4 | Is the work plan well detailed and consistent with the terms of reference, including specific timelines? | 20 | | | | | |
| Total | | 60 | | | | | |

10. Bid Evaluation Method

- Only those candidates with a score of at least 70 points out of the 100 points will be selected for a financial analysis;
- The evaluation method that will be used is that of the best quality / price ratio (combined score). Consideration will be given to the consultant's skills and experience, work methodology and financial proposal.

1. Submission of bids:

the national consultant will have to submit a file including two proposals (technical and financial):

- a) The technical proposal must contain
 - A copy of the diplomas;
 - A cover letter;
 - A detailed CV;
 - Certificate of Good Execution (EBA) of the evaluation missions carried out
 - A brief description of the work methodology indicating the different stages of achievement of the results and the chronogram;

b) The financial proposal:

- A financial proposal on the basis of a monthly lump sum including (fees, travel expenses, per diems and other expenses related to the mission in the localities of the interior of the country);
- To allow a better appreciation of the proposed lump sum, the consultant must break down its lump sum amount clearly indicating the fees provided for professional fees, travel expenses and those allocated to per diem.

11. Timeline

The study will be conducted in accordance with the following deadlines:

| Activities | Timeframe |
|---|-----------|
| Desk review and analysis of relevant documents of the project | 4 days |
| Drafting the start-up report and submission to the Accountability Lab and the PBF (both the PBSO and the Secretariat) | 5 days |
| Field research/Data collection mission led by the consultant | 14 days |
| Data analysis and preparation and submission of provisional report | 7 days |
| Validation of provisional report by relevant stakeholders | 2 day |
| Elaboration of the final report, integrating comments from the Accountability Lab, the PBF and PBSO | 3 days |

12. Deliverables of the Consultant

- Survey and interview tools for review prior to deployment
- An inception report no more than 7 working days after signing the contract, including a detailed sampling frame;
- Provisional version of the results (draft report) of the evaluation of the project for comments and validation of the national partners concerned.
- Final report incorporating comments and inputs from stakeholders, including Accountability Lab Liberia and UNPBF (both the PBSO in NY and the Secretariat in Liberia).

Annex 2: Donor Funds By Trenches

Table 4: Donor funds by Trenches

| CATEGORIES | Amount Recipient Agency ALAB | | | | | | | | | |
|--|------------------------------|-----------------|-----------------|-----------------|----------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------|
| | Tranche 1 (20%) | Tranche 2 (30%) | Tranche 3 (30%) | Tranche 4 (20%) | Total Tranches | Total Expense Tranche 1 | Total Expense Tranche 2 | Total Expense Tranche 3 | Total Expense Tranche 4 | Total Expense |
| 1. Staff and other personnel | 31.200,00 | 46.800,00 | 46.800,00 | 31.200,00 | 156.000,00 | 23.781,03 | 42.678,00 | 70.271,53 | 14.114,10 | 150.844,66 |
| 2. Supplies, Commodities, Materials | 1.470,00 | 1.470,00 | | 1.470,00 | 4.410,00 | 715,53 | 690,00 | 1534,47 | 1.470,00 | 4.410,00 |
| 3. Equipment, Vehicles, and Furniture (including Depreciation) | 10.010,00 | 15.015,00 | 15.015,00 | 10.010,00 | 50.050,00 | 24.783,00 | | 13.383,15 | 12.174,00 | 50.340,15 |
| 4. Contractual services | 18.540,60 | 28.545,90 | 30.015,90 | 18.540,60 | 95.643,00 | 3.372,00 | 29.658,00 | 39.307,73 | 24.270,27 | 96.608,00 |
| 5. Travel | 10.194,40 | 15.291,60 | 15.291,60 | 10.194,40 | 50.972,00 | 10.905,00 | 14.278,02 | 14.556,50 | 15.131,92 | 54.871,44 |
| 6. Transfers & Grants to Counterparts | - | - | | - | - | - | - | | | - |
| 7. General Operating and | 9.553,05 | 14.329,58 | 14.329,58 | 9.553,05 | 47.765,26 | 9.014,20 | 15.655,56 | 13.291,00 | 9.805,25 | 47.766,01 |

