

TERMS OF REFERENCE

Development of Environment Education Guide and Learning Materials for Mountain Ecosystems and Snow Leopard Conservation

1. Background

World Wildlife Fund, Inc. registered in USA as a not-for-profit organization (hereinafter referred to as “WWF”) is the world’s leading independent conservation organization currently running in more than 100 countries across 6 continents. WWF initiated supporting Nepal in 1967 with Rhino conservation program in Chitwan. To keep up with the evolving face of conservation and environmental movement, WWF Nepal’s focus has progressed from its localized efforts in conservation of a single species in the 1960s to integrated conservation and development approach in the 1990s, to a new horizon of landscape-level conservation encompassing national, regional, and global scales of complexity in the early 2000s. WWF Nepal Country Office was formally established on 19 May 1993.

Nepal’s mountain ecosystems are globally significant for their biodiversity, cultural heritage, and ecosystem services. However, increasing environmental pressures and limited conservation awareness among younger generations pose challenges to their long-term sustainability.

The capacity building initiative is a key component of WWF Nepal's broader campaign aimed at safeguarding biodiversity in the mountains and supporting resilient mountain communities. The campaign aims to instill awareness on the importance, understanding of the challenges, contributions towards addressing these challenges, and stewardship for the conservation of, and pride in Nepal’s mountain ecosystems by educating school children and their mentors. Through school-based learning, hands-on educational materials, and teacher capacity building, the campaign seeks to foster long-term behavioral change toward conservation. Snow leopards will be highlighted as a flagship species to symbolize healthy mountain ecosystems and inspire conservation action.

This assignment supports:

- a. the development of structured environmental education guide for capacity building of teachers to understand, and effectively sensitize students, on issues pertaining to high mountain ecosystems.
- b. Conduct training of teachers in Kangchenjunga Conservation Area (KCA) and Kathmandu, with potential for replication in other snow leopard landscapes.

2. Objective

The objective of the assignment is:

- To develop an Environment Education Guide (EEG) for teachers focused on mountain ecosystems and snow leopard conservation.
- To develop an interactive children's workbook that promotes student engagement and conservation values.
- To build teachers' capacity to effectively use the EEG and workbook through targeted training workshops.

3. Scope of Work

The implementing organization/consultant shall undertake the following integrated activities:

3.1 Development of Environment Education Resources

- Design and develop an Environment Education Guide (EEG) for teachers focusing on the ecological, cultural, and economic importance of mountain ecosystems, with snow leopards highlighted as a flagship species.
- Ensure the EEG includes age-appropriate lesson plans, experiential learning activities, outdoor exercises, and guidance focusing on mountain and mountain ecosystems.
- Develop an interactive children's workbook featuring illustrations, coloring pages, factsheets, quizzes, puzzles, and reflective activities that reinforce conservation values, coexistence, and stewardship.
- Ensure both resources are contextually relevant to KCA while remaining adaptable and replicable in other snow leopard landscapes.

3.2 The Environment Education Guide will focus on

- to provide foundation for overall understanding of mountains and their ecosystems, their importance, the threats facing these ecosystems and efforts being made to conserve them.
- Include ‘Interesting facts and figures’ for a better appreciation of these landscapes and their contribution for people’s survival and wellbeing.
- Include practical ‘Activities for students’ that help improve understanding and appreciation of these ecosystems

3.3 Support in facilitation and documentation

- Support WWF Nepal in facilitating four workshops (**one in KCA and three in Kathmandu**) to build teachers’ capacity to effectively use the EEG and children’s workbook. All costs for the workshop will be covered by WWF Nepal except for the travel and accommodation related costs of the consultant.
- Support in development of format to document the vision from the different consultations/workshops.

4. Proposed timeline

The timeline for the assignment will be as under:

SN	Activity	Jan	Feb	Mar	Apr
1	Research and content development				
2	Design and formatting				
3	Translation and Localization				
4	Testing and Validation				

5. Deliverables

The consultant will ensure effective completion of the assignment, which will include the following deliverables:

- Final Environment Education Guide (print-file and digital versions- Nepali and English).
- Final Children's Workbook (print-file and digital versions- Nepali and English).
- Workshop training modules, presentations, and facilitation materials.
- Completion of four teacher training workshops with participant lists and reports.
- Brief report documenting the workshop outcomes, teacher's feedback and recommendations for replication and scaling.
- A community-led Conservation Vision document for the Kangchenjunga Conservation Area (KCA), developed through inclusive community consultation events and reflecting local priorities, commitments, and long-term conservation aspirations.
- Photos and videos taken during the workshops and training.

***The EEG and Children's workbook must be developed in Nepali and English language.**

6. Coordination and Reporting

The consultant will report to and coordinate with Wildlife and Conservation Education Unit of WWF Nepal.

All report, field data, materials including photos must be credited to © WWF Nepal.

7. Proposal Submission

Interested individuals and organizations are requested to submit proposals electronically to: proposals-campaigns@wwfnepal.org. Please mention **“PROPOSAL - Development of Environment Education Guide and Learning Materials”** as the subject in your email and submit by **5 p.m. Nepal Standard Time, 30th January 2026.**

The proposal must include following documents submitted in the same email:

1. Technical proposal
2. Relevant past work samples
3. Financial Proposal (see Annex 1 for template)

The financial proposal should include the following:

1. Organization Registration and latest renewal if applicable
2. VAT Registration Certificate
3. Latest tax clearance certificate
4. Latest audit report
5. CVs of team members involved in the project

Note that payments are subject to tax deduction as per prevailing government rules.

Only organizations selected for further consideration will be contacted. Telephone inquiries will not be entertained.

8. Mode of Payment

The payment will be made as per WWF Nepal norms and upon submissions of satisfactory deliverables. Note that payments are subject to tax deduction as per prevailing government rules.

Annex 1: Budget Template

S. N	Description	Unit	Quantity	Rate	Total	Remarks
1	Fees (1.1+1.2+...+VAT)				XXXX	
1.1	Environment Education Expert	Days			XXX	
1.2	Designer	Days			XXX	
1.3					
	VAT on Fees @ 13%				XXX	
2	Other Expenses (2.1+...+VAT)				XXXX	
2.1	Translation – Nepali	Pages			XXX	
2.2					
	VAT 13% on other expenses				XXX	
	Total				XXXXXX	

**Note: please add/edit rows as required*