



RED NOSES International

“Clowning Connects Us - ClowNexus” endline evaluation:

Terms of Reference

20 April, 2023

1. Project Background

Summary of the project

“Clowning Connects Us – ClowNexus” is a three-year project running from November 2020 to 2023 and which is co-funded by the European Union in the context of their programme Creative Europe. The project involves eight (8) European healthcare clowning organisations (RED NOSES International and seven partners from within and outside the RNI network), with the aim of promoting and facilitating access to culture, cultural outputs and artistic activities for vulnerable groups and creating more expertise in the European healthcare clowning sector.

The project seeks to tackle a lack of interactive artistic performances developed with and for people with dementia and children with autism spectrum disorder (ASD) – both having difficulties to get full cultural rights and access to cultural participation. Co-creation methodologies are not in place for these target groups and require the sensitive involvement of related stakeholders like parents, families and caretakers.

The main activities of the project included:

International exchange meetings

- Kick-off meeting (August 2021)
- Conference HCIM (April 2022)
- Closing meeting (September 2023)

Performances

- Piloting of new artistic approaches in 6 countries
 - Regular artistic interactions with children with ASD
 - Regular artistic interactions with elderly with dementia

Artistic laboratories

- 6 Artistic laboratories in 6 countries
 - 3 for working with children with ASD
 - 3 for working with elderly with Dementia

Learning and Research activities

- Baseline Study at the beginning of the project
- Development and trial of creative evaluation and learning tools
- Participatory Action Research with Elderly
- This endline evaluation

During the project the participating healthcare clowns and cultural managers found institutional partners where they can work with adults with dementia and children with ASD and co-create what we came to refer to as artistic tools and scenarios. Most often working in clown duos, the artists developed a unique mix of tools in their engagement with the target groups, and

throughout the project deepened their understanding of what approaches work, when and why.

In ClowNexus-facilitated transnational artistic laboratories, clowning artists from different organisations exchanged with each other about the unique Artistic Scenarios they developed with and for people with dementia and children with ASD, sharing good practices and learnings from their journey. In the laboratories, the participating artists benefited from the immense experience and passion of various team members. We also engaged numerous international experts, healthcare clowns, artists, facilitators and activists for rights of persons with disabilities from within the participating partner organisations and elsewhere to enrich the knowledge and capacities of participating healthcare clowns to work with the two target groups.



Overall, the project aimed to strengthen the know-how and capacity of organisations and artists working in the European healthcare clowning sector relating to:

- Develop and test co-creation approaches between artists, audiences, their families, social experts and artists from other artistic fields;
- Facilitate collaborations, exchanges and strengthen networks of Healthcare Clowning Artists and Organisations on a European level;
- Strengthen the capacities of healthcare clowns and their organisations to employ Monitoring and Evaluation tools measuring the impact of healthcare clowning interventions on audiences as well as the quality of the artistic content.

In addition to exchanging good practices on artistic formats that work with the two target groups, participating clowning artists and organisations were encouraged to deepen their knowledge on applying learning tools to learn about the impact of their work. The project will result in a consolidated Toolkit including artistic approaches and tools to support learning about their impact. The data that the participating organisations and artists gathered using learning tools will contribute to this final project evaluation, as a complement to the rest of the data to be collected.

The project team is now in the process of collecting knowledge on the practices and tools and developing a resource collection for various audiences from the target groups, artists, persons living or working with adults with dementia or children with ASD, academics, experts and others interested in learning about healthcare clowning for the two target groups.

Learnings on how artistic organisations can collaborate with the target groups, and their environment in the development of formats, will provide inspiration for the sector on how to implement participatory artistic approaches that support health and wellbeing.

The project will contribute to the visibility and raising awareness on the added value of clowning for arts and inclusion, as well as for how arts contribute to health & wellbeing in general.

ClowNexus partners

- **Project lead**

- Red Noses International

- **Partners**

- Rote Nasen Österreich (Austria)
- Crveni Nosovi (Croatia)
- Sairaalaklovnit (Finland)
- Piros Orr (Hungary)
- Raudonos Nosys (Lithuania)
- Pallapupas (Spain)
- Stichting CliniClowns Nederland (Netherlands)

- **Associated Partner**

- European Federation of Healthcare Clown Organizations (Efcco)

- **Institutional Donor**

- Creative Europe Programme of the EU.

