



## **TERMS OF REFERENCE (TOR)**

### **Background.**

The National Taxpayers Association (NTA) is an independent, non-partisan organization focused on promoting good governance in Kenya through citizen empowerment, enhancing public service delivery, and partnership building. NTA does this through monitoring the management of public resources, provision of public services, and partnership building and capacity development of the partners.

Tobacco control advocacy stakeholders have made significant efforts to convey tobacco control messages to the general public. Information Education and Communications (IEC) materials that are well curated to convey informative messages are a great way to disseminate knowledge and facts in the scope of tobacco control.

NTA will be hosting a boot camp to create artwork for advocacy. The bootcamp will offer a platform for engagement on tobacco control advocacy with youth in tertiary institutions and local artists.

The key information to be conveyed in the artistic visuals include;

- The impact of tobacco consumption to the public i.e. social justice, health and socio-economic implications;
- The importance of tobacco taxation in tobacco control; and
- The need for the government through relevant agencies to enhance the implementation of FCTC guidelines and regulation on new generation products.

### **Scope of Work**

The purpose of this ToR is to engage visual artists for the purposes of creating and presenting pieces on tobacco control advocacy that champion reduced tobacco consumption and tobacco control.

### **Remuneration Fees**

The fees shall be as agreed with the consultant based on the best value for money. The consultancy fees shall be inclusive of statutory tax deductions.

### **Reporting**

The creative artists shall report to the Project Officer.

### **Effective Dates**

This Agreement shall become effective upon signature by both parties.

### **Criteria**

- Strong experience and track record in the development and supply of artistic material for advocacy campaigns;

- Demonstrated a high level of professionalism and ability to provide the best quality compared to the price;
- Ability to work under the timeline stated in the contract; and
- Ability to be timely and responsive in communicating with the hiring organization in order to meet the requirements.

**Deadline and submission of expression of interest**

Invitees and interested creatives to submit the following documents by **20<sup>th</sup> October 2023**. The interested parties should submit the following documentation:

- Expression of interest (EoI) outlining how the expert meets the selection criteria and their understanding of the EoI;
- An sample pieces of work completed recently; and
- Itemized financial proposal.

Interested parties should send the documentation stated above in this document to [admin@nta.or.ke](mailto:admin@nta.or.ke) on or before Close of Business on **20<sup>th</sup> October 2023**.