

# Activity Appraisal Document ODA

€ 250.000 up to € 1.000.000

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Application number	4000004510
Short name application	<b>Out of the Margins:</b> Strengthening Independent Multimedia Journalism from Across Jordan
Long name application	To produce high impact in-depth reports that engage with issues impacting Jordanians across the country in the form of multimedia storytelling, data-driven reporting, and analytical writing.
Description application	Reflecting on our rich experience implementing the Dutch funded "3uyoun" project, 7iber wants to develop another long-term training programme for fellows, building on the strengths of the previous programme, and developing it further. In this new edition of the programme, 7iber will train six fellows in core journalism skills over the course of one year, providing them with mentorship and coaching throughout this period as they work towards publishing in-depth reports. 7iber will take steps to ensure the encouragement of women to apply to the programme and balanced representation selection of both female and male participants in the fellowship. Within this project, 7iber will ensure to highlight and tell stories of women, and offer an honest and diverse representation of Jordanians. The pieces will endeavour to inform and influence people in deep and meaningful ways and draw their attention to issues of human rights, accountability, social justice, and inequality. Additionally, 7iber will expand its storytelling and its reach through video features that accompany and enrich its written reporting.
Budget holder	AMM
Number business partner	30077214
Implementing organisation(s)	Hiber Media Consulting
<a href="#">Legal relationship</a>	Contribution
<a href="#">Commitment</a> in foreign currency (if applicable)	JOD 415,743
Corporate rate	1.29

<b><u>Commitment</u></b> in euros	EUR 536,308.47
<b>Funds centre</b>	0501U02040005
<b>Activity start date</b>	1 November 2020
<b>Activity end date</b>	31 October 2023
<b>Contract start date</b>	1 November 2020
<b>Contract end date</b>	31 October 2023
<b><u>Aid modality</u></b>	Other programme aid
<b><u>Donor role</u></b>	Single donor
<b><u>Technical assistance</u></b>	N.a. Not applicable
<b><u>Beneficiary's country/region</u></b>	Jordan
<b>Countries within the region (if applicable)</b>	Not applicable.
<b>Allocation country information</b>	Not applicable.
<b>Location within the country (be as specific as possible)</b>	Nation wide
<b><u>CRS Code</u></b>	15160
<b><u>Policy marker weight is 'principal'</u></b> (no minimum or maximum amount)	Mens – Mensenrechten en minderheden
<b><u>Policy marker weight is 'significant'</u></b> (no minimum or maximum amount)	Vrl – Voorlichting en media
<b><u>Special pledges made by the Minister or State Secretary</u></b> / and/ or special marks regarding sensitive information	Not applicable.

## **II. APPRAISAL OF THE ACTIVITY**

### **2.1 Contribution made by the activity to BZ policy objectives (policy relevance)**

#### **2.1.1 Description policy relevance**









The project responds to the lack of accessible journalism on human rights in Jordan and the particular need for this type of reporting at community level within governorates outside of Amman.

As such, the project is aligned with the GoN's priorities identified in the Dutch Human Rights Policy. It targets specific priorities on Freedom of Expression and Internet Freedom.

The project also corresponds to the long-term objectives as mentioned in the Human Rights policy area of the MACS on freedom of expression and internet freedom. It meets the specific criteria set out for the Human Rights Fund and the Human Rights priorities identified in the annual plan.

The Embassy of the Netherlands aims to promote freedom of expression, internet freedom and independence of press in the traditional and new media. Digital mass media receives particular attention because it has the ability to foster freedom of expression, political participation and democratic processes. The Netherlands is highly aware that it is important to balance the upholding of national security and stability with sufficient safeguards for and attention to human rights.

#### **2.1.2 Appraisal**

No.	Criteria 2.1 Policy relevance	Indicators (score 0, 1, 2)	Score	EXPLANATION/ REFERENCES
2.1.1	The proposed intervention ties in with the operational objectives in the Explanatory Memorandum and the related policy memorandum (policy theory and <a href="#">intervention logic</a> ).	 The proposed intervention ties in with both the main objective and the secondary objectives.		Please see paragraph 2.1.1
2.1.2	The proposed intervention ties in with the ODA <a href="#">priorities</a>	 The proposed intervention ties in with more than one of the result areas of the BH&OS priorities.		The intervention ties with the support to civil society in BH&OS development nota.
2.1.3	The proposed intervention ties in with the annual plan and the result chain of the <a href="#">MIB/MASP</a> .	 The intervention is specifically mentioned in the result chain of the MIB/MASP.		Please see paragraph 2.1.1
2.1.4	The relevance of the proposed intervention to the crosscutting themes of women's rights and gender equality / climate /	 The proposed intervention is relevant to more than one of the crosscutting themes.		Strengthening of civil society and gender equality ensured.

