



Terms of Reference: Creatives Competition to Develop and Publish Anti-Corruption and Integrity Messages

REFERENCE NUMBER: TIK/CDO/041/2023

DESCRIPTION: Creatives competition to develop and publish anti-corruption and integrity messages

POSTING DATE: 6th November 2023

APPLICATION DURATION: 6th – 20th November 2023

1. Organization 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.

Registered in Kenya in 1999, TI-Kenya has built extensive experience in governance work at the national and county levels. TI-Kenya pursues advocacy, partnership 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 and the promotion of national values that support transparency and accountability through four strategic focus areas; Citizen Demand and Oversight, Natural Resources and Climate Governance, Public Finance Management, and Institutional Development.

Background Information

Informed by the current happenings in Kenya, TI-Kenya under the Citizen Demand and Oversight programme is implementing a project dubbed Restoring Ethical and Accountable Leadership (REAL) Project supported by Uraia Trust. The overall objective of this project is to improve democracy and governance in Kenya through positive and proactive social (anti-corruption) behaviour. The project seeks to enhance public awareness and the capacity of citizens to engage actively in the fight against corruption.

TI-Kenya recognizes the role played by the creative industry in Kenya and the influence it wields among the youthful population, especially on social media which is widely utilized to pass information across the country. In this regard, the project aims to sensitize and support the capacity of young artists to engage in ‘Artivism’ using their creativity to develop and publish anti-corruption and integrity messaging.

2. Competition Objectives

The Creatives for Integrity competition aims to harness the creative talents of individuals trained in anti-corruption and integrity messaging to develop innovative and engaging content that promotes ethical behavior and raises awareness about the importance of integrity. This competition will focus on four counties in Kenya: Nairobi, Kisumu, Uasin Gishu, and Mombasa, with one winner team selected from each of these counties.

3. Competition Guidelines

The specific rules and procedures of this competition are as follows:

3.1 Eligibility:

- a. **Experience:** All team members must be able to demonstrate prior experience in the categories listed under section 3.1.1 below.
- b. **Location:** The competition is open to all creative individuals residing in Nairobi, Kisumu, Uasin Gishu, and Mombasa counties who have knowledge and previous experience in anti-corruption and integrity messaging.
- c. **Team composition:** Participation is by **teams of at least 3 members** with diverse skills.
- d. **Skills and experience:** Expertise in the creative industry with good artistic and innovative/creative skills with the ability to present anti-corruption and integrity messages through the use of art will be desirable.

Submission of Requirements

Each team will be expected to develop at least **ONE** content in **EACH** category from the categories listed in section 3.1.1 below. Further, all entries must:

- a. Reflect on the themes of anti-corruption and integrity.
- b. Be original and created solely by the team members.

- c. Must not have been previously created and or published immediately before the period of this competition announcement.
- d. Be submitted electronically through TI-Kenya’s approved links, which will be provided.

3.1.1 Submission Categories

Submissions should fall into one of the following categories:

- a. Visual Art (e.g., posters, digital art, cartoons, and illustrations)
- b. Written and or published Content (e.g., essays, poetry, cartoons, drawings, and short stories)
- c. Multimedia/Audiovisual Content (e.g., digital content videos, and animations)
- d. Performing arts (e.g., music, dance, and theatre performance)

Submission Deadline

The deadline for submissions is 20th November 2023 by 5:00 p.m. EAT. Kindly note that submissions done after the date and time indicated will not be considered.

4. Application and Participation Procedure

- a. Apply online through TI-Kenya’s Media-Tech hub, available here: [2023 TI-Kenya Creatives for Integrity Competition](#)
- b. Successful participants will be awarded in the following manner:-
 - i. **Winner:** Cash award of Ksh 100,000 and a Certificate.
 - ii. **First runners-up:** Cash award of Ksh 60,000 and a Certificate.
 - iii. **Second runners-up:** Cash award of Ksh 40,000 and a Certificate.
- c. All awards will be given during the commemoration of the International Anti-Corruption Day to be held in Nairobi on **7th December 2023**. Winners will receive public recognition and promotion of their work through various media channels.

5. Application and Participation Procedure

All the applicants will retain their copyrights however grant TI-Kenya rights to publish the same on its social media and advocacy engagements in line with the organizational areas of work.

Participants will be responsible for ensuring none of their submitted artistic work infringes the Intellectual Property rights of any person recognized under the laws of Kenya without their consent. Where necessary,

the participants will obtain such consent at their own expense. Any obligations associated with permissions will be the responsibility of the participant.

All applicants are encouraged to make any of their identity marks for acknowledgement purposes.

6. Duration

Submissions are open from 6th November 2023 and will close on 20th November 2023

7. Complaint Process

This competition for creatives to develop and publish Anti-Corruption and Integrity messages through the use of art does not constitute a solicitation and TI-Kenya reserves the right to change or cancel the requirement at any time during the application process. TI-Kenya also reserves the right to require compliance with additional conditions as and when inviting successful applicants. Submitting an acceptance to participate in the call does not automatically guarantee participation on account of other considerations that may come to the attention of TI-Kenya. Any grievances and or complaints arising from the competition process and final award can be addressed, in writing, to mediatech@actionfortransparency.org

8. Evaluation Criteria

Evaluation

Each entry per category listed under 3.1.1 will be evaluated as follows with a maximum score of 100.

Criteria	Points
Entries per category - Three entries made up of an entry per category, in the category listed under 3.1.1, will be aggregated for each team to get the final mark out of 100 maximum score.	100 [Max Score]
Relevance – The piece of art is appropriate, in the circumstances, and does not use abusive language or breach any law yet speaks to the real leadership and integrity issues currently happening in Kenya.	30
Quality - High-quality video with a resolution of 4K video or Ultra HD (UHD), aspect ratio of 1:1.9, and pixel size of 3840 x 2160 pixels. For drawings the art is visible of high quality; drawn on a good large canvas or sketchpad and Music and videos with good sound quality.	20

<p>Knowledge – The art is based on a factual and contemporary leadership and integrity issue, and demonstrates a great sense of knowledge on Chapter 6 of the Constitution and the general legal framework on leadership and integrity.</p>	<p>30</p>
<p>Novelty – The art is original, and depicts creative gymnastics, techniques, and styles to communicate and present leadership and integrity issues. Artistic language and various communication flairs will also be awarded under this criteria.</p>	<p>20</p>

TI-Kenya is committed to achieving workforce diversity in terms of gender, age, and culture. Individuals from minority groups, indigenous groups, and persons with disabilities are encouraged to apply. All applications will be treated with the strictest of confidence.