



Terms of Reference
For
Designing of WWF Nepal Annual Report 2025

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. In 1967, WWF initiated WWF Nepal with a 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 the 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 set up its office formally on 19 May 1993.

WWF Nepal is currently looking for a consultant to design the **Annual Report for the fiscal year 2025**.

2. Objectives

The objective of this assignment is to design the Annual Report for the year 2025.

3. Scope of Work

WWF is looking for a qualified and experienced organization to design an Annual Report for the year 2025.

The scope of work for the assets includes but is not limited to the following:

- Concept, Designing, Layout
- Aligns to WWF Goals and Thematic Areas.

Annual Report 2025 Design Specification

- Design: 10-12 Illustrations based designs and infographics
- Size: 8.25*11.69 (A4)

- Pages: Approximately 100
- For further design reference, visit [WWF Nepal website](#) for earlier Annual Reports

4. Methodology and timeline

The consultant will work closely with the Communications unit at WWF Nepal to finalize the concept. The timeline for the assignment will be as under:

S. N.	Activities	Activity Date
1	Submission of first draft of the Annual Report	20 November 2025
2	Review, Editing, and Feedback	20-30 November 2025
3	Final copy of Annual Report 2025	5 December 2025

- All graphics and illustrations produced as part of this report will be under the copyright of WWF Nepal.
- The consultant is liable to edit the content of the report as per the requirements of WWF Nepal until the completion of the task.

5. Supervision and Coordination

The consultant will report to and coordinate with Communications team at WWF Nepal.

6. Expected Output

- A final WWF Nepal Annual Report for FY 2025 will be designed as per WWF branding guidelines and standards.

7. Deliverables

- Submission of finalized files: Print File, Web File, Illustration/Design/Layout working files of Annual Report 2025 by **5th December 2025**
- Submission of the final financial report along with VAT invoice and timesheet of consultants by **5th December 2025.**

8. Proposal Submission Details

Interested firms and/or individuals in Nepal are requested to submit technical and financial proposals providing a detailed breakdown of total budget in Nepali rupees, electronically to proposals-communications@wwfnepal.org. Please mention “**Proposal - Annual Report 2025**” as an email subject and submit the proposal by 5 p.m., 29 October, 2025.

The proposal must include the following:

For organizations

- Signed cover letter specifying the value of the proposal
- Technical proposal
- CV of expert
- Organization profile with experience (Not exceeding 2 pages)
- Financial proposal (see annex 1 for template)
- Organization registration and renewal certificates
- VAT/PAN registration certificate
- Latest tax clearance and audit report

For Individuals

- Technical proposal
- Signed CV
- Financial proposal (see annex 1 for template)
- Citizenship/ National Identity Card
- PAN registration

Mode of payment

The payment will be made based on the existing norms of WWF Nepal.

Annex 1: Budget Template*

S.N.	Description	Unit	Qty.	Rate	Amount (NPR)
1	Fee (1.1+....VAT)				XXXX
1.1	Graphic designer	Days			XXXX
1.2	Fill as needed	Days			
	VAT 13% on Fee**				XXXX
2	Other Expense (2.1+2.2+VAT)				XXXXX
2.2	Other Costs				XXXXXX
2.2.1	Fill as needed	Lumpsum			XXXX
	VAT 13% on Other Expense**				XXXX
	GRAND TOTAL (1+2)				XXXX

** Please add/edit rows as required*

*** For PAN registered individuals/organizations, please remove 13% VAT in the proposal*
