

Terms of Reference (TOR) for Consultancy to Produce a Citizen-led Video on the Impact of Public Debt on Kenyan Citizens

REFERENCE NUMBER: TIK/PFM/008/2023

DESCRIPTION: Produce a Citizen-Led Video on the Impact of Public Debt on Kenyan Citizens

DEADLINE DATE FOR SUBMISSION OF EOI: 1st September 2023

POSTING DATE: 24th August 2023

Organizational profile

Transparency International Kenya (TI-Kenya) is a not-for-profit organization that seeks to contribute to 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 movement that is bound by a common vision of a corruption-free world. The global movement provides a platform for sharing knowledge and experience, as well as developing strategies to respond to regionally distinct patterns of corruption.

TI-Kenya works towards a transparent and corruption-free society. Registered in Kenya in 1999, the organization has built extensive experience in governance work at the national and county levels. TI-Kenya pursues advocacy, partnerships development, strategic litigation, research, capacity building, and civic engagement as core approaches. TI-Kenya contributes to the development of effective, legal, policy, and legislative frameworks as well as the promotion of national values that support transparency and accountability.

Background

TI-Kenya, under its strategic pillar on Public Finance Management, is implementing a project on Domestic Resource Mobilization, a sub-programme of the Africa Economic Justice (AEJ) programme, funded by the Embassy of Sweden through the Diakonia Africa Regional office. The project targets the East African Community (EAC) region with the aim of contributing to greater social justice and economic accountability, at all levels, through advocacy and development/promotion of supportive systems in the Region.

As part of the DRM Project, TI-Kenya under the Okoa Uchumi Coalition is co-organizing the National Debt Conference, in collaboration with the Kenya Parliament planned to take place in October 2023 as a build-up on the inaugural CSO conference that took place on 21st August 2023. The Kenya Debt Conference allows the public, private and civil society actors to discuss Kenya's current public debt

situation and the possible avenues through which the country can avert a potential crisis due to rising debt levels. It is also an opportunity for alternative solutions to the debt options for Kenya and learning from other African states. The overall objective of the conference is to *‘Create an expanded understanding of Kenya’s debt status, option for debt servicing, debt structuring for enhanced transparency and accountability by key institutions and increased participation of the Kenyan people in the Public debt governance at all levels.’*

TI-Kenya, therefore, seeks the services of a consultant to produce a video on citizen-led insights on the impact of public debt in Kenya, to further contextualize the subject and raise awareness on the topic. The video will feature testimonials from citizens residing in five different Counties: Nairobi, Uasin-Gishu, Kisumu, Mombasa, and Kakamega, showcasing the real-life consequences of public debt and corruption on the Kenyan economy, and in extension, on their daily lives.

The video is supposed to achieve the following objectives:

- To promote citizen engagement and participation in advocating for transparent, accountable, and inclusive fiscal policies.
- To raise awareness among citizens about the implications of public debt on their well-being and livelihoods.
- To highlight the correlation between public debt, corruption, and income disparity, leading to social and economic inequality.

Specific Objectives

The primary objectives of the consultancy are:

- Produce a video showcasing the real-life consequences of public debt and corruption on the Kenyan economy, and in extension, on citizens’ daily lives.

Scope of work and deliverables

The consultant will be responsible for the following tasks:

- Conducting preliminary research on the public debt situation and its impact on various communities in Kenya, with a focus on the highlighted five counties and preparing interview questions.
- Identifying, engaging, conducting video interviews with citizens from five diverse counties, capturing their stories, concerns and aspirations, to showcase the effects of public debt and corruption first-hand. This will involve travelling to the identified counties and interviewing identified persons.

- Produce a video content that is visually compelling and informative, that effectively conveys the challenges faced and the potential solutions to address public debt-related inequalities.
- Deliver the developed video in the following Format: YouTube video format, Social Media platforms format and WhatsApp compatibility
- Submit the edited video through email and Flash Disc in HD MP4 formats

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

Qualifications and attributes required

The 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 similar assignments.
- Knowledge of the political landscape in Kenya 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;

- Technical and financial aspects and a detailed development schedule,
- At two reference letters from recent clients
- At least 3 links to previous work done.

The deadline for submission of expressions of interest is **1st September 2023**. Applications should be sent by email to consultancyapplication@tikenya.org. Please indicate: “**TIK/PFM/008/2022-Consultancy to produce a citizen-led video on the impact of public debt on citizens**” 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,
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