TERM OF REFERENCE

<table>
<thead>
<tr>
<th>Position Title</th>
<th>Consultant for Production of Animation Video</th>
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<tbody>
<tr>
<td>Program Unit</td>
<td>Public Sector Engagement and Partnership Building Programme</td>
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<tr>
<td>Reporting to</td>
<td>Programme Coordinator/Assistant</td>
</tr>
<tr>
<td>Remuneration</td>
<td>Negotiable</td>
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<tr>
<td>Timeframe</td>
<td>February - March 2020</td>
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1. Background

Transparency International Cambodia (TI Cambodia) is a fully accredited National Chapter of Transparency International, the global civil society organisation leading the fight against corruption. Founded in 2010, TI Cambodia envisions a Cambodia, which is free of corruption, where its citizens enjoy high quality of lives and sustainable development. TI Cambodia’s mission is to work together with individuals and institutions at all levels to promote integrity and reduce corruption in Cambodia.

A recent national survey by TI Cambodia finds that citizens’ knowledge and understanding of national budget and budget revenues, particularly on taxation are generally very low. Citizen’s access to tax information is also very limited, although there is a strong belief that access to tax information is important. TI Cambodia believes that citizens’ awareness and participation in tax compliance is very important. People need to know how national revenue is raised, how much from tax and how much from nontax, who pays and who does not pay their fair share of tax and how tax money is invested in public services. It is important that these investments must respond to people’s rights and needs, especially of marginalized groups in our society.

To address the issue, TI Cambodia believes that one of the current and most effective tools and platforms to raise public awareness and understanding as well as increasing public demands on fiscal transparency and accountability and fair tax is through production and distribution of communication materials, especially video, on internet and social media. A survey in 2016 indicates that 76% of Cambodian own phones. Some 48% of Cambodian were found to have at least one smartphone. Almost half of Cambodians (48%) claim to have accessed Internet or Facebook, and that five of every six respondents in this group have their own Facebook accounts. Internet/Facebook have become the most important channel through which Cambodians access information, surpassing TV and radio. It is also predicted to continue gaining the market share. Almost a third of Cambodians now use the internet to read and write. This allows them to access more information, enhance communication skills and increase their level of social participation.

Therefore, TI Cambodia is seeking a video production team/individual to produce an animation video on tax compliance. The video is expected to be posted and shared on social media platforms.

2. Objective

Produce a short and quality animation video on tax compliance.

3. Scope of work/Responsibilities

The scope of work will be the following:

- The consultant should work with TI Cambodia on developing and finalising scripts for one animation video.
- Record narration and background music for the video
- Develop the graphics or animation for the video
- Prepare draft video and submit it to TI Cambodia for deliberation
- Finalise the video according to the feedback provided by TI Cambodia
• The video should not last more than five minutes.
• It should be in Khmer with the sub-title in English.
• It must be original and creative.
• It should have clarity and quality of image and sound.

4. Deliverables
The consultant is expected to deliver the following key outputs.

• An animation/graphic video with high quality.
• The video should be in Khmer with the sub-titles in English.
• It should not last more than five minutes.

5. Work schedule
The video production is expected to begin this February and finish in March 2020.

6. Payment schedule
Payments by TI Cambodia are delivery-based. Any deliverable not meeting the required specifications will have to be reworked and resubmitted at no additional cost to TI Cambodia.

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<thead>
<tr>
<th>Timeframe</th>
<th>Payment</th>
<th>Submission</th>
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<tbody>
<tr>
<td>Jan to Feb</td>
<td>50% is made upon finishing script and storyboard and getting approval from Programme Coordinator</td>
<td>Script and story board</td>
</tr>
<tr>
<td>March</td>
<td>50% is made upon handling final product and being approved by Programme Coordinator</td>
<td>Final video stored in a disk</td>
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7. Type of supervision and place of work
The consultant must work closely with TI Cambodia’s Programme Coordinator/Assistant for the whole duration of this project. The consultant will from time to time share the progress of activities as agreed in the contract.
• The consultant does not have to be present at TI Cambodia office during the course of the assignment.

8. Qualifications and specialised knowledge/experience required
• Professional animation video producer
• Demonstrated ability in producing animation video for Khmer audience
• Prior knowledge about fiscal issues, specifically taxation, in Cambodia is a bonus.
• Ability to work with minimum supervision and deliver the outputs with high quality.
• Passion for Transparency International Cambodia's mission and goals and a commitment to the organisation's core values.