Red Noses International is an Austrian Non-Profit Organisation (NPO) that brings together artistic and scientific expertise in the interface of performing arts, healthcare, social and development work. As a headquarter, RNI currently coordinates activities of 11 organisations in Europe and the Middle East. RNI encourages the development of artistic formats and stimulates the exchange of approaches and know-how in the artistic field of healthcare clowning. It helps build capacity of national healthcare clown organisations by providing practical support in training, quality management, PR and fundraising. A great emphasis is placed on providing high quality artistic training to healthcare clowns through the implementation of international workshops at its main training platform - the International School of Humour (ISH).

The partners in this project are Healthcare Clowning Organisations specialising in clowning for vulnerable groups. As Healthcare Clowning Organisations, they use a cross-sectoral approach that strengthens the linkages between culture, health and social inclusion.

Six of the seven partner organisations developed, actively tested and implemented the newly developed artistic formats and approaches in their programmes; whereas one organisation (Stichting CliniClowns Nederland) supported ClowNexus by hosting and co-facilitating some of the international learning activities most notably the Healthcare Clowning International Meeting (HCIM) in 2022. This meeting was a crucial component of the project and consisted of exchanging ideas and good practices outside of the project consortium on interacting via participatory artistic performances with children with ASD and elderly people with dementia and, raising awareness on the importance of arts for wellbeing. CliniClowns also implemented Participatory Action Research (PAR) with elderly with dementia with Leyden Academy on Vitality and Ageing. The European Federation of Healthcare Clown Organizations (Efhco) is an associated partner that supported the dissemination activities of the project by sharing information on the project development, learnings and results with its member organisations.

2. Project objectives

1. Social inclusion

The developed performances offered the audiences the possibility to actively enjoy artistic interventions that aim to have a positive effect on their life-quality, well-being and mental health. The artistic interactions also positively affect the social inclusion of the target groups by providing them access to cultural activities and by connecting audiences, family members and caretakers through the creative interactions.

2. Capacity building of organisations and artists in the European Healthcare

The partners developed and tested methodologies on how to involve audiences, their families and social experts as early as possible in the development process of performances tailored to the needs of the audiences. Before ClowNexus, the partners lacked tested and evaluated methods and systematic approaches on how to include the voices of audiences and their environments. This project changed this and produced findings, learnings and know-how, benefitting the wider healthcare clowning sector. Moreover, ClowNexus put a special emphasis on the on-going artistic education of the clown artists, and raising the know-how of cultural managers and artists in the set-up and implementation of audience development strategies.

3. Fostering transnational mobility and internationalisation of artists and cultural managers

“Clowning Connects Us” offered around 25 artists opportunities for transnational mobility by attending artistic laboratories in six different EU countries, connecting them with local audiences and exposing them to different cultural and linguistic settings.

4. The project has and will continue to contribute to the visibility and awareness for arts for wellbeing in Europe.

3. Evaluation scope

The evaluation is expected to run from May to October 2023 to consolidate learning across the countries involved and serve as an endline assessment compared against the baseline developed at the onset of ClowNexus ([Read the Baseline Study here!](#)). The component on consolidating learning will be horizontal and cover insights from all eight partner organizations, while the comparison against the baseline will cover six of the partners.

The six partners that organized development of artistic approaches to work with adults with dementia and children with ASD are: Verein Rote Nasen Clowndoctors in Austria; Pallapupas in Spain; Crveni Nosevi Klaufnidoktori in Croatia; Piros Orr Bohocdoktorok Alapitvany in Hungary; Raudonos Nosys Gydytojai klounai in Lithuania; and Sairaalaklovnit ry in Finland. Each of the partner organisations selected a duo of clowns to work with the two target groups. Red Noses International is the lead partner and will be relevant to the evaluation for all matters related to project management, awareness raising and other topics. Stichting CliniClowns Nederland will be covered in relation to their involvement in facilitating and hosting the Healthcare Clowning International Meeting (HCIM) event, supporting other project laboratories and activities, and conducting Participatory Action Research. The European Federation of Healthcare Clown Organizations (Efhco) can be covered in relation to their focus on dissemination of project activities and learnings with its membership.

4. Evaluation objectives

The objectives of the ClowNexus Evaluation are as follows:

- Assess the impact of ClowNexus including but not limited to comparing end of project values for indicators in the ClowNexus logframe against the baseline. Indicators center on the target groups - their well-being, social inclusion and access to interactive artistic performances, and on the capacity of artists and care institution staff to serve vulnerable groups, collaborate with others for learning, measuring impact and raising awareness of healthcare clowning and its benefits.
- Consolidate understanding of what learning tools and activities the implementing partner organisations and artists involved used and provide a nuanced picture of their

effectiveness, relevance and impact. The evaluation should support the preparation of an open source Learning Toolkit.

