

Terms of Reference

Research & Evaluation Consultant or Consultancy Team

Position/Service Title: Research & Evaluation Consultant or Evaluation Consultancy Team

Project Name: Seenaryo Playkit

Location: Amman, Jordan and/or Beirut, Lebanon

1. About Seenaryo

Working in Lebanon, Jordan, Palestine and Syria, Seenaryo uses theatre and play to support mental health, shape futures, and drive social justice. Over ten years, Seenaryo has developed a unique and radically participatory approach to theatre and learning. What began in community spaces in 2015, has moved into classrooms, onto stages and toured to international festivals. Reaching over 205,000 people in the last decade, Seenaryo won the Digital Innovation of the Year - Learning prize at the 2025 PIONEER Awards, the Resilience in Action Award at HUNDRED 2024, and the Arts, Culture & Heritage prize at the 2023 UK Charity Awards.

2. Project Objectives & Scope

- **Objective:** The purpose of this consultancy is to generate high-quality evidence on the effectiveness of the Seenaryo Playkit and contribute to Seenaryo's growing evidence base on play-based learning and child development.
- **Scope of Work:** Design and Implementation of a Randomized Controlled Trial (RCT) for the Seenaryo Playkit.

History and Background

The Seenaryo Playkit is a teacher training programme and bank of early learning play-based activities – games, songs, interactive stories and classroom management techniques – designed to strengthen children's development and the capacity of their teachers.

It focuses on:

1. Life skills: activities that build communication, collaboration, critical thinking and creativity.
2. Wellbeing: activities that encourage children to express themselves and develop confidence in an inclusive and emotionally supportive way.
3. Engagement: making learning participatory, accessible and enjoyable.

Developed in 2017 to support teachers in Lebanon amidst a worsening economic crisis and ongoing pressures from hosting Syrian refugees, in 2019 it was adapted to the Jordanian curriculum. In 2020 launched as a mobile phone application, and as of 2026, it has reached over 100,000 children, with 95% of teachers reporting that integrating play-based learning has had positive outcomes for their students. To date, the Playkit has been evaluated through Seenaryo's internally developed MEAL framework, which includes pre- and post-training surveys, focus group discussions, participatory workshops with children, and classroom observations. In addition, three independent external evaluations have been conducted by the UCL Institute

of Education, DARNA Research ApS, and an independent consultant who carried out our 10-year longitudinal tracer study.

3. Deliverables & Key Milestones

Seenaryo is now seeking to scale the Playkit's impact through working with the Lebanese and Jordanian ministries of education, working towards government adoption of our theatre and play-based methodologies. During this critical scale phase, Seenaryo is seeking an experienced research and evaluation consultant or consultancy team to design and implement a rigorous Randomized Controlled Trial (RCT) to assess the attributable impact of the Seenaryo Playkit programme in classrooms, in Jordan and Lebanon.

Suggested sample size (to be determined in conversation with consultant):

- 12 schools across Jordan and Lebanon
- 48 classrooms
- 48 teachers
- Approximately 1,200 children aged 3–8 years

Within participating schools, teachers and classrooms will be assigned to intervention and control groups to enable robust assessment of programme outcomes.

Deliverable 1: Review and Strengthen Existing Evaluation Tools

- Review Seenaryo's Theory of Change, Playkit evaluation framework, and existing monitoring and evaluation tools.
- Assess the suitability of existing tools for use within an RCT framework.
- Identify opportunities to strengthen, adapt, validate, or replace existing tools.
- Recommend additional measures where required to improve the robustness and credibility of the evaluation.

Deliverable 2: Design the RCT Methodology

- Develop a comprehensive evaluation design and research protocol.
- Finalise research questions and outcome measures.
- Develop sampling and randomisation procedures.
- Conduct power calculations to determine the required sample size and ensure the study can reliably detect programme effects.
- Develop ethical research protocols, consent procedures, and child safeguarding measures.
- Lead the ethics review process, including preparation and submission of all required documentation and obtaining ethics approval from an appropriate ethics review body.
- Develop a detailed data management and statistical analysis plan.

Deliverable 3: Develop and Adapt Research Instruments

- Adapt existing Playkit MEAL tools where appropriate.
- Develop additional quantitative and qualitative tools as required.
- Ensure all tools are suitable for measuring outcomes related to Seenaryo's Theory of Change and specific indicators listed in current Seenaryo grant cycles.

Deliverable 4: Lead RCT Implementation

- Recruit, train and supervise enumerators as required.
- Develop data collection protocols and quality assurance procedures.
- Support implementation of baseline and endline data collection.
- Conduct field visits to participating schools in Jordan and Lebanon as required.
- Monitor data quality and troubleshoot implementation challenges throughout the study.