| CATEGORIES | Amount Recipient Agency ALAB | | | | | | | | | |
|---------------------------------|------------------------------|-----------------|-----------------|-----------------|----------------|-------------------------|-------------------------|-------------------------|-------------------------|---------------|
| | Tranche 1 (20%) | Tranche 2 (30%) | Tranche 3 (30%) | Tranche 4 (20%) | Total Tranches | Total Expense Tranche 1 | Total Expense Tranche 2 | Total Expense Tranche 3 | Total Expense Tranche 4 | Total Expense |
| other Direct Costs | | | | | | | | | | |
| Sub-Total Project Costs | 80.968,05 | 121.452,08 | 121.452,08 | 80.968,05 | 404.840,26 | 72.570,76 | 102.959,58 | 152.344,38 | 76.965,54 | 404.840,26 |
| 8. Indirect Support Costs - GMS | 5.657,89 | 8.486,84 | 8.486,84 | 5.657,89 | 28.289,46 | 5.079,95 | 7.207,17 | 10.664,11 | 5.338,23 | 28.289,46 |
| TOTAL | 86.625,94 | 129.938,92 | 129.938,92 | 86.625,94 | 433.129,72 | 77.650,71 | 110.166,75 | 163.008,49 | 82.303,77 | 433.129,72 |

Annex 3

Reel Peace Project Evaluation Questionnaire

In view of the ToR for the final evaluation of Reel Peace Project, this questionnaire was developed based on the criteria adopted for the evaluation.

| Main Concern/Question | Supporting Questions | Response |
|---|--|----------|
| Relevance/Appropriateness of the Project | | |
| Whether the range of substantive areas in which the project is engaged (i.e. women's involvement in peacebuilding and reconciliation processes, film-making skill training, etc.) are appropriate | To what extent was the project's involvement of women in peacebuilding appropriate? | |
| | Has the project helped in ensuring women's contribution to the reconciliation process in Liberia? | |
| | Was the film-making skill provided to women in any way relevant to the needs of Liberia? | |
| If the substantive issues are deemed appropriate for the context and within the scope of the project | Are the areas covered by the project appropriate for the situation in Liberia? | |
| | How does the project reflect and align with Liberia's national Peacebuilding Plan and the country's development plan? | |
| | Were the programmatic strategies appropriate to address the identified needs of project counties? | |
| | What skills should be prioritized to further develop greater coherence and relevance to its interventions in peacebuilding activities within counties? | |
| The efficiency of the Project | | |
| The extent to which project's selected method of delivery within the counties align with objectives and development context | Did the female storytellers receive effective training and support? | |
| | To what extent are relevant national stakeholders and actors included in the programming, implementation, and policy advocacy processes? | |
| | Were project human and financial resources utilized responsibly? | |
| | Were project activities carried out on time and at the appropriate location? | |
| Effectiveness of the Project | | |
| | What evidence is there that the project has contributed towards sustaining the peace? | |

| Main Concern/Question | Supporting Questions | Response |
|--|--|-----------------|
| Evidence of the project's contribution to sustaining peace, building trust, supporting peaceful co-existence and progress toward achieving expected outcomes | To what extent has the project contributed towards building trust and supporting peaceful co-existence between the government and citizens on gender-related issues? | |
| | What progress was made towards achieving the expected outcomes and results; results achieved, the reasons for the achievement or non-achievement of the project results? | |
| | What were the project's greatest accomplishments/contributions in relation to supporting peacebuilding in Liberia? | |
| Indicative Impact of the Project | | |
| Behavioral and attitudinal changes towards gender-related issues and peacebuilding activities at community, county and national levels as a result of the project. | To what extent has the project impacted behavioral and attitude change of communities towards gender-related issues along the advocacy line? | |
| | What impact has the project had on the local peacebuilding activities? | |
| | To what extent have the communities been involved in the project activities? | |
| | To what extent has the capacity of female filmmakers been enhanced to work independently. | |
| | Is the community leadership keen to support the continuity of the project? | |
| Sustainability of the Project | | |
| The level of increase in sustained advocacy activities, and whether | Has there been an increase in the advocacy activities in which participants are engaged? | |

| Main Concern/Question | Supporting Questions | Response |
|--|--|----------|
| <p>the acquired film making skills will enhance women continuous contribution to peace and reconciliation in the country</p> | <p>Have selected participants acquired film making skills?</p> | |
| | <p>Has there been an increase in participants' ability to advocate for positive change?</p> | |
| | <p>Has there been an increase in participants' storytelling skills?</p> | |
| <p>What are the strategies to be recommended for the post-project phase, given the success or not and how to mobilize additional funds and promote the internalization of project achievements by the target groups?</p> | <p>Were there any catalytic effects or did the project leverage some external investments in the areas directly/indirectly relevant to project results/themes?</p> | |
| | <p>Is there any area that remains with peacebuilding-related challenges and requires either PBF or others could consider for continuous engagement?</p> | |