- Support dissemination of the learning component of ClowNexus. One such opportunity will be presented in the validation workshop at the ClowNexus closing event in Vienna at the end of September, however the evaluators are encouraged to explore other dissemination opportunities including at the level of partner organisations in the different countries.
- Provide recommendations to support the sustainability of the results achieved by ClowNexus.

5. Uses of the Evaluation

The results of the baseline evaluation will have a dual focus on accountability and learning. The evaluation will support the project's accountability to the donor and other stakeholders most notably the beneficiaries including institutions and persons caring for adults with dementia and children with ASD and the target groups themselves. At the same time, the evaluation is a voluntary initiative of the ClowNexus team to maintain a key focus on learning about what works, when and why. In this sense, the evaluation will support the facilitation and dissemination of learning facilitated by the project for those involved and development of a learning toolkit.

6. Evaluation Questions

Below is a preliminary list of evaluation questions that the bidders are invited to review and validate with relevant stakeholders in the inception phase of the evaluation.

- **Effectiveness: to what extent did the project achieve its objectives?**
 - What were the supporting and hindering factors to achieving objectives?
 - What have we learned about the capacity of participating organisations and individuals to implement similar projects?
- **Relevance: to what extent was the project and type of intervention implemented needed for the participating organisations, clowning artists and beneficiaries?**
 - What needs did the participating organisations, clowning artists and beneficiaries expected to have addressed through the project?
 - What were some missed opportunities for the project to more closely meet the expectations of its stakeholders?
- **Impact: what have been the intended, unintended, positive and negative changes the project contributed to for the different beneficiary groups from the participating healthcare clowns to the recipients of their artistic interventions and their milieu?**

- **Sustainability:** how can the resources and learning generated in ClowNexus most benefit persons working with the target groups and the healthcare clowning sector?

7. Approach and methods

This evaluation involves vulnerable groups such as people with dementia and children with ASD. As such, it demands strict adherence to international ethical standards and to RED NOSES Safeguarding Policy. The evaluation team must take extra measures to ensure that they promote the wellbeing of everyone who is participating in, or affected by the research process. The dignity and autonomy of all those involved in the research process must be respected in all phases of design, implementation, and reporting.

As an international study, it is vital that the evaluation be conducted with a high level of cultural sensitivity and respect. In particular, the evaluation needs to make suitable plans for translations and interpreters for the data collection process, to ensure that participants are not excluded on the basis of language.

It is expected that the evaluation will apply a mixed-method approach using quantitative and qualitative data for data collection, analysis and interpretation. In addition, it should use existing information and data sources. All data, qualitative and quantitative, collected through the assessment to the extent possible should be disaggregated by location, age and sex and include a good coverage of the types of groups engaged by the project - adults with dementia and children with ASD; their carers - family members and in institutions serving them; healthcare clowns and their organisations; decision makers. Concerning the quality of data and information, the evaluator or evaluation team should systematically check accuracy, consistency and validity of collected data and information and acknowledge any limitations/caveats in drawing conclusions using the data.

- **Desk Review:** A three-year project, ClowNexus has generated a considerable body of material that will be relevant for the evaluation, including but not limited to the baseline study; all M&E and learning activities of implementing organisations; outputs and notes from the six international laboratories and the HCIM event; consolidated progress reports to the donor to name a few.
- **Interviews, focus group discussions and workshops:** Qualitative information will be key to understanding the relevance of ClowNexus, its individual components and project activities in the different settings it took place. The evaluator is encouraged to draw on participatory stakeholder engagement techniques including but not limited to tools piloted during the baseline evaluation: Art Voices/Photo Voice; How Change Happens; My Favourite Story and Most Significant Change.

- **Survey(s):** Assessing endline values of indicators measured at the project inception will be among the objectives for this evaluation. The evaluator is invited to consider the feasibility and potential utility of including quantitative data collection methods for this purpose.
- **Direct observation:** To the extent feasible, the evaluator should aim to observe some of the project activities still taking place during the evaluation. Field missions to the countries of participating organisations should be organised in view of the possibility of conducting such observations.

8. Timeline and Management

ClowNexus is due to last until November, 2023, with the evaluation report findings intended to support our reporting to the donor. The Evaluation should therefore begin in **May 2023** and last around four months, be completed in **early October 2023**. The Evaluator is expected to facilitate dynamics for the validation of the evaluation findings in the ClowNexus final event at the end of September. The final report should consider learnings and the result of validation from this event.

