

Animated Explainer Series on Kenya's Extended Producer Responsibility (EPR) Framework

Terms of Reference (TOR) and Creative Brief

1. Introduction

The Centre for Environment Justice and Development (CEJAD), with support from Heinrich Böll Foundation (HBF), is seeking to engage a qualified animator/animation expert to develop a series of five short, animated explainer videos on Kenya's Extended Producer Responsibility (EPR) framework. The series will primarily support policymakers by providing practical explanations of EPR principles, obligations and implementation mechanisms while also serving as educational resources for broader public awareness.

2. Purpose of the Animation series

The objectives of the animation series are to:

- 1) Increase public awareness and understanding of EPR principles and sustainable waste management.
- 2) Help the key actors understand their roles, responsibilities and how to effectively implement the EPR regulations.
- 3) Provide clear, consistent and accessible messaging on Kenya's EPR framework.
- 4) Translate/unpack key provisions of the EPR Regulations into practical, easy-to-understand information that can be used across different communication and learning platforms.
- 5) Support greater awareness of inclusive participation within the EPR system, including the role and integration of waste pickers and other waste management actors.

3. Target Audience

a) Primary Audience: Key actors involved in EPR implementation, particularly waste pickers, policymakers, county governments, government institutions, producers and Producer Responsibility Organisations (PROs).

b) Secondary Audience: The broader waste management community and public, including businesses, civil society organisations, development partners, academia, media and students.

4. Creative Required

The animation series will comprise a number of five short, interconnected explainer videos, with each video addressing a distinct aspect of EPR as guided by CEJAD, HBF and the production team.

Duration: Approximately 3 mins max per episode.

Episode	Concept	Content flow
1	Overview of Extended Producer Responsibility (EPR)	The episode follows an everyday plastic product from production(a brief reference to fossil fuels) to disposal, introducing Kenya's plastic waste challenge. It then broadens the conversation to waste more generally, introducing Kenya's waste management framework, then the Sustainable Waste Management Act, 2022, which provides for measures such as waste classification and segregation, recovery, recycling and material recovery facilities. The story then connects these foundations to the product life cycle, showing why responsibility must extend beyond the point of sale and use, before introducing EPR, its purpose, benefits and the EPR Regulations.
2	Who does what?	The episode introduces the key actors involved in Kenya's EPR system and illustrates how their respective roles connect to support implementation. It will move through the responsibilities of national government institutions, NEMA, county governments, producers, importers, retailers, consumers, Producer Responsibility Organisations (PROs), waste management actors, waste pickers and recyclers, while showing how these actors interact across the EPR system. The episode will operationalise these relationships through a clear visual flow, helping audiences understand who is responsible for what, how the different actors interact, and how their roles contribute to the functioning of EPR.

3	How EPR Works: From registration to resource recovery	The episode follows a product through the EPR system, showing what happens from the point a producer places it on the market to its collection and end-of-life management. It will introduce producer registration, explain the role of Producer Responsibility Organisations (PROs) in collective compliance schemes, and illustrate how collection, take-back, sorting, recycling and resource recovery connect within the system.
4	Making EPR Work; Who Pays, Who Reports, Who's Accountable?	The episode explores the systems that support effective EPR implementation beyond the collection and recovery of products. It will explain how EPR is financed, why accurate data and reporting are important, and how monitoring, compliance and enforcement help ensure that obligations are fulfilled and performance can be tracked.
5	Waste Pickers and EPR: Integration into the system	The episode explores the role of waste pickers within Kenya's waste recovery and recycling landscape and their place within the EPR system. It will introduce who waste pickers are, distinguish their role from other waste management service providers, and illustrate their contribution to collection, recovery and recycling. The episode will then examine how waste pickers can be meaningfully recognised and engaged within EPR systems, including the roles of producers, counties and Producer Responsibility Organisations (PROs) in this regard, and highlight potential opportunities for more inclusive participation.

5. Creative Direction

The animation should:

- a. **Reflect the Kenyan context-** Use settings, situations, language cues and visual references that audiences can readily associate with Kenya and its EPR and waste management landscape.
- b. **Present diverse characters-** Feature characters representing different genders, ages, occupations and social backgrounds, including producers, consumers, waste workers, recyclers, retailers and relevant public-sector actors.
- c. **Include realistic waste management scenarios-** The visuals should be relatable and not overly exaggerated.
- d. **Use clean modern illustrations-** Apply a simple and visually appealing illustration style with clear layouts and readable text.
- e. **Maintain institutional credibility-** Ensure that visual representations of institutions, processes and EPR mechanisms are accurate, and consistent with Kenya's policy and regulatory framework.
- f. **Balance professionalism with audience engagement-** Combine credible information with relatable storytelling, visual examples and accessible language to make EPR concepts understandable and engaging for both technical and non-technical audiences.

6. Production Methodology

The project will adopt a hybrid production approach, using AI tools alongside professional human expertise and Intelligence to support efficiency and creativity. AI may assist with storyboarding, illustration generation, motion planning and draft animation sequences. Professional creatives will retain overall creative and editorial control, leading research, script development, technical validation, storytelling, animation, voice direction, editing and quality assurance. Voice-over options, including professional human and AI-generated voices, will be explored based on naturalness, clarity and suitability.

7. Monitoring and Quality Assurance

Quality assurance by CEJAD and by Heinrich Böll Foundation will include:

- Technical review and validation against Kenya's EPR Regulations and Sustainable Waste Management Act.
- Review of animation flow, accessibility and audience comprehension.

8. Visual Identity & Brand Guidelines

The animation series should align with CEJAD's and HBF's established visual identity while allowing for a fresh, engaging and accessible animated style. During onboarding, these will be shared.

9. Timelines

The proposed timelines will run from September to November 2026, allowing sufficient time for research, content development, technical review, production, and dissemination. This will be confirmed during onboarding for the selected service provider.

10. Required Qualifications and Experience

1. A degree, diploma or professional training in **Animation, Multimedia, Graphic Design, Film, Visual Communication or a related field**. Equivalent professional experience may be considered.
2. Ability to work with branding guidelines from more than one partner organisation and maintain visual consistency.
3. At least **3 years of professional experience demonstrated** in animation, motion graphics or multimedia production.
4. Proficiency in relevant **2D animation, illustration, motion graphics and video-editing software**.
5. Demonstrated ability to **translate technical or complex information into clear, engaging and visually compelling content**.
6. Knowledge of **environmental, waste management, sustainability or related policy issues** is an added advantage, but not a requirement.

11. Submission Requirements

Interested candidates should submit the following:

1. A cover letter outlining relevant experience and understanding of the project.
2. A portfolio of at least three relevant animation, motion graphics or explainer video projects.
3. A financial proposal, broken down by deliverable. The Consultant should provide a budget breakdown that includes script development and research, storyboarding, animation production, voice-over, translation/subtitling, technical review, 3 revisions, final production and any other production needs.
4. A proposed work plan and timeline for completion by the end of November 2026.
5. Contact details of two references from past clients.
6. For production houses/studios, a brief profile of the proposed project team and their respective roles.

12. Evaluation Criteria

Submissions will be assessed based on the **quality and relevance of the portfolio, financial proposal, demonstrated experience in producing animated explainers or similar public-interest content, understanding of the assignment and technical capacity.**

13. Submission Details

Interested applicants should submit their applications to media@cejadkenya.org, copying Faiba.Kombo@ke.boell.org and info@cejadkenya.org by **11th September 2026**, with the subject line **Application – Animator/Animation Production for explainer Series.** Queries can be directed to the same address.