Deliverable 5: Data Analysis and Evidence Generation

- Analyse quantitative and qualitative data.
- Estimate programme impact using appropriate RCT methodologies.
- Assess outcomes at teacher, classroom, and child levels.
- Identify lessons learned and implications for programme improvement and scale-up.

Deliverable 6: Reporting and Dissemination

- Produce high-quality technical and donor-facing reports.
- Present findings to Seenaryo and key stakeholders.
- Provide recommendations for future programme development, scaling, and evidence generation.

The consultant will be expected to work collaboratively with Seenaryo throughout the process and ensure that all research activities are participatory, contextually appropriate, ethically sound, and feasible within the operating contexts of Jordan and Lebanon.

The exact timeline and deliverables will be agreed with the selected consultant. As a guide, Seenaryo anticipates the following:

Activity & Key Deliverable	Indicative Timeline
Review of Theory of Change, existing Playkit MEAL tools and evaluation framework. Deliverable: Recommendations shared and changes applied to existing tools.	Inception Phase
Development of RCT protocol, methodology, sampling strategy, ethics framework, ethics review and statistical analysis plan. Deliverable: Approved RCT Protocol.	Early Project Phase
Adaptation and/or development of RCT specific evaluation tools. Deliverable: Finalised data collection toolkit.	Prior to Baseline
Enumerator training and baseline data collection. Deliverable: Baseline dataset and summary report.	Baseline
Ongoing technical oversight and quality assurance. Deliverable: Progress updates and technical support.	Throughout implementation
Mid and/or endline data collection. Deliverable: Mid and/or endline dataset and cleaned database.	Mid and/or endline
Data analysis and interpretation. Deliverable: Statistical analysis outputs and findings.	Post-Endline
Final reporting. Deliverable: Technical report, executive summary, and stakeholder presentation.	Final Phase

4. Timeline & Logistics

- **Implementation Period:** September 2026 - March 2028
- **Total Number of Sessions/Days:** To be determined
- **Frequency:** To be determined
- **Location:** Jordan and Lebanon

5. Requirements for Submission

The successful consultant or consultancy team should demonstrate:

- Minimum 7 years of professional experience in research, evaluation, or impact assessment.
- Proven experience designing and implementing Randomized Controlled Trials.
- Strong expertise in Early Childhood Development (ECD) and education research.
- Demonstrated knowledge of play-based learning approaches and experience evaluating play-based, child-centred, or social-emotional learning interventions.
- Demonstrated experience evaluating teacher professional development programmes.
- Experience measuring child development, wellbeing, socio-emotional learning, engagement, or related outcomes.
- Experience adapting and validating research tools for diverse contexts.
- Strong quantitative and qualitative research skills.
- Advanced statistical analysis expertise.
- Experience managing field-based data collection and enumerator teams.
- Experience working in Jordan, Lebanon, or the wider Arab region.
- Experience conducting research involving children and applying ethical research standards.
- Excellent report-writing and communication skills in English.
- Arabic language skills are highly desirable.
- Interested candidates must be based in Amman or Beirut

6. How to Apply

Interested candidates (individual consultants or consultancy teams/firms) are requested to submit the following documents in separate files via [Google Form](#):

Technical Proposal (*maximum 5 pages, excluding annexes*) including:

- Brief profile of the consultant, consultancy team, or firm, including relevant expertise and services offered.
- Understanding of the assignment and proposed approach to designing and implementing the Randomized Controlled Trial (RCT).
- Proposed methodology, including research design, sampling approach, data collection methods, and analysis plan.
- Proposed workplan and indicative timeline aligned with the project period.
- Team composition, roles, and level of effort for each team member (for consultancy teams/firms).
- Description of previous relevant assignments, particularly in:
 - Randomized Controlled Trials (RCTs)
 - Early Childhood Development (ECD) and education research
 - Play-based learning or child-centred interventions
 - Research involving children in humanitarian or development contexts

References (*consolidated into one PDF*):

- At least **two reference or recommendation letters** from current or previous clients (e.g., NGOs, INGOs, academic institutions, government entities, or private sector organizations), or contact details for at least two professional references.

Financial Proposal (*consolidated into one PDF*) stating:

- Detailed budget / price quotation for the consultancy services.
- Daily or milestone-based consultancy rates.
- Validity period of the financial offer.
- Proposed payment schedule and terms.
- Currency and bank/payment details.
- Any assumptions, exclusions, or additional cost considerations (e.g., travel, enumerators, field expenses).

Supporting Documents including:

- Updated **CV(s) / Portfolio(s)** of the consultant or key team members.
- Copy of **National ID / Passport**.
- **Financial Number / Tax Registration** (where applicable).
- Company registration documents (for firms/consultancies).

Deadline for Submission

All interested applicants must submit their complete technical and financial proposals **no later than 9 August 2026**. Applications received after this deadline will not be considered.