	PSD / coherence and strengthening of civil society organisations			
Total score (maximum 8 out of 8 points)			8	

## **2.2 Problem analysis and lessons learned**

### **2.2.1 Description**

According to **Reporters without Borders (RSF)**, Jordan ranks number 128 out of 180 countries in the world rankings in 2020 in terms of press freedom. Jordan's media is limited by the restrictions and red lines set by the authorities. In particular, journalists are subject to close surveillance by the intelligence services and they must be affiliated with the state-controlled Jordanian Press Association.

7iber's audience consists of socially and politically engaged professionals, social activists, and students living in Jordan and abroad who trust 7iber to further their understanding of socio-cultural, socio-economic and socio-political affairs. Educated young professionals between the ages 23 and 37 comprise the largest section of 7iber's audience. They work in diverse sectors, including academia, education, civil society, journalism, as well as various areas in the private and public sectors.

In their online and offline engagement with 7iber's articles, 7iber's readers expand the reach and impact of 7iber's stories, as they bring stories and issues brought up in 7iber's articles into their personal and professional meetings and discussions. **In 2020, 7iber expanded its reach of university students and younger audiences reaching 17% of its readers and its readership from the age group 18 to 22 doubling in the first half of the year.** While Jordanians comprise the majority of 7iber's audience, 7ibers' readership extends to other Arab countries.






In supporting journalists to practice in-depth journalism and upholding their freedom of expression, **this project provides citizens with in-depth knowledge of government plans and policies, and their impact on citizens' lives and livelihoods.** Collectively, the articles produced in this project will create a culture of accountability, exert pressure on the government to increase its integrity, and hold decision makers accountable to citizens.

Reflecting on 7iber's rich experience implementing the previously Dutch funded "3uyoun" project, 7iber wants to **develop another long-term training programme for fellows, building on the strengths of the previous programme, and developing it further.**

In this new edition of the programme, 7iber will train six fellows in core journalism skills over the course of one year, providing them with mentorship and coaching throughout this period as they work towards publishing in-depth reports. 7iber will take steps to **ensure the encouragement of women to apply to the program and balanced selection of both female and male participants in the fellowship.** 7iber designed the programme in this way, with a smaller number of fellows, because they have realised that working with an exceptional and committed small group yields a stronger impact, allowing editors to dedicate more time towards coaching and mentoring each fellow in the programme.

### **2.2.2 Appraisal**

Nr.	Criteria 2.2	Indicators (score 0,1,2)	Score	EXPLANATION/ REFERENCES
	Context analyse			

2.2.1	The proposal is based on a contextual analysis, from which a logical problem definition and objective are generated.	 The proposal is based on a analysis and results in a logical problem definition and objective.	 2	Please see paragraph 2.2.1
2.2.2	The proposal describes how the results of evaluations and/or studies feed into formulation of the proposal.	 The proposal refers to results from evaluations and/or studies but does not specify how these contributed to formulation of the proposal.	 1	Please see paragraph 2.2.1. The project builds on previously NL-funded project.
Total score (maximum 4 out of 4 punten)			 3	

## 2.3 Objectives (outcomes), results (outputs), activities and resources, based on the SMART principle

### 2.3.1 Description

#### Project Objectives:

- Stimulate engagement with socio-political, socio-cultural, socio-economic issues, impacting different communities in Jordan through producing and publishing multimedia storytelling that relates to communities' conditions, concerns, and aspirations.
- Increase public awareness on issues of governance through producing and publishing well-researched data-driven reporting on governmental policies and decisions influencing communities across Jordan, both on the national and local level.

