



TERMS OF REFERENCE

Assignment Title:	Production of 4 digital storytelling video clips on Public Financial Accountability (PFA) issues.
Contract Duration:	1 Month
Location:	Tanzania Mainland.
Delivery/Product:	4 PFA Digital storytelling video clips

1. About WAJIBU.

WAJIBU was founded to foster an environment that supports and promotes public accountability and good governance in Tanzania. In particular, the Institute believes that mobilizing public engagement with duty-bearers on issues of public accountability and good governance is key to consolidating the accountability level achieved so far in the country in the realization of poverty reduction and enhancement of future economic growth.

2. WAJIBU's Vision.

"To become the best think-tank institution in the country on Public Financial Accountability for poverty reduction".

3. WAJIBU's Mission.

"To apply the Public Social Accountability Monitoring (PSAM) analytical tool to ensure that there is proper public resources management and good governance in the country. This will be accomplished by enhancing effective public financial accountability through policy advocacy and research, capacity building, and citizen engagement while building WAJIBU as a strong public financial accountability think tank institution."

4. Introduction to the Terms of Reference.

Accountability challenges in Tanzania remain a major obstacle to effective governance and sustainable development. Despite annual audits by the Controller and Auditor General (CAG), issues such as the non-implementation of audit recommendations, mismanagement of public funds, and persistent corruption continue to undermine public service delivery and erode public trust in institutions. These challenges point to systemic weaknesses in enforcement, transparency, and citizen oversight.

The media plays a pivotal role in addressing these accountability gaps. As a bridge between public institutions and citizens, the media has the power to amplify audit findings, inform the public about misuse of resources, and mobilize pressure on decision-makers to act on CAG recommendations. When equipped with credible and accessible information, the media becomes a watchdog and a driver of reform.

Since 2017, WAJIBU has strategically partnered with the media to promote public financial accountability (PFA), particularly by simplifying CAG findings and amplifying them through radio, TV, print, and digital platforms. These efforts have contributed to greater public awareness and sparked informed discussions on how public resources are managed.

Building on this experience, WAJIBU now plans to produce short digital storytelling videos grounded in real audit findings and oversight committee recommendations (PAC, LAAC, PIC). This initiative aims to engage citizens, policymakers, and oversight bodies in a more compelling way, with the goal of strengthening public demand for transparency and the implementation of audit recommendations.

4.1. Main Objective:

To promote awareness and engagement on public financial accountability issues by using digital storytelling that resonates with ordinary citizens and promotes action-oriented dialogue.

4.2. Specific Objective:

- i. Increase awareness to citizens on the need for them to be involved in the country's planning and budgeting process.
- ii. Increase awareness of citizens in understanding and appreciating the CAG's reports and their recommendations, hence the need to hold duty bearers to be more accountable and demand that the government to take corrective action.
- iii. Increase awareness to citizens of the negative effects corruption has on the economy and how to fight it.
- iv. Special emphasis to be put on the marginalised groups of women, youth and people with disabilities in their understanding of the country's PFA system and the efforts set in to fight against corruption.

5. Scope of work

The selected agency or production team will do the following:

- Develop creative concepts for the PFA video clips in collaboration with WAJIBU's Communication team.
- Write scripts that effectively communicate the narratives on public financial accountability.
- Create visual storyboards outlining each PFA video clip's scenes and sequences.

- Capture high-quality video footage and produce the final clips.
- Edit the footage, incorporating graphics, animations, and sound design for a polished final product.
- Provide professional voiceovers to enhance the storytelling experience.
- Deliver the completed video clips in formats suitable for online distribution.

5.1. The expected output will be:

- Four high-quality digital storytelling video clips (length: 1-2 Minutes) on financial accountability and related issues.
- Raw footage and project files.

5.2. The Impact of the Assignment

Outcome: Enhanced public understanding of PFA issues and improved citizen engagement in the country's PFA.

Impact: Broader demand for transparency, accountability and good governance from both state and non-state actors.

6. Qualification and experience of the consultant

It is desired that the recruited consultant (must be a firm) should have a team lead who possesses the following qualifications;

- A degree in fields such as Film Production, Media Studies, Communications, or a related discipline is often essential.
- Have a proficiency in various technical skills is crucial for producing high-quality video content. These include Cinematography, Editing, Sound Design and Animation/Graphics.
- Experience in narrative development, (Scriptwriting, Storyboarding and Directing).
- The consultant must have extensive knowledge/understanding of social political dynamics in Tanzania.
- Demonstrating excellencies in creating an inclusive and participatory learning environment, fostering open communication and idea exchange.
- Demonstrating strong interpersonal skills for building rapport with participants from various backgrounds.
- An impressive portfolio demonstrating past work, and up-to-date knowledge of industry trends.

7. Evaluation criteria

The evaluation of this assignment will cover the following,

- Proposals will be evaluated based on creativity,
- Relevance to the theme,
- Production quality,
- Budget feasibility,

- Team experience and capabilities.

8. Duration of the production

The duration of this assignment is expected to be from 8th **August** – 7th **September 2025**. This will include Concept development and scriptwriting, Filming and production, editing and post-production and final delivery.

9. Payment procedure:

The consultancy fee will be paid in three installments as follows:

- a. 1st Installment: – 40% of the consultancy fee after signing the contract and submitting a concept development and scriptwriting.
- b. 2nd Installment: – 30% of the consultancy fee is payable after the consultant has submitted the first draft of the production.
- c. 3rd Installment: – 30% of the consultancy fee is payable after the consultant has submitted the final delivery.

10. Bidding procedure:

All eligible firms are required to submit the tender bidding document (technical and financial proposal to WAJIBU. The tender bidding documents should include but not be limited to:

a. Technical Proposal:

- Firm experience, reputation, and experience in previous similar assignments (video production, impact video clips on public financial or social accountability are added advantages),
- Understanding of the terms of reference, quality of the proposal which include a detailed project plan, creative concepts, team credentials, and any relevant portfolio of previous work),
- Qualification of Key Personnel (Lead Consultant and Key Experts) on the assignment and especially on Public Financial Accountability topic in general.
- A narrative concept for undertaking the assignment
- Description of the work plan for the assignment, and
- Statement on the firm's commitment to complying with the safeguarding principles on protection from sexual exploitation, abuse and harassment (PSEAH).

b. Financial Proposal

- Detailed Budget for implementing the assignment,
- Scanned copy of your TIN and other relevant registration certificates,
- Scanned copy of your Business Registration license,
- Scanned copy of your Tax Clearance Certificate for the past two years, and
- Evidence of issuance of EFD or Fiscalised Tax Invoice.

11. Contact Address:

The tender bidding documents should be submitted physically in two hard copies, technical and financial, to WAJIBU's office by 01st August 2025 (10:00 am) and the opening of all bids will be at 10:10 am. All documents should be addressed to:

Executive Director, WAJIBU – Institute of Public Accountability
Rose Garden Road, 10 Tancom Street, Mikocheni,
P.O. Box 13486,
Dar-es-Salaam – Tanzania.
Email: info@wajibu.or.tz
Tell: +255 736 666 916.