



## **Terms of Reference- Short Animated Videos**

### **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.

WWF Nepal, under its project, "Strengthening Communities' livelihood and stewardship to conserve otters in Karnali", is producing five short (30-40 second) animated PSA videos featuring the animated otter mascot "Sakhi". The videos will feature Sakhi giving information about smooth coated otters and the various threats they face. The videos will be produced in both 16:9 and 9:16 aspect ratios.

Similarly, WWF Nepal under its project "The Triple Benefit Programme Nepal" is producing one 5-minute animated video on Nature Based Solutions. The same video content will also be split into 5 shorter reel videos in 9:16 aspect ratio designed for social media channels.

WWF Nepal seeks the services of a consultant to create informative animated videos on Smooth Coated Otters and Nature Based Solutions. In total, the consultant will create one 5 minute video on nature based solutions (which will also be broken up into 5 short videos) and 5 individual short videos on Smooth Coated Otters.

### **2. Objectives**

The overall objective of this assignment is to raise awareness nature based solutions and smooth coated otters conservation.

The specific objectives are listed below:

- To create 5 (30-40 seconds long) animated video featuring "Sakhi", the otter mascot. The mascot is already designed in 2D but has not been turned into video graphics.

- To create 1 (5 minute long) animated video on nature based solutions. The video will further be divided into 5 short videos for social media channels.

- **Scope of work**

Videos to be created:

Video	Time frame
5 short animated videos featuring Sakhi	December 2025
1 long video about Nature Based Solutions	December 2025
5 short videos about Nature Based Solutions	December 2025

**Pre-Production:**

- Briefing meeting with the communications team and Freshwater team at WWF Nepal to have a clear understanding and expectations of the video contents and background of projects to be featured.
- Script and Video storyboard submission (concept/script) that best captures the enlisted objectives and discussions from the briefing meeting.

**Production:**

- Create video content based on agreed script and storyboard
- Addition of music, voiceover and subtitles. (The videos will be narrated in Nepali language with English subtitles)

**Post-Production:**

- Submit the draft videos for comments from WWF Nepal
- Submit final videos; (final version and clean version of all)
- Submit all graphics, illustrations, audio, music and footages collected as part of the assignment

### 3. Proposed timeline

SN	Activity	July		August				September				October				November				December			
		3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4	1	2	3	4
1	Planning, conceptualizing, Storyboarding																						
3	Production of videos																						
4	Feedback and finalization																						
4	Submission of all deliverables																						

#### 4. Deliverables

- Submission of all videos by **29<sup>th</sup> December 2025**
- Submission of all graphics, illustrations, audio and music collected from first field trip by **29<sup>th</sup> December 2025**
- Submission of Final Financial Report along with Original VAT Invoice and timesheet of the Human Resources by **29<sup>th</sup> December 2025**

#### 5. Copyright

- All copyrights of the videos should be credited to © WWF Nepal.
- For music, copyrights should be: © WWF Nepal.

#### 6. Coordination and reporting

The consultant will work under the supervision of the Senior Communications Officer following the timeline above.

The consultant will be available from July- December 2025. The consultant must be fully responsible for documenting the scope of work and shot list mentioned in the Terms of Reference.

#### 7. Proposal submission

Interested VAT registered Nepal based organizations are requested to submit proposal electronically to: **[proposals-communications@wwfnepal.org](mailto: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

The financial proposal should include the following:

1. Organization Registration and latest renewal
2. VAT registration certificate
3. Latest tax clearance certificate
4. Registration with Social Welfare Council (applicable to NGO)
5. Tax Exemption Certificate (applicable to NGO)
6. Latest audit report
7. CVs of team members involved in the project

The proposal must be submitted by 5:00 pm Nepal Standard Time on **20<sup>th</sup> July 2025**. Please mention '**PROPOSAL – Animated Videos**' as the subject in your email. Only organizations selected for further consideration will be contacted. Telephone inquiries are not 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: Budget Template

S. N	Description	Unit	Quantity	Rate	Total	Remarks
<b>1</b>	<b>Fees</b>					
1.1	Director/ Project Coordinator					
1.2	Content writer					
1.3	Graphic designer/illustrator					
1.4	Editor/s					
1.5	Voiceover artist					
1.6	Music Producer					
1.7	Translator					
<b>2</b>	<b>Other Expenses</b>					
2.1	(if any)					
<b>2.3</b>	<b>Other Support Cost</b>					
2.3.1	Stationaries					
2.3.2	Communication					
	Sub-Total					
	VAT					
	<b>Total</b>					

*Note: Please add/edit rows as required*