



Terms of Reference for Consultancy to Produce a Video Documentary & Social Media Clips

Introduction

The Southern and Eastern African Trade, Information and Negotiations Institute (**SEATINI**) is a regional Non-Governmental Organization founded in 1996 soon after the WTO Singapore Ministerial Conference, after realizing that Africa in particular and Third World countries in general were marginalized in the WTO negotiations and other global processes.

SEATINI-Uganda is part of SEATINI a sub-regional NGO, working in Eastern and Southern Africa with its headquarters in Harare (Zimbabwe) and an office in Nairobi Kenya. SEATINI-Uganda is the regional coordinating office for East Africa. Although the offices operate independently, they subscribe to the overall SEATINI vision, mission, values and broad objectives.

The main purpose of Seatini Uganda is to strengthen stakeholders' capacity to influence trade, tax, and related policies and processes through information generation and dissemination, capacity building and advocacy, alliance building and networking.

SEATINI Uganda is currently implementing her 5 year strategic plan which is geared towards promoting pro development trade, fiscal and trade related policies for sustained equitable development and improved livelihoods in Uganda and the EAC region.

RATIONALE FOR PRODUCING A VIDEO DOCUMENTARY

SEATINI Uganda under the Financing for Development programme wishes to conduct a survey to determine public perception of the taxation process.

Many Ugandan citizens consider tax revenue as governments' money. Most do not yet see it as their 'own' property for the public good. Citizens have the right to transparency both on how public funds are collected and how they are spent. Currently, unfair tax collection methods disproportionately tax the poor and vulnerable. Also, vast resources are 'lost' through taxes that are not collected, are avoided, evaded or simply never find their way into the Treasuries. As a consequence of the appalling tax revenue gap, a system of checks and balances has been lacking and the legitimacy of the state is at stake. Mobilising domestic revenues for the provision of

public goods and services (especially education and health) through taxation helps to strengthen the legitimacy of the state and deepen the social contract between governments and their citizenry. Organised citizen's platforms including associations, trade unions, private sector and civil society organisations need to build networks and alliances to raise awareness; engage in advocacy work and create linkages between local activities, national policy work and global campaigns.

Objectives of the Consultancy

1. Gauge their understanding on taxation issues
2. Generate views and perception from the public on taxation

Deliverables

1. Video Documentary
2. Video compatibles for social media APPs

.Time Frame

The assignment is expected to be completed in 2 weeks

Competencies, qualifications and experience

- A bachelor's degree in the field of communication, media production or any related field.
- A track record of carrying out a similar assignment with a competitive organization

Relationship with SEATINI-UG

As an independent contractor, no employee-employer relationship exists between you and SEATINI.

Contact

Competent consultants should submit their technical and financial proposals to the Country Director through seatini@infocom.co.ug or hand delivered to SEATINI Uganda Plot 806, Block 213, Bukoto-Kisaasi Road, Kampala, and Tel 256-414-540856 not later than **24th November 2017**