#### Outcomes:

- **Outcome 1:** Stories of under-reported communities across Jordan engage 7iber's readers and lead to a nuanced understanding of the issues they face:
  - **6 multimedia pieces** telling stories of different communities across Jordan in the form of profiles and features reach 7iber's audience and beyond. The stories often get high social media outreach which will enlarge 7iber's audience.
  - **12 video features** per year telling stories from Jordan, including stories of people, interaction spaces, communities, and community projects, reach 7iber's audience.
- **Outcome 2:** Aspiring journalists from governorates across Jordan increase their capacity to produce engaging, data-driven reports:
  - **6 fellows** from governorates across Jordan trained extensively on journalism skills through workshops on in-depth reporting and writing, writing profiles, data journalism, and digital storytelling, and able to continue producing high quality journalism from their governorates after the project ends.
- **Outcome 3:** National and local perspectives on accountability and governance stimulate engagement with national and local affairs among 7iber's audience and beyond:
  - **12 research-based pieces** by 7iber's senior journalists that focus on accountability and governance reach 7iber's audience.
  - **12 in-depth reports** and stories by project fellows on issues affecting their local communities reach 7iber's audience.

- **36 in-depth reports** per year by freelance journalists on issues of accountability, local and national governance reach 7iber's audience.
- **18 in-depth reports** by resident fellows reach 7iber's audience.

**Full log framework is annexed.**

### **2.3.2 Appraisal**

<b>No.</b>	<b>Criteria 2.3</b> <b>Outcomes, outputs, activities and resources, based on the SMART principle</b>	<b>Explanation score (1 point per indicator)</b>	<b>Score</b>	<b>EXPLANATION/ REFERENCES</b>
2.3.1	The objectives at outcome level are clearly formulated, fall within the proposal's span of influence and are realistic. The outcomes follow logically from the problem formulated.	<input checked="" type="checkbox"/> The outcomes are specifically formulated. <input checked="" type="checkbox"/> The objectives follow logically from the problem formulated. <input checked="" type="checkbox"/> The objectives fall within the proposal's span of influence and are realistic (taking account of its duration and local circumstances). <input checked="" type="checkbox"/> The objectives are acceptable to the target group and other stakeholders. <input checked="" type="checkbox"/> The objectives formulated are realistic bearing in mind the scope of the activities and the capacity of the (local) organisation(s).	5	All project indicators are gender segregated.
2.3.2	Progress in achieving the outcomes can be determined objectively on the basis of measurable performance indicators.	<input checked="" type="checkbox"/> Relevant performance indicators have been formulated for each outcome.	2	

		<div>A baseline measurement and a measurable target (quantitative and/or qualitative) have been formulated for each performance indicator.</div> <div><input checked="" type="checkbox"/></div>		All results indicators are gender segregated.
2.3.3	The outputs formulated are concrete and fall within the proposal's span of control. The outputs follow logically from the outcomes formulated.	<div>There is a clear link between the outputs and the outcomes, i.e. the outputs can be expected to contribute to achievement of the outcomes.</div> <div><input checked="" type="checkbox"/></div>	<div>2</div>	
		<div>The outputs formulated are realistic bearing in mind the scope of the activities and the capacity of the (local) organisation(s) .</div> <div><input checked="" type="checkbox"/></div>		
2.3.4	Progress in achieving the outputs can be determined objectively on the basis of measurable performance indicators.	<div>Relevant performance indicators have been formulated for each output.</div> <div><input checked="" type="checkbox"/></div>	<div>2</div>	
		<div>A baseline and a measurable target (quantitative and/or qualitative) have been formulated for each performance indicator.</div> <div><input checked="" type="checkbox"/></div>		
2.3.5	When the activity ends, its envisaged outputs will have a lasting effect for the ultimate target group.	<div>The proposal contains a clear vision (with objectives) as to how the activities will be continued when the intervention comes to an end.</div> <div><input checked="" type="checkbox"/></div>	<div>1</div>	Activities are well detailed in the proposal.
		<div>The proposal contains suitable criteria against which progress in continuing the activities can be measured.</div> <div><input type="checkbox"/></div>		

2.3.6	At the end of the activity, the envisaged outputs will have a lasting effect on the local partners.	<input checked="" type="checkbox"/> The proposal contains a clear vision (with objectives) as to how the quality of the activities and/or the financial independence of the local partner will be enhanced.	2	The proposal ensures the sustainability of the activity by building the capacity of the journalists and by making available all training materials. The project will also build a community of mentors and coaches who provide long-term support.
		<input checked="" type="checkbox"/> The proposal sets out suitable criteria against which progress in regard to institutional sustainability can be measured.		
Total score (maximum score 15 points)			14	

## 2.4 Cooperation, [harmonisation](#) and [added value](#)

7iber will work with a community of journalists, researchers and mentors throughout the project timeline. The project will build on 7iber's previous experience in the Dutch funded "3uyoun" project, in which 7iber's trainers provided extensive training in writing, reporting, and research skills to 20 participants. 7iber's editors guided and coached the fellows in their production of over 36 in-depth reports on issues of accountability and local governance. The new project will capitalise on the six best performing fellows to engage them for one year to produce high quality in-depth reports and research. The produced stories will be published on 7iber's website, as well as other platforms of collaboration.

