

Terms of Reference (TOR) for Consultancy to Produce a Video Documentary on Usawa Mashinani Project

REFERENCE NUMBER: TIK/CDO//013/2024

DESCRIPTION: Produce human interest documentary film exploring the successes, challenges, and possible areas of scaling up the Usawa Mashinani Project.

POSTING DATE: 17/10/2024

DEADLINE FOR SUBMISSION OF BIDS: 31/10/2024

Organizational profile

Transparency International Kenya (TI-Kenya) is a not-for-profit organisation that exists to contribute to a transparent and corruption-free society. 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. TI-Kenya is marking 25 years this year, having 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. The organisation has mainstreamed research within its program work to ensure evidence-based advocacy.

Project Background

With support from the Embassy of Finland in Kenya, TI-Kenya has been implementing a project dubbed USAWA MASHINANI, in Kisumu, Kakamega, Bungoma and Siaya counties aimed at promoting and enhancing the inclusion of marginalized groups in decision-making processes by building their capacities to effectively engage in public finance management and governance processes at the County level. The project's main objectives are: To build capacities of Women, Youths and Persons with Disabilities (PWDs) to meaningfully participate in county governance and decision-making processes; to strengthen existing accountability systems and mechanisms for transparent and accountable utilization of public resources at the county level and to advocate for the implementation/adoption of gender-responsive processes/laws at the county level.

Phase II of the project builds upon the achievements and insights gained during Phase I, with a continuation ongoing until December 2024. Notably, this phase expands its focus to the education sector, particularly emphasizing the improvement of service delivery in County Vocational Training Centers (VTCs) across the three Counties. Through engagement with VTCs, the project aspires to

contribute to the advancement of the social and economic rights of young men and women by fostering skill development and advocating for transparency and accountability in resource management within these institutions.

Throughout the project period, the project has employed diverse strategies, including awareness creation, advocacy and lobbying efforts, networking, capacity development, and the provision of legal aid support to citizens.

Key Projects Achievements

1. Increased Citizen Participation in Public Finance Management Processes

- Adoption of 10 memoranda submitted to County Assemblies and the National Assembly, with 26 comments incorporated into key legislation.
- Successful lobbying for the appointment of two youth representatives into the Siaya County Budget and Economic Forum, enhancing youth involvement in governance.
- Capacity building of 125 ward administrators led to improved public participation frameworks and the removal of restricted access to the Siaya County website.

2. Improved Governance in the Education Sector

- A social audit conducted across 32 Vocational Training Centres (VTCs) in Siaya and Kakamega Counties, with recommendations being pushed for adoption by county governments.
- The strategic plan developed for Katito VTC (2023-2027), led to improved trainer performance appraisals and enhanced quality of learning.
- Formation of a caucus by VTC Board members in Siaya County to advocate for increased funding and successful lobbying for the release of pending capitation disbursements.

3. Strengthened Capacity of County Legislators on Governance and Gender Responsiveness

- Trained 58 female legislators in Kakamega and Siaya counties on their roles in legislation, representation, and oversight, resulting in specific budget allocations for women's caucuses and grassroots engagement.
- Capacity building for 19 MCAs from Kakamega County Assemblies Representatives Network Against Corruption (CARNAC), with successful institutionalization efforts for anti-corruption initiatives and development of a public participation checklist for Kakamega County.

4. Development and Adoption of County Policies

- Adoption of Kisumu County Public Participation Policy to strengthen public engagement mechanisms.

- Successful lobbying for the operationalization of the Kakamega County Disability Act, with formation of the County Disability Committee and provision of assistive devices for beneficiaries.
- Drafting and finalization of the Siaya Youth Policy, now awaiting public participation and gazettelement.

5. Enhanced Access to Justice for Marginalized Groups

- Conducted 19 legal aid outreaches and trained about 1636 individuals on land and property rights, focusing on widows.
- Legal aid services provided to 452 individuals
- Assisted over 30 widows in accessing succession letters to initiate proceedings for property rights, contributing to improved access to justice for marginalized groups.

Purpose of the assignment

TI-Kenya is seeking a qualified independent Media/Communications Consultant to produce a quality video documentary on the success stories and impact of the project based on the project areas of focus, and achievements as indicated above in the project background. The consultant documents the stories from the project beneficiaries in Siaya, Kisumu and Kakamega Counties. The consultant will also conduct focused interviews with specific TI-Kenya and Finland Embassy in Kenya teams in Nairobi.

Specific deliverables

The consultant is expected to develop human interest documentary film exploring the successes, challenges, and possible areas of scaling up the project.

- In collaboration with the TI-Kenya team, develop a script and storyboard for the documentary
- In collaboration with TI-Kenya, conduct field visits in Kisumu, Kakamega, Siaya and Nairobi Counties to collect footage. **All field-related costs/ logistics will be covered by TI-Kenya, in accordance with TI-Kenya policies.**
- Content: Interviews with a number of key stakeholders, communities, independent experts and key project beneficiaries in Kisumu, Siaya, Bungoma and Kakamega Counties.
- Submit the edited documentary through email and Flash Disc in HD MP4 formats.
- Video Length: 5-10 minutes documentary
- Format: YouTube Video format and compatibility, and Social media compatibility.
- High-quality action photos taken during the field visit that communicate the impact of the project.

Timelines

- The Assignment is expected to be carried out within two weeks in the month of November 2024.
- The consultant shall commence the work as soon as the contractual process is completed.
- A detailed timeline, work plan and draft outline should be submitted within 3 days after award.
- The rough cut of every phase of the documentary should be provided to TI-Kenya for review, comments, and approval.
- The final product i.e. the documentary as well as all the raw footage and project files, should be delivered to TI-Kenya no later than the agreed date after the completion of the assignment.

Qualifications or specialized knowledge/experience required

1. Degree in Journalism, Media Studies, or related field.
2. Minimum of three (3) years documented work experience in the area of film/reportage/documentary writing, producing, directing and editing.
3. Access to high-quality filming equipment, light, sound and editing equipment.
4. Ability to operate under strict timelines and apply high production and technical standards for the purpose of maintaining high level of professionalism
5. Track record of successful materials filmed on similar topics is an added advantage.
6. Experience and Knowledge of good governance and anti-corruption work is an added advantage

Submission of Bids

1. Qualified candidates should submit their expressions of interest in one **combined document (PDF) of not more than 20 pages** covering the aspects below;
 - Understanding of the assignment, evaluation plan/methodology, 2 reference letters, work plan, financial aspects as well as CV or CVs for those working as a team, and their profiles,) indicating work experience relevant to the consultancy.
 - Provide evidence of samples/similar assignments undertaken (please provide at least three link (s) or as an attachment)
 - A detailed tax-inclusive financial proposal, including consultancy fees and any additional costs.
 - Attach tax compliance certificates, also Certificate of Incorporation for companies, CR 12 Form and Business Permit.

Only shortlisted candidate/s will be contacted.

The deadline for submission of expressions of interest is COB on 31st October 2024, Applications should be sent by Email to consultancyapplication@tikenya.org

Please indicate “TIK/CDO/013/2024-CONSULTANCY TO DEVELOP A VIDEO DOCUMENTARY ON USAWA MASHINANI PROJECT” in the subject line of your email application.

Evaluation process

Proposals will be evaluated based on the qualifications and experience of the consultant, proposed work plan, financial proposal, and compliance with the application process.

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Complaint's 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.

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