

Terms of References
For
Deep Regenerative Agriculture – Video

1. Background

WWF is the world's leading independent conservation organization originated in Switzerland in 1961 and currently running in more than 100 countries across 6 continents. WWF initiated work in Nepal with a rhino conservation program in Chitwan in 1967 while the WWF Nepal set up its office formally on 19 May 1993. Currently, WWF Nepal works in five thematic areas – Wildlife, Freshwater, Forests, Climate and Energy, and Governance. WWF Nepal's focus has progressed from its localized efforts in conservation of a single species in the 1960s, to integrated and development approach in 1990s, to a new horizon of landscape-level conservation encompassing national, regional and global scales of complexity since the early 2000s.

WWF Nepal identifies climate change as an active driver of emerging issues in freshwater, forests and wildlife, and is working with partners and local communities including the government to address the critical issues through innovative and synergetic actions.

The 3-year project, “Deep Regenerative Agriculture in the High-Altitude Mountain Region of Nepal” (hereafter referred to as REGAGRI) aims to promote indigenous knowledge and native species, landraces and revive spiritual and traditional agriculture practices of farmers to improve the agro-ecological resilience in high altitude of Nepal. The project seeks to build knowledge and promote deep regenerative agriculture across Eastern Himalayan Region by documenting the spiritual and cultural significance of traditional foods and demonstrating the high nutrition and climate resiliency of both plants and livestock found in the high-altitude region of Nepal – Manang and Mustang Districts. The project considers potential species for in-depth study as: 9 species of crops; 3 species of livestock and 3 species of medicinal plant. The project is funded by The Rockefeller Foundation and implemented by WWF Nepal in collaboration with three partners:

- Government and technical partner: National Agriculture Genetic Resources Center (NAGRC) of the Nepal Agricultural Research Council,
- Academic partner: Lumbini Buddhist University (LBU), and

- Non-Government Organization (NGO) partner: Worldwide Nature Conservation Nepal (WWN)

In the same light, WWF Nepal seeks proposals from interested organizations/institutions to capture the overall essence of the REGAGRI project via a video documentary.

2. Objectives

- To produce a 5–7-minute video documentary that captures the overall essence of the REGAGRI project
- To produce 5-6 short videos/ reels and clips (about 30 second) covering different themes of the project
- To capture/record the footages of the demonstration sites in the field (Manang and Mustang districts)
- To capture/record footages of the local communities and stakeholders engaged in the project

3. Scope of Work and Timeline

The video documentary will serve as a key medium to communicate the aims, impacts and success stories of the REGAGRI project to a wider audience. It will highlight the significance of spiritual and faith-based practices, as well as indigenous knowledge tied to deep regenerative agriculture. Further, the documentary video will encapsulate the overall essence of the project, with particular focus in how it has supported enhancing agro-ecological resilience across the project sites.

Field work in Manang and Mustang:

- Manang: Project sites in Chame Rural Municipality
- Mustang: Project sites in Barhagaun Muktishetra Rural Municipality and Lo Ghekar Damodarkunda Rural Municipality

Activities	Time frame (Tentative) (22 Dec 2025 – 1 April 2026)
1. Field work and Interviews at the field level	1 February 2026 – 20 February 2026
<ul style="list-style-type: none"> • Capture footage of the landscapes in Manang and Mustang districts. 	

<ul style="list-style-type: none"> • Capture footage depicting the agriculture-dependent communities in Manang and Mustang. • Capture footage of project beneficiaries engaged in agricultural activities at the demonstration sites. • Capture footage that demonstrates the outcomes and benefits of the project at the field level. • Capture footage of key project species for in-depth study. • Conduct interviews with representatives from local government, institutions such as the Agriculture Knowledge Centre (AKC), and citizen-scientists regarding the project and its impact. 	
2. Interviews	3 Jan 2026 – 20 Jan 2026
Take interviews with: <ul style="list-style-type: none"> • Relevant members/stakeholders of the project in Kathmandu 	
3. Video	1 April 2026
<ul style="list-style-type: none"> • Production of final video 	

Pre-Production:

- Briefing meeting with the WWF Nepal team: WWF project team and communications team at WWF Nepal to have a clear understanding and expectations of the video contents and background of projects to be featured.
- Prepare questions for interviews at Kathmandu as well as the field, in close coordination with the WWF project team.
- Video storyboard submission (concept/script) that best captures the enlisted objectives and discussions from the briefing meeting.
- Selection of characters/stakeholders/areas to be featured in the video in conjunction with WWF Nepal. WWF Nepal to provide contact details/information if needed.
- All necessary government filming permits will be managed by and are the responsibility of the consulting company.
- Finalize travel plans in consultation with WWF Nepal team. The consultant team needs to travel to Manang and Mustang districts to capture the footages of the project sites, activities and carry out interviews with the relevant stakeholders.

