



Terms of Reference

For

Design and Facilitation of the coolest species campaign

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 conservation 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.

With 10,000 plant species, 977 bird species, and 300 mammals, the Eastern Himalayas comprised of Bhutan, North-eastern India, and the higher reach of Nepal is one of the ecologically most diverse regions in the world, owing to its extreme altitudinal variation which contributes to its rich biological diversity. This region is also home to millions of diverse communities whose livelihoods are intricately linked with nature. However, anthropogenic threats such as climate change, unsustainable tourism, and urbanization endanger both the ecosystems and the people who depend on them.

The Greater Himalayas Transboundary Conservation Landscape (GHTCL) Initiative aims to protect biodiversity, ensure zero extinction of species, and transition to a net-zero carbon economy. By fostering regional cooperation, addressing transboundary threats, and empowering local communities, the initiative seeks to secure the integrity of Eastern Himalayan ecosystems. In collaboration, the three WWF offices in the Eastern Himalayas region: WWF-Bhutan, WWF-India, and WWF-Nepal, aim to spearhead the GHTCL initiative and coordinate efforts towards regional cooperation and resource mobilization.

As part of the GHTCL initiative, the three offices together are launching the "coolest species" campaign as a way to increase awareness and profile of the landscape and the lesser known species

that reside within. The campaign will be a digital one, conducted largely through the social media pages of the three countries where the general public will be able to learn about some lesser known species. The campaign will be based on a list of 18 species that has been identified by the WWF teams and will culminate with a public vote (through social media) for the top 10 at the end of the campaign

WWF Nepal seeks the services of a consultant to design and facilitate the digital “Coolest Species” campaign, making sure to engage the general public and raising the profile of the GHTCL landscape and its lesser known species.

2. Scope of Work

The consultant will lead the overall conceptualization, design, coordination, and implementation of the "Coolest Species" campaign, ensuring that all activities are delivered according to the agreed timeline and quality standards. The consultant will work closely with WWF Nepal (and through the Nepal office, coordinate with WWF Bhutan and WWF India throughout the campaign).

The consultant will be responsible for the following:

1. Campaign Concept and Planning

- Develop a comprehensive campaign concept and implementation plan covering both the awareness and public voting phases.
- Prepare a detailed campaign timeline, work plan, and content calendar for implementation across the three WWF offices.
- Develop audience engagement strategies and participation mechanisms to maximize campaign reach and public interaction using WWF platforms.

2. Campaign Branding and Content Development

- Develop the campaign branding, visual identity, and communication guidelines for use across all campaign materials.
- Design and produce campaign assets, including social media graphics, content, templates, voting materials, and other agreed communication products, incorporating feedback and revisions as required.

- Collect and organize all necessary campaign assets (photographs, illustrations, species information, etc.) and obtain the required permissions and approvals for their public use.

3. Campaign Coordination and Implementation

- Coordinate with WWF Nepal to ensure consistent campaign implementation across all three countries. The consultant will also be required to coordinate with WWF India and WWF Bhutan teams as required through the WWF Nepal office.
- Facilitate and manage the implementation of the campaign, including the awareness and voting phases, ensuring activities are delivered according to the approved plan.
- Provide regular progress updates and coordinate any required adjustments during implementation.

4. Reporting and Documentation

- Monitor campaign performance throughout implementation using agreed indicators and analytics.
- Prepare and submit a final campaign report summarizing campaign activities, key performance metrics, audience engagement, lessons learned, and the final list of the Top 10 Coolest Species based on public voting.
- Submit all editable source files and design assets to WWF at project completion.

3. Work Plan

Tasks	July			August			Sept		
Campaign Concept and Planning									
Campaign Branding and Content Development									
Campaign Coordination and Implementation									
Reporting and Documentation									

4. Supervision and Coordination

The consultant will work closely with the Communications Team at WWF Nepal and coordinate with WWF Bhutan and WWF India throughout the campaign

5. Expected Outputs:

- Successful management and completion of the coolest species campaign.

6. Deliverables

- Submission of Final Campaign Completion Report along with all design files and final assets by 10 October 2026.
- Submission of Final Financial Report along with Original VAT Invoices, supporting verified invoices & Receipts and approved timesheet of consultants by 10 October 2026.

7. Copyright

- All featured assets should be appropriately credited
- All designs and graphics produced under the assignment will be credited to © WWF Nepal.

8. Coordination and reporting

The consultant will work in close coordination with Communications team of WWF Nepal following the timeline above.

9. Proposal submission

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

1. Technical proposal
2. Relevant past work samples
3. Financial Proposals, (*please refer 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 for FY 081.82
4. CVs of team members involved in the project

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

The proposal must be submitted by 5:00pm Nepal Standard Time **15th July 2026**. Please mention '**PROPOSAL – Coolest Species Campaign**' as the subject in your email. Only organizations selected for further consideration will be contacted. Telephone inquiries are not 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.

nnex 1: Budget Template

S. N	Description	Unit	Quantity	Rate	Total	Remarks
1	Fees					
1.1	Coordinator/ campaign planner	Days				
1.2	Designer	Days				
1.3	Other Experts, if required	Days				
	VAT					
	Total					

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