



TERMS OF REFERENCE

PRODUCTION AND PUBLICATION OF A NEWSPAPER SUPPLEMENT ON CORRUPTION PERCEPTIONS INDEX (CPI) TRENDS ANALYSIS IN UGANDA SINCE 2018

Commissioning Organization: Transparency International Uganda (TI-Uganda)

Target Broadcaster: English language- National News Paper House

Date: 20th April, 2026

I. INTRODUCTION AND BACKGROUND

Transparency International Uganda (TI-Uganda) is the national chapter of Transparency International – the global coalition against corruption. TI-Uganda is implementing the Civic Engagement for Accountability Project (CEAP)". The project aims at empowering communities to demand for accountability and enhancing public responsiveness to address citizens' concerns. In order to build civic awareness and action towards combating corruption, TI Uganda disseminates the findings of the Corruption Perceptions Index (CPI) annually.

The CPI is the leading global indicator for public sector corruption, scoring 182 countries worldwide according to their perceived level of corruption based on expert surveys by 13 standard data sources. Uganda's CPI performance has been concerning: the country scored 26 out of 100 in 2024 (unchanged from 2023), ranking 148 out of 182 countries with a score of 25 in 2025. Analysis shows Uganda's CPI score has experienced a rate of decline exceeding average East African, African, and global scores during 2012-2024 and 2019-2024 periods, with scores continuously below regional and global averages.

It is against this background that TI-Uganda seeks to commission a professional News Paper to produce and publish a newspaper supplement analyzing CPI trends in Uganda since 2018 to raise public awareness and drive accountability discussions.

2. OBJECTIVES OF THE ASSIGNMENT

2.1 Overall Objective

The main objective is to design, produce and publish a high-quality newspaper supplement that communicates key findings, trends and policy recommendations from the CPI Trends Analysis Report to a wide national audience.

2.2 Specific Objectives

- To disseminate the key findings of the Corruption Perceptions Index (CPI) Trends Analysis Report to a wider national audience through a newspaper supplement.
- To enhance public understanding of corruption trends in Uganda and their implications for governance, service delivery, and accountability.
- To stimulate policy dialogue and public debate among citizens, policymakers, and accountability institutions on measures needed to address corruption.
- To strengthen TI-Uganda's advocacy efforts by using print media as a strategic platform for promoting transparency and anti-corruption reforms.

3. SCOPE OF WORK

The selected newspaper house(s) will be expected to:

- Collaborate with TI-Uganda to conceptualize the supplement layout and editorial structure.
- Design an attractive, reader-friendly newspaper supplement aligned with TI-Uganda branding guidelines.
- Edit and format content provided by TI-Uganda for clarity, accuracy and media appeal.
- Incorporate infographics, data visualizations and highlights to enhance readability.
- Allocate adequate space of 2 full pages within the newspaper.
- Publish the supplement in a widely circulated print edition.
- Provide an e-paper/soft copy version for online dissemination.
- Ensure timely publication aligned with agreed timelines.

3.1 DELIVERABLES

The newspaper house will deliver:

- A fully designed and approved newspaper supplement
- Print publication in the agreed newspaper issue(s)
- Digital (PDF/e-paper) version of the supplement
- Proof of publication (print copies and circulation details)

4. TECHNICAL REQUIREMENTS

Interested newspaper houses should submit:

- Company profile and relevant experience
- Proposed concept/approach for the supplement
- Proposed circulation and publication plan
- Timeline for execution
- Detailed financial quotation (cost per page/supplement package)

5. PROJECT TIMELINE

The assignment shall be completed within **2 weeks** from contract signing:

6. ROLES AND RESPONSIBILITIES

TI-Uganda will:

- Provide the CPI Trends Analysis Report and all content
- Offer branding guidelines and key messaging
- Review and approve designs before publication
- Coordinate communication with the selected newspaper

Newspaper House will:

- Lead design, layout, and production of the supplement
- Ensure editorial quality and professional standards
- Guarantee wide circulation and visibility
- Adhere to agreed timelines

7. QUALIFICATIONS OF THE NEWSPAPER HOUSE

Interested newspaper firms should demonstrate:

- National reach and strong circulation in Uganda
- Proven experience in publishing supplements or special features
- Strong editorial, design, and production capacity
- Ability to meet tight deadlines
- Online presence for wider digital reach

8. EVALUATION CRITERIA

Proposals will be evaluated based on:

- Experience and past performance
- Creativity and proposed design approach
- Circulation reach and audience
- Cost-effectiveness
- Ability to meet timelines

9. COUNTS OF TRANSPARENCY AND ANTI-CORRUPTION

The selected News Paper House must:

- Adhere to TI-Uganda's anti-corruption guidelines throughout production
- Not engage in any bribery, fraud, or coercive practices
- Maintain journalistic integrity and factual accuracy

- Acknowledge TI-Uganda as commissioning organization in all broadcasts
- Not use CPI data or TI-Uganda's name for other commercial purposes without written consent

10. INTELLECTUAL PROPERTY AND RIGHTS

- TI-Uganda shall own **complete copyright** and all intellectual property rights to the Newspaper supplement
- The Newspaper house grants TI-Uganda perpetual, worldwide rights to use, reproduce, distribute, and reproduce the supplement
- The Newspaper house may use the supplement in its portfolio with TI-Uganda's acknowledgment

11. CONFIDENTIALITY

The Newspaper House shall:

- Treat all TI-Uganda data, research, and documents as confidential
- Not disclose sensitive information to third parties without written consent
- Ensure all crew members sign confidentiality agreements
- Securely store and transfer data during and after publishing

12. CONTACT INFORMATION

For queries and proposal submission:

Transparency International Uganda (TI-Uganda)

Attention: Administrator / Procurement Committee

Email: info@tiuganda.org

Address: Plot 190 Kigobe road/ Martyrs way Ministers village Ntinda

Deadline: 20th May 2026