



Terms of Reference (TORs) for Consultancy to Develop Online Infographics for Rubber Meets the Road – Legislative Impact Assessment and Institutional Capacity on Anti-Corruption in Kenya.

REFERENCE NUMBER: TIK/CDO/005/2025

ASSIGNMENT: Consultancy to Develop Online Infographics on [Rubber Meets the Road: An Assessment on the Impact of Anti-corruption laws and institutions in Kenya](#)

POSTING DATE: 1st August 2025

DEADLINE FOR SUBMISSION: 8th August 2025

BACKGROUND

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's vision is "A corruption-free Society".

With financial support from the Royal Danish Embassy and in partnership with Uraia Trust, TI-Kenya commissioned a study under the REAL (Resisting Corruption through Empowered Action for Leadership and Accountability) Project titled "Rubber Meets the Road – Legislative Impact Assessment and Institutional Capacity on Anti-Corruption in Kenya."

Conducted between September and December 2024, the study assessed the effectiveness of Kenya's anti-corruption legal and institutional frameworks, including key laws such as the Anti-Bribery Act, Leadership and Integrity Act, and the EACC Act. Despite this robust legal architecture, corruption persists due to challenges like weak enforcement, overlapping institutional mandates, resource constraints, and low public trust in anti-corruption bodies. The study also underscored the vital role of civil society and non-state actors, albeit limited by capacity and support.

The findings and recommendations from the study are essential for informing policy reforms, advocacy, and public engagement. To maximize their impact, TI-Kenya seeks to engage a consultant to develop 25 visually compelling infographics. These will distill the report's key messages into accessible formats for dissemination via social media and other digital platforms, helping to raise awareness and spark dialogue on anti-corruption reforms among citizens, stakeholders, and policymakers.

GOAL/PURPOSE

The primary objective of this assignment is to simplify and visualize key findings, data, and recommendations from the Rubber Meets the Road report into 25 infographics that resonate with a



general audience, improve engagement, and drive awareness and public discourse on governance and accountability issues.

SCOPE OF WORK

The scope of work is detailed below:

- I. Review and understand the Rubber meets the Road report content in-depth.
- II. Conceptualize, design, and deliver 25 infographics that:
 - a. Are visually appealing, clear, inclusive and accessible to the public.
 - b. Reflect TI-Kenya's brand guidelines and tone.
 - c. Are optimized for social media and website use (different formats and dimensions where necessary).
 - d. Design a 1-page summary infographic which serves as an overview of the entire set.
- III. Incorporate feedback from TI-Kenya's review team and revise accordingly.

Duration: 30 days

KEY DELIVERABLES

The consultant is expected to provide the following deliverables:

- I. 25 finalized infographics in various formats (social media, web, and printable)

CONSULTANT'S SKILLS AND QUALIFICATIONS

The consultant should possess the following qualifications and skills:

- I. A bachelor's degree in communications, media, graphic design or related field.
- II. At least 3 years of experience in graphic design and illustrations.
- III. Strong understanding of data visualization techniques, interaction with digital tools, and the social media space.
- IV. Effective communication skills.
- V. A person of high integrity.
- VI. Demonstrable knowledge and solid experience in similar work related to this assignment.

SUBMISSION OF BIDS

Interested individuals or firms are invited to submit a proposal containing the following:

- I. CV and Cover letter detailing relevant experience and suitability for the assignment.



- II. Proposed work plan.
- III. Portfolio of previous work done (you may provide links to work previously done)
- IV. A detailed tax inclusive financial proposal, including consultancy fees and any additional costs.

The deadline for submission of proposals is **TIK/CDO/005/2025 - Develop Online Infographics on Rubber Meets the Road: An Assessment on the Impact of Anti-corruption laws and institutions in Kenya**. Applications should be sent by email to consultancyapplication@tikenya.org. Please indicate “Infographics -Rubber Meets the Road” in the subject line of your email application.

EVALUATION AND SELECTION

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

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COMPLAINTS PROCESS

This call for proposals does not constitute a solicitation and TI-Kenya reserves the right to change or cancel the requirement at any time during the 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 proposals 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 the final tender award can be addressed, in writing, to the Executive Director and the TI-Kenya Tender Complaints Committee:

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