Production-Filming:

- Film clips of project area, interviews, landscapes of Manang and Mustang districts
- Interview and film identified characters/stakeholders based on approved storyboard.
- Sign consent form/media release form provided by WWF Nepal.
- The consultant will be accompanied by WWF team during the filming.

Post-Production:

- Compilation, design and editing of the videos
- Script, voiceover, and subtitle in English
- Submit the draft for comments from WWF Nepal
- Submit final video (final version and clean version of all)
- Submit 30 second 5-6 short videos/ reels and clips from footages captured
- Submit all b-rolls and photos captured during field

4. Methodology, Timeline and Workplan

Video sequences should include footage of Landscape of Manang and Mustang districts; project area with demonstration plots; beneficiary communities and relevant stakeholders; success stories from the project; prioritized species of the project; interviews with the key stakeholders. The presentation will need to resonate with a wide range of audiences, from youth to donors, and to the WWF Network.

S. N.	Activity	Timeline
1	Planning, conceptualizing, Storyboarding	Last Week of December 2025
2	Interview with the stakeholders in Kathmandu	January 2026
3	Travels to field to shoot videos / photos	February 2026
4	Editing videos	2 nd Week of March 2026
5	Feedback on the first draft	3 rd week of March 2026
6	Final version video and clips	1 April 2026

5. Copyright

All copyrights of the videos and photographs should be credited to © WWF Nepal

6. Expected Output

- 5–7-minute video reflecting the above-mentioned objective (Two versions: Clean and with subtitles)

- 30 second 5-6 short videos/ reels and clips
- High resolution b-roll footages and photos

7. Deliverables

- Submission of videos with English subtitles: (web compatible and high resolution, B-rolls) by 1 April 2026
- Submission of 30 second 5-6 short videos/ reels and clips by 1 April 2026
- Submission of Signed Media Release Forms for all photographs/videos featuring people by 1 April 2026[KT1]

8. Coordination and reporting

The consultant will work under the supervision of the Program Associate – Climate and Energy following the timeline above.

9. Proposal submission

Interested organizations registered in Nepal are requested to submit proposal electronically to: proposals-climate@wwfnepal.org. The proposal must include following documents submitted in the same email:

1. Technical proposal
2. Relevant past work samples
3. Financial Proposal (*kindly refer annex for template*)

The financial proposal should include the following:

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

The proposal must be submitted by 5:00 pm Nepal Standard Time on **15th December 2025**. Please mention “**PROPOSAL – Deep Regenerative Agriculture Video**” as the subject in your email. Only organizations selected for further consideration will be contacted. Telephone inquiries will not be entertained.

10. 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: Budget Template

S. N	Description	Unit	Quantity	Rate	Amount (NPR)
1	Fees				XXXXXX
1.1	Cinematographer/ Project Coordinator	Days			XXXX
1.2	Graphic designer/illustrator	Days			XXXX
1.3	Editor/s	Days			XXXX
1.4	Voiceover artist	Days			XXXX
1.5	Script Writer	Days			XXXX
	VAT 13% on Fees				XXX
2	Other Expenses				XXXXXX
2.1	Field Expenses				XXXX
2.1.1	Transportation	Days			XXXX
2.1.2	Food & Accommodation	Days			XXXX
2.1.3	Airfare....	Trip			XXXX
2.2	Other Cost				XXXX
2.2.1	Communication	Lumpsum			XXXX
2.2.2	Stationaries	Lumpsum			XXXX
				XXXX
	VAT 13% on Other Expenses				XXX
	Grand Total (1+2)				XXXXXX

Note: Please add/edit rows as required