The project's added value would be focused on using multimedia journalism and producing high quality and engaging storytelling videos. These videos will be put out for discussions and hopefully influence decision making in the country. Moreover, working with the six top performing fellows will enable them to take on a journalism career by offering them long-term support and opportunities within this project at 7iber.

The Embassy of the Kingdom of the Netherlands is currently supporting organisations like SOWT, ARIJ and Journalists for Human Rights. The support was primarily allocated to improving freedom of expression, training of journalists and expanding the human rights dialogue in the country. These previous projects reconcile with and provide a good basis for the themes of 7iber's intervention. The embassy conducts regular meetings between all projects partners in order to increase synergies between them and maximise the impact.

Moreover, the Embassy is an active member of many donors' coordination groups such as the EU Human Rights working group, and is coordinating closely with other donors like EU, FR and DK on the topics of this intervention. The Embassy actively share about these intervention in such donors group, and makes sure to connect our partners to other existing networks and projects in the country.

## V. IMPLEMENTATION

### 5.1 Budget



### **5.1.1 Breakdown of costs**

<b><i>Type of Cost</i></b>	<b><i>Amount (JOD)</i></b>
Personnel	JOD 89,460
Programme	JOD 299,085
Overheads	JOD 27,198
<b>Total</b>	<b><u>JOD 415,743</u></b>

JOD 149,600

### **5.3 Monitoring**

#### **5.3.1 Narrative and financial reports**

The organisation is requested to submit annual and final narrative and financial reports according to the table in paragraph 5.3.5.

#### **5.3.2 Audit opinion**

The contribution is less than 5 million; audit opinion is not required.

#### **5.3.3 IATI – International Aid Transparency Initiative**

The organisation will report in accordance with the IATI standard, as set out in the BZ publication guidelines.

#### **5.3.4 Annual plans and other reports**

#### **5.3.5 Monitoring calendar**

<b>Report type</b>	<b>Any specific requirements*</b>	<b>Period</b>	<b>Submission by</b>
<b>Narrative Report</b>		<i>01-11-2020 to 31-10-2021</i>  <i>And</i> <i>01-11-2021 to 31-10-2022</i>  <i>And</i> <i>01-11-2022 to 31-10-2023</i>	<i>01-12-2021</i>  <i>And</i> <i>01-12-2022</i>  <i>And</i> <i>01-01-2024</i> <i>(combined in final report)</i>
<b>Narrative IATI *</b>	<i>In accordance with the BZ publication guidelines on the IATI standard, sent on annual basis to the Embassy</i>	<i>01-11-2020 to 31-10-2021</i>  <i>And</i> <i>01-11-2021 to 31-10-2022</i>	<i>01-12-2021</i>  <i>And</i> <i>01-12-2022</i>

		<i>And 01-11-2022 to 31-10-2023</i>	<i>And 01-01-2024 (combined in final re- port)</i>
<b>Financial</b>		<i>01-11-2020 to 31-10-2021</i>  <i>And 01-11-2021 to 31-10-2022</i>  <i>And 01-11-2022 to 31-10-2023</i>	<i>01-12-2021</i>  <i>And 01-12-2022</i>  <i>And 01-01-2024 (combined in final re- port)</i>
<b>Account of field visit</b>	<i>tbd</i>		
<b>Final narrative**</b>		<i>01-11-2020 to 31-10-2023</i>	<b><i>01-01-2024</i></b>
<b>Final financial</b>		<i>01-11-2020 to 31-10-2023</i>	<b><i>01-01-2024</i></b>
<b>Audit</b>	<i>Not required</i>		
<b>Certified state- ment</b>	<i>Not required</i>		

### **5.3.6 Evaluations**

Not applicable.