



Terms of Reference for Consultancy to Develop Puppetry-Animated Video

REFERENCE NUMBER: TIK/PLIF/007/2022

DESCRIPTION: Consultancy to Develop Puppetry-animated Edutainment Video highlighting the danger of electing to public office individuals who are in breach of the leadership and integrity tenets as enshrined in Chapter 6 of the Constitution of Kenya 2010.

POSTING DATE: 17th June 2022

DEADLINE FOR SUBMISSION OF BIDS: 24th June 2022

Background and Summary

Transparency International Kenya (TI-Kenya) is a not-for-profit organization founded in 1999 in Kenya with the aim of developing a transparent and corruption-free society through good governance and social justice initiatives. TI-Kenya is one of the autonomous chapters of the global Transparency International (TI) movement that are all bound by a common vision of a corruption-free world. The vision of TI-Kenya is a corruption free Kenya. The mission is to champion the fight against corruption by promoting integrity, transparency and accountability. TI-Kenya's work is currently organized around four strategic focus areas namely, Public Accountability, Policy, Legal and Institutional Frameworks, Social Justice and Economic Accountability and Institutional Development.

Project background

TI-Kenya and its partners under the [National Integrity Alliance](#) are currently working to compliment electoral vetting institutions efforts and the public to ensure the full implementation of the Leadership and Integrity tenets as enshrined in Chapter 6 of the Kenyan Constitution 2010.

The [National Integrity Alliance](#) holds that a new spirit of active citizenship across all levels of society and government including bold direct action against the corrupt can powerfully complement the robust laws and institutions to roll back the scourge of theft of public resources. The most prudent way to realize this is by stopping those who have fallen short of the constitutional vision of integrity as enshrined in Chapter 6 of the 2010 Constitution of Kenya from accessing opportunities for further theft and abuse.

One of the keyways the alliance aims to achieve its objective is through the [Red Card Campaign](#). Anchored on the knowledge that ethical standards seek to reward, not necessarily punish individuals in society, the Red Card Campaign proceeds from the key assumption that anyone not cleared (of any, and all serious allegation and violations) is not ethically fit to run for public office. Subsequently, by removing individuals with ethical issues, we can create a favourable environment for the emergence of credible leadership at all levels of society.

Scope of work and deliverables

TI-Kenya, through the National Integrity Alliance (NIA), therefore, seeks to engage a consultant to develop a participatory, artistic, and interactive, edutainment puppetry-based animated video that highlights danger of electing to public office individuals who are in breach of the leadership and integrity tenets as enshrined in Chapter 6 of the Constitution of Kenya 2010, those named adversely by statutory agencies or prosecuted for corruption, economic crimes and abuse of office or other criminal offences.

Specific deliverables

While working remotely but closely with TI-Kenya team, the consultant is expected to undertake to support the achievement of the above objective and specifically:

- Develop a script with narrative message capturing the key aspects of puppetry and submit to TI-Kenya for approval
- Undertake puppet construction and design costumes, set and décor that reflects subjects
- Produce an interactive puppet of between 1 minute to 3 minutes long with subtitles
- The puppet should target the general audience/electorate
- Conduct audience analysis and advice on dissemination plan on different platforms for maximum impact
- Delivery Format: YouTube video format, Social Media platforms format and WhatsApp compatibility
- Submit the edited puppet through email and Flash Disc in HD MP4 formats

DURATION: The Assignment is expected to take **10 working days**

Qualifications and attributes required

Consultant for this assignment must meet the following minimum requirements:

- The Consultant must have at least a diploma in Mass Media and Communication studies, or other related areas.

- Minimum of three (3) years' documented work experience in developing puppetry and animated videos or in similar assignments.
- Knowledge of the political land scape in Kenya, the Kenyan constitution, especially Chapter 6 on Leadership and Integrity will be an added advantage.
- Experience working with video editing software(s)

Submission of bids

Qualified candidates are requested to submit one document not exceeding 10 pages as a single attachment covering both technical and financial aspects and a detailed development schedule, at least three professional referees and at least 3 links to previous work done. Do not attach your testimonials or certificates. Only shortlisted candidate/s will be contacted.

The deadline for submission of expressions of interest is **24th June 2021**. Applications should be sent by email to procurement@tikenya.org. Please indicate: “**Consultancy to develop Puppetry-Animated video**” in the subject line of your email application.

Copyright

All materials that will be produced in the scope of this assignment (including images, videos, text, etc.) will be copyright of TI-Kenya. The final product will contain no material from other copyrighted works without a written consent of the copyright holder. The consultant will obtain such consents at his or her own expense. Any obligations associated with permissions, such as free copies, will be the responsibility of the consultant.

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 713, House No. 4,
P.O. Box 198- 00200, Nairobi
Or Email,
complaints@tikenya.org