



## Terms of Reference

### ANIMATIONS/SPOT MESSAGES ON TAX JUSTICE

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#### Introduction

SEATINI Uganda, Oxfam, FEMNET and CUTS Zambia are implementing an EU funded Fiscal Justice for Women and Girls Project. The overall objective of the project is to contribute to more transparent and accountable revenue generation and spending policies by transforming fiscal systems to better respond to the needs of citizens, especially for women and girls in Africa. The project seeks to specifically strengthen the ability of civil society and women's rights organizations, and citizens in Uganda and Zambia to hold decision-makers to account on formulation and implementation of fiscal policies affecting women and girls on a national and regional level.

One of the activities under the project is to develop animations/spot messages on Tax Justice. SEATINI Uganda in partnership with Oxfam would like to develop simplified animations on Tax Justice. The animation series are to be regularly used to provide simplified information on taxation to citizens, policy makers, women and girls to enable them understand the key concepts of Tax Justice. SEATINI Uganda is therefore seeking the services of a consultant from a reputable media house to design and develop the animations.

#### Background and Context

Most often citizens in Uganda are not part of the revenue mobilization processes and as such are not actively engaged in holding the duty bearers accountable for the resources mobilized leading to poor service delivery. This is mainly because these processes are concentrated in the hands of the technical people and politicians and citizens do not have adequate knowledge and platforms to engage. Citizens have not had adequate opportunity to participate in processes for revenue mobilisation including policy formulation and implementation. This is especially because the citizens have limited knowledge on how revenue mobilisation affects their livelihoods and are unable to effectively engage duty bearers even when they have the desire to do so. As a result, citizens, especially the most vulnerable, particularly women and youth face challenges of unfair tax regimes that prevent them from achieving their rights. This is often as a result of limited allocation of resources to sectors most beneficial to them. The revenue mobilisation policies are not gender responsive and do not put into consideration the needs of women and girls. More still, limited resources are allocated towards sectors that are most beneficial to them. Therefore developing simplified content is key for enhancing the capacity of stakeholders is key to ensure that they are able to understand the need to demand for fiscal policies that respond to the needs of the most vulnerable; especially women and girls.



## The task

SEATINI Uganda is seeking for consultancy services to design and develop video animation series that provide basic information taxation to citizens, policy makers

The objectives of the animations are to;

- Provide an understanding of the concept of Tax Justice.
- Provide an understanding of the link between Tax and Gender.
- Create an understanding on the need for engagement of women and girls in fiscal governance processes.
- Provide a call to action for women and girls to engage in fiscal governance processes at the national and sub-national level.

## Scope of assignment

The consultant is expected to develop two animations/spot messages; one focussing on the concept of Tax Justice and another focussing on Tax Justice for Women' Rights. These video messages will each run for 2-3 minutes. The animation will be centred on the following themes;

- The 4Rs of taxation i.e. Revenue, Re-pricing, Redistribution and Representation
- The link between Gender and Tax. How Tax can be used as a tool to achieve women's rights
- The need to mobilise/rally citizens to demand for accountability from duty bearers.

## Expected deliverables

- Animation video on the basics of Tax Justice
- Animation Video on the link between Tax and Gender; Using Tax as a tool to achieve Women's Rights

## Duration of the Development Process

The Development of the Animations is expected to take a maximum of one month broken down as below:

Activity	Responsibility	Timelines
Expression of Interest	Consultant	20 <sup>th</sup> March 2022
Selection of Consultant	SEATINI Uganda/Oxfam	24th March 2022
Signing of Contract	SEATINI Uganda/Oxfam	28th March 2022
Submission of Inception Report	Consultant	31 <sup>st</sup> March 2022
Submission of first draft	Consultant	13 <sup>th</sup> April 2022



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Review of the first draft	SEATINI/Oxfam	20 <sup>th</sup> April 2022
Submission of Final animation	Consultant	29 <sup>th</sup> April 2022

## Management of the Process

The Consultant will be working closely with SEATINI Uganda Financing for Development / Tax Justice Team and the Communication Coordinator. The Executive Director of SEATINI Uganda will oversee the process.

## Qualifications of the Consultant

The suitable production house shall have the following qualifications:

- Knowledge in the area of planning, public policy, development economics, law and tax.
- A fair knowledge of the Uganda's tax system and analytical skills.
- Excellent skills in written and spoken English.
- Excellent art and animation designing skills
- Experience undertaking similar assignments.

## Method of Application

Eligible consultants are required to submit a technical and financial proposal with an indicative budget including tax. The technical proposal should also include the CV and an indication of previous similar experience in similar work.

Submission deadline by C.O.B 20<sup>th</sup> March 2022 to [info@seatiniuganda.org](mailto:info@seatiniuganda.org) and cc: [nregina@seatiniuganda.org](mailto:nregina@seatiniuganda.org).