The evaluation team leader will report to the Evaluation Manager forming part of the Research and Learning Department of RNI. The Evaluation will benefit from the support of a Steering Group of ClowNexus team members representing participating partner organisations and different aspects of the project including overall coordination, research and learning and artistic development. In other words, you will be supported by project coordinators, research managers, artistic directors and clowns working hands-on in the project activities. The evaluation will be managed remotely except for the ClowNexus final event in Vienna where the evaluator's presence will be required.

Ability to cover the countries of implementing partners: Austria, Croatia, Finland, Hungary, Lithuania, and Spain through in-person data collection with relevant stakeholders whether through involvement of team members in these locales or organisation of field missions will be considered an advantage. The work of partners in the Netherlands can be covered remotely or in-person, with the caveat that the activities there followed a different intervention logic.

The timeline is foreseen as follows, with meetings to be held with the research manager for feedback on reports and ad hoc by request from either side more regularly:

Deadline for Proposals	COB 11 May, 2023
Interviews with shortlisted candidates (Steering Group)	between 15-22 May
Kick-off (Steering Group)	end May

Inception Report	June
Data collection	June - August
Analysis and Reporting	August - September
Draft Evaluation Report	21 September
Validation workshop (Steering Group & additional stakeholders)	25 - 28 September - exact date to be specified
Final Evaluation Report	13 October

9. Deliverables

- Inception Report (*early June 2023*)
 - Overview of evaluation methods and questions
 - Data collection schedule
 - Location of site visits
 - Evaluation tools (interview questions, surveys, other creative evaluation tools) in English
- Draft Evaluation Report (*21 September*)
 - Executive summary with key findings and recommendations
 - All evaluation objectives and questions addressed
 - Inclusion of all project countries & most significant stakeholders
 - Clear differentiation between findings, conclusions, and recommendations
 - Conclusions and recommendations based on findings
 - Information presented clearly and simply, avoiding unnecessary jargon
 - Consolidated project learning toolkit (in cooperation with Research Manager)
- PowerPoint presentation of findings and recommendations (*to be presented between September 25-28 in Vienna*)
 - Clear and visually engaging of key messages, suitable for a variety of stakeholders
 - Dynamics for workshop to validate the findings with stakeholders attending final project event in Vienna including all participating clowning artists, their artistic leadership, RNI project management team, visiting experts.
- Final evaluation report (*13 October*)
 - Revisions and suggestions from RNI and ad hoc evaluation steering committee taken into account
 - Raw data collected as part of the evaluation (which will be the property of RNI)

10. Budget

A fixed budget of maximum 25,000 EUR (all taxes included¹) is available. This budget includes, for example, fees for all team members, translation costs, travel (including to the event in Vienna), per diems, and any other incidental costs that may arise during any phase of the evaluation. Note the maximum amount is available for approaches involving in person data collection in all the countries of partner organisations. Any and all costs and expenses exceeding this amount, and which might be incurred by the contractor(s) due, for example, to an event of force majeure or otherwise, are to be borne solely and exclusively by the contractor(s).

11. Evaluation Team

It is expected that a team will be needed to gather data covering all seven project countries in the timeline available. We are looking for a team that meets the following criteria:

- Master's Degree in a relevant field
- Experience in conducting evaluations of multi-country projects (minimum 5 references)
- Experience in quantitative and qualitative data collection and analysis (minimum 7 years).
- Experience or demonstrable interest in artistic interventions for social inclusion. Experience with evaluation of artistic interventions is considered a plus.
- Experience conducting research or other work with vulnerable groups, including children with disabilities, people with dementia and appropriate engagement methods.
- Experience with participatory engagement methods for evaluation.
- Excellent spoken and written English. Other languages spoken in the target countries are an asset.

The submitted proposals will be evaluated based on their quality, adherence to the criteria presented above, and the expected value for the ClowNexus project and its stakeholders.

To apply, please send the following to Silvia.De-Faveri@rednoses.org (you can also write us should you require clarifications) by Close of Business (CET) on 11 May, 2023 (note we'll review applications on a rolling basis and some interviews may be held sooner than in the schedule presented earlier):

- A brief conceptual note of your understanding of this evaluation and your methodological approach

¹ For VAT paying organisations, note to include the local VAT payable to the budget proposal, with the overall, post-VAT amount not exceeding 25,000 EUR.

- A reference list of relevant assignments underlining their link to the subject of this evaluation
- Your CV or the CVs of the experts proposed for this evaluation
- Final cost proposal in EUR (daily rates, travel and total)