



Advertisement: Terms of Reference (TORs) for Explainer (animated) Video Services

REFERENCE NUMBER: TIK/ A4T/005/2020

ASSIGNMENT: Production of Explainer and Infographics videos

DURATION: 10 days

LOCATION: Nairobi

POSTING DATE: 11/09/2020

DEADLINE FOR SUBMISSION: 25/09/2020

BACKGROUND

The [Action for Transparency \(A4T\)](#) Project implemented by Transparency International Kenya (TI-Kenya) and Fojo Media Institute is conceptualised as a project to contribute to strengthened democratic accountability and transparency in Kenya through citizen monitoring of government expenditure, in order to uncover suspected corruption and mismanagement of public funds. A4T makes use of a set of secure tools and methodologies for carrying out citizen monitoring of Kenyan government budgeting and expenditure. The immediate target beneficiaries for the project include mainstream and community journalists, community leaders, civil society activists, local civil servants and the general public specifically those who are beneficiaries of services from public primary schools and health centres. These target beneficiaries are being empowered to monitor government funds and report suspected mismanagement in public administration, in order to defend their human rights to education and health care.

The Constitution makes citizen participation an integral part of Kenya's governance system. Participation of the people is recognized in Article 10 of the Constitution of Kenya as one of our national values and principles of governance. Article 174(c) also provides that the objects of devolution include: "*enhance the participation of people in the exercise of the powers of the State and in making decisions affecting them.*" Further, the Principles of Public Finance under Chapter 12 also place public participation as a prerequisite to ensuring openness and accountability in financial matters. The need to empower citizens with information for their participation in budgeting, implementing and oversight processes therefore is a Constitutional mandate which we seek to play a role in fulfilling.

GOAL/Purpose

Conceptualisation and production of explainer (Infographic/animated) videos on the public [budgeting](#) and [audit process](#) for wide public dissemination.

SCOPE

To conceptualise and develop at least two explainer videos for guiding citizens to know their role in the public budget and audit processes.

EXPECTED OUTPUTS

The expected outputs for this assignment are as follows:

- I. Review of available content provided by TI-Kenya to outline production steps and needs;
 - a. Budget Process – <https://actionfortransparency.org/knowledge-base/budgetary-brochure-page-1/>
 - b. Audit Process - <https://actionfortransparency.org/knowledge-base/the-audit-process/>
- II. Audience analysis and dissemination plan on different platforms for maximum impact;
- III. Develop video script based on content provided by TI-Kenya and agreed on from the review and analysis processes;
- IV. Visualisations/drawings that match the A4T project branding and elaborate on the story elements from the script;
- V. At least two recorded animation videos with voice overs on the public budget and audit processes shareable on different dissemination platforms including web and mobile based information platforms.

QUALIFICATIONS

TI-Kenya seeks an experienced video editor/producer with the following qualifications:

- I. Bachelor's degree in film, video production or communications
- II. Experience working with video editing software
- III. Submission of a video editing reel of your best work
- IV. Solid attention to detail
- V. Preferred:
 - a. Certification in Adobe Premiere

SUPERVISION AND QUALITY ASSURANCE

TI-Kenya will make a final determination about the quality of work done.

COPYRIGHT AND OWNERSHIP

The copyright and ownership of all work, content, images, videos and other outputs prepared under this agreement shall become the property of TI-Kenya to be used for its purpose, as it deems appropriate.

Contract Duration

Ten (10) Days

Assurance of Confidentiality

All deliberations relating to this work, including all information collected from various meetings/documents shall be kept confidential and shall not be divulged to any third party either verbally or in writing or in any other form.

Complaints Process

This call for Expression of Interest does not constitute a solicitation and TI-Kenya reserves the right to change or cancel the requirement at any time during the EOI process. TI-Kenya also reserves the right to require compliance with additional conditions as and when issuing the final solicitation documents. Submitting a reply to a call for EOI does not automatically guarantee receipt of the solicitation documents when issued. Invitations to bid or requests for proposals will be issued in accordance with TI-Kenya rules and procedures. Any grievances and or complaints arising from the evaluation process and final tender award can be addressed, in writing to the Executive Director and the TI-Kenya Tender Complaints Committee.

The Executive Director,
Transparency International Kenya,
Kindaruma Road, Off Ring Road Kilimani
Gate No. 713, House No. 4
P.O. Box 198- 00200,
Nairobi

Or Email,

complaints@tikenya.org

Application Procedure

Consultant meeting the above requirements are requested to submit:

- I. A technical proposal;
- II. A schedule for delivery of outputs;
- III. A detailed financial offer;
- IV. Professional/Company Profile and examples of similar work done.

Bids should be submitted to procurement@tikenya.org on or before 25th September 2020, Referenced – **“TIK/ A4T/005/2020 A4T Explainer video”**

Evaluation criteria

Proposals will be evaluated based on price/cost effectiveness, suggested approach and experience.