

Terms of Reference

Design of an Interactive Data Visualisation tool:

Theory of Impact for Global Citizenship Education in Ireland

About IDEA

The Irish Development Education Association (IDEA) is the national network for Development Education in Ireland and a leading voice for the sector. We represent over 100 members involved in the practice, promotion and advancement of Development Education, also known as Global Citizenship Education in formal, non-formal and informal settings. Together we work to strengthen Development Education in Ireland and to raise awareness of the crucial role it has to play in achieving an equal, just and sustainable future.

Development Education, Global Citizenship Education, Education for Sustainable Development are all terms used by our members depending on the nature of their work or their areas of specialism. For the purpose of this document, we use the term Global Citizenship Education (GCE) to encompass all relevant terms and approaches within the area of education for global citizenship and sustainable development.

Global Citizenship Education is an educational process which enables people to understand the world around them and to act to transform it. **Global Citizenship Education** (GCE) works to tackle the root causes of injustice and inequality, globally and locally to create a more just and sustainable future for everyone. In Ireland it is practised by a range of actors, from International Development NGOs to Domestic NGOs, to Educational Organisations, and Individuals. It takes place across a wide range of formal, non-formal and informal settings, and involves learners of all ages.

Background: Theory of Impact for Global Citizenship Education in Ireland

For many years, IDEA members have been grappling with the concept of impact in Development Education/Global Citizenship Education (hereinafter 'GCE').

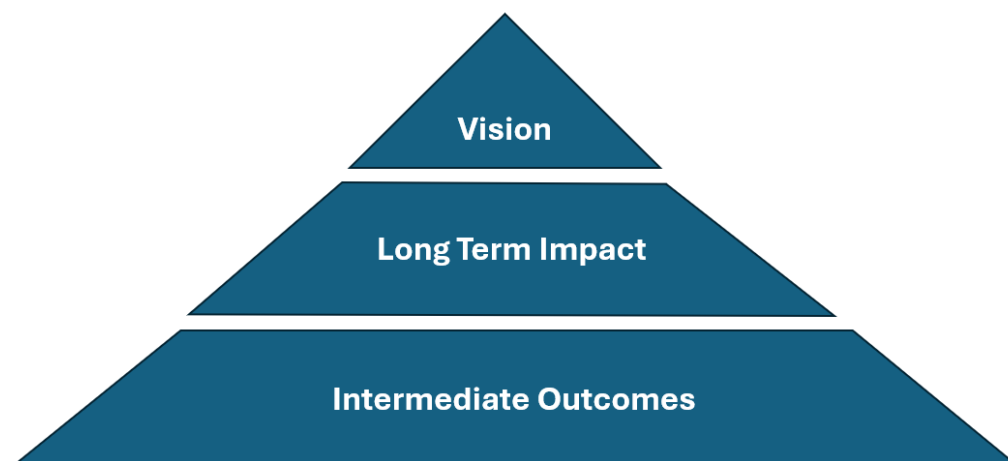
As practitioners, tracking impact helps us to identify *how, where and with whom* our educational work is creating positive change, as well as investigating areas in which our impact could be stronger. Furthermore, a huge benefit is to identify the collective impact of GCE carried out by the wide-ranging work of IDEA members, and exploring how these impacts contribute to the major social changes to which the GCE community aspires.

Driven therefore by the need to understand how projects and programmes are collectively “making a difference”, we in IDEA – as a network of over 100 members – looked at models that could help us visualise and capture GCE “impact networks”. We formulated our vision of impact and then a **theory of** how we expect this desired **impact** to be achieved to allow us to map our activities and collect data to corroborate that theory. Since GCE activities look at complex systemic and structural justice issues,

then we assume achieving impact will require a diverse range of individuals (learners and educators) and organisations, coordinating and working together.

The resulting 'Theory of Impact for GCE' model is how we hope to visually capture and illustrate this complex GCE impact network. The Theory of Impact model sets out a progression through three levels from:

- **First level: intermediate outcomes.** The **14 intermediate outcomes** listed in the model are related to specific GCE interventions undertaken by IDEA members for which relevant data is available.
- Second level: to **long-term impacts**
- Third level: leading ultimately to a high-level **vision** of social change.



