



Terms of Reference

Consultancy on Development of Report Design Works

About the National Taxpayers Association:

National Taxpayers Association (NTA) is an independent, non-partisan organization focused on promoting good governance in Kenya. Since 2006, NTA has been implementing programmes focused on enhancing public accountability through monitoring the quality of public service delivery and the management of both the national government and devolved funds. It has achieved this through the development of social accountability tools Citizen Report Cards (CRCs), civic awareness, citizen capacity-building, and partnerships with government agencies, service providers, the private sector, civil society, and community action groups.

Project Background:

NTA in partnership with Oxfam in Kenya is implementing a project dubbed “*Democracy, Climate Justice and Public Education for all*”. The overall impact objective of the project is to ensure “Women, young people, and communities of Kenya live in a more equal, just, peaceful and sustainable country that leaves no one behind and provides a resilient, sustainable future through just economies, gender and climate justice.” The project seeks to strengthen democracy and fiscal justice, including increased oversight and public spending on social services such as education, health, and water and sanitation through coordinated evidence-based advocacy by civil society, women, and young people.

As the inequality crisis deepens, everyday people continue to endure incredible suffering due to the COVID-19 pandemic, impossible rises in the cost of living, and widespread hunger. This inequality crisis is contributing to the death of one person every four seconds. The collapse in taxation of rich people has been a huge engine of growing inequality, denying governments trillions in revenue, increasing the power of unaccountable, often corrupt elites, and undermining our societies and our politics.

By leveraging Kenya’s fiscal policy standing, learning from global best practices on wealth taxation, and addressing stakeholders’ concerns; it is evident that a carefully formulated wealth tax policy framework can go a long way in broadening Kenya’s tax base and equally in realizing equitable economic growth and sustainable development. As this approach realigns with Kenya’s Vision 2030 aspirations; it has the potential to significantly enhance the country’s fiscal sustainability without placing undue burden on the majority of citizen taxpayers. Therefore, in the “*Potential and Justifications for Taxing Wealth in Kenya*” report; the National Taxpayers Association (NTA) proposes practical increases in taxation on rich people and corporations that all governments must urgently implement. Taxes on the world’s richest people could have the number and wealth of billionaires in the next five years, releasing trillions of dollars to protect ordinary people from the massive pain of rising prices and help build a more equal and sustainable world.

Consultancy Objective:

The primary objective of this consultancy is to design, format and produce reports that are visually appealing, easy to read, and effectively communicate the intended message. The designer will work closely with our team to ensure that the reports align with our branding guidelines and meet the needs of our target audience. NTA is dedicated to enhancing the effectiveness and impact of our initiatives through comprehensive and well-structured reporting. Reports are essential tools for communicating project outcomes, research findings, and strategic insights to stakeholders, including funders, partners, and the

general public. In order to ensure that our reports are of the highest quality, we seek the services of a professional report designer to design, format, and produce the wealth tax report.

Scope of Work:

The consultant will be responsible for the following tasks:

- a) Design and layout, develop a consistent and professional design for the report.
- b) The output should effectively communicate the message on the findings of the wealth tax report and clearly communicate the findings and policy recommendations for wealth taxation in Kenya.
- c) Create visually appealing layouts that enhance citizen-friendly readability and better enhance civic engagement and advocacy by users.
- d) Incorporate graphics, charts, and infographics to effectively present data and information.
- e) Work with the team to incorporate feedback and make necessary revisions to the design.

NTA will provide all the data and the draft report for your action.

Deliverables:

The consultant is expected to deliver a completed design incorporating graphics, charts, and infographics for the report, ready for print and digital distribution.

Duration of the Contract:

The consultancy is expected to take 10 working days from the date of contract signing.

Remuneration/Consultancy Fees:

The consultancy fees will be agreed upon based on the best value for money. The fees will be inclusive of all applicable taxes and statutory deductions.

Bid Requirements: Interested consultants should submit an Expression of Interest that includes;

- a) ***Suitability Statement:*** Commitment to availability for the entire duration of the assignment and unique skills to support your deliverability.
- b) **Financial Proposal:** A financial statement itemizing your rates for the entire assignment.
- c) ***Portfolio:*** Samples of previous work relevant to report designing
- d) ***Updated Curriculum Vitae:*** Qualifications and experience of the consultant(s).
- e) ***References:*** Contacts of three organizations that have recently contracted the consultant(s) for similar tasks.

Application Process:

The consultant (s) is expected to submit their bid by Friday 8th October, 2024 at 4:00 pm to jobs@nta.or.ke