Simplified Theory of Impact Model Levels

Overview: Interactive Data Visualisation tool

This 'Theory of Impact' model will enable us to map both organisational and collective impact of work carried out by IDEA members. We will do this by collecting and collating data to create a visual representation of this impact. This data will be collected through an online form where IDEA members can input information at the level of 14 intermediate outcomes. Respondents to the form will choose to contribute quantitative and qualitative data for one specific outcome of the model.

The data would then be mapped against the Theory of Impact model through interactive data visualisation.

We want to use software that will allow us in IDEA to aggregate and visualise the data illustrating the work achieved on the Intermediate Outcome level (first level of the Theory of Impact model). This will allow us to eventually present the data in a way that best illustrates progress towards the Long-Term Impacts (second level of the Theory of Impact model). We therefore are looking to design/customise software to create a tool which will be a combination of an online form, and related interactive **data visual representation**.

This tool would also then provide a coherent picture of the complex work of IDEA members towards a collective vision of a desired social change, across our varied M&E mechanisms using a mixture of qualitative and quantitative data.

Objectives of the tool:

- The tool will offer a comprehensive picture of the quantitative and qualitative data available contributing to our Theory of Impact model
- The tool will allow IDEA to offer a comprehensive and convincing picture, backed by evidence, of the results of the work of our members, which will build our legitimacy as a sector, illustrate our impact to strategic stakeholders and facilitate outreach to new partners.
- It will offer IDEA members a better understanding of how their work contributes to the work of the wider sector

Overall design and development should include:

- The tool will be comprised of:
 - o A common form (that IDEA members will complete)
 - o An interactive data visualisation output based on the data collected in the common form
 - The reports will be used to: illustrate the impact of our work, demonstrate work towards our long-term vision, be periodically analysed for learning, and presented to external stakeholders
- Collation of the data at the level of intermediate outcome
- Display of both quantitative and qualitative data for each Intermediate outcome
- Visual display where evidence is available/ how much evidence is available for each outcome
- Export data and download reports
- Allow to compare available data in the same outcome based on specific filters
- Aggregate data based on specific filters across all outcomes
- Allow to identify gaps and highlights in data collected

Elements in designing the tool/map

- Lead the design/ tailoring of off-the-shelf survey software (such as Typeform, Google Forms or Survey Monkey etc) and analytics software (such as Flourish, Tableau, Looker etc) to our needs in collaboration with IDEA staff

And/or

- Design a bespoke software to meet our needs (ideally, after an early prototype is made from existing software).

N.B: A spreadsheet with an example of the type of data we expect to receive via the form is available on request.

The main tasks of this role are to:

- Develop/tailor data collection (form) and visualisation software(s), taking into account the requirements above
- Initial consultation meeting with IDEA team
- Ongoing regular check ins with IDEA staff as well as regular email communications.
- Test periods for the map/tool to be trialled and piloted with different stakeholders – IDEA members, our lead Theory of Impact consultant, IDEA staff and eventually IDEA Theory of Impact Steering Group

- Follow-up period once the tool/map is used for any ongoing support or specific changes

Please note we expect this tool to be developed through iteration and trial and error. We also expect the tool to evolve as we gain fresh understanding of what we are missing, discover limiting factors and refine our objectives. We will be looking for a developer that will be flexible and willing to accompany us through and adapt to this process.

Planned timeframe and outputs (liaising with IDEA staff throughout)

The suggested timeline for this work is set out below. Please feel free to contact us with questions on this.

Initial meeting and briefing with IDEA	w/c 10 November
Creation of beta version of form based on data provided by IDEA	End of November 2025
Members pilot the form (inputting of new data directly from members)	January – February 2026
First iteration of the interactive data visualisation output/report	February 2026
Tool customisation	February – March 2026
Tool launch to all IDEA members	April 2026
Ongoing maintenance and review	2026

Budget

Please include the overall expected fee (inc. VAT), with an itemised breakdown, and expected number of days. If needed, please give any explanatory comments if number of days may vary based on different scenarios for the work to be carried out. This budget will include all taxes, and any overheads, that must be paid.

How to apply

Please submit a tender including description of stages in the development process, number of days, expected fee, and experience of relevant personnel for the work to be carried out to anya@ideaonline.ie by **5.00pm on Wednesday 29 October 2025**. Please note that we are open to applications from both individuals (incl. joint applications) and companies. Please contact anya@ideaonline.ie if you would like clarification on the Theory of Impact Model.

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