



## **Terms of Reference (ToR)**

**For**

### **Designing Information, Education and Communication (IEC) materials: Human-Wildlife Conflict prevention and conflict resolution strategies**

#### **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 has been implementing Terai Arc Landscape (TAL) program, Mountain Landscape (ML) program, and National Priority Conservation Areas (NCPAs) program in partnership with the Department of National Parks and Wildlife Conservation (DNPWC) and the Department of Forests and Soil Conservation (DoFSC) of Ministry of Forests and Environment (MoFE). Since the inception, landscape programs were implemented through Protected Area and Buffer Zone Project (PABZ), Corridors and Bottleneck Project (CBRP) in TAL; Kanchenjunga Conservation Area Project (KCAP), Langtang National Park and Buffer Zone Support Project (LNPBZSP), Sagarmatha National Park and Buffer Zone Support Project (SNPBZSP), and Tinjure-Milke-Jaljale Complex Conservation Project (TMJCCP) in ML, and Northern Mountain Conservation Project (NMCP) in NCPAs. Now, integrating and consolidating all the TAL, ML and NCPA programs, Terai Arc Landscape and Conservation Program (TALCP) has been initiated.

WWF Nepal has been working in Shey Phoksundo National Park (SPNP) since 2018 for the conservation of snow leopards. SPNP is implementing the Snow Leopard and Prey Conservation project in SPNP/ Buffer Zone. WWF Nepal has been investing in local livelihoods and conservation education improvement for Human-Wildlife Interaction affected communities around thirty-five villages and settlements of lower and upper Dolpa. However, increasing human-wildlife conflict threatens both the species' conservation and the livelihoods of local communities. Awareness and effective conflict mitigation strategies are essential for fostering coexistence between humans and wildlife.

To address this issue, the development of targeted IEC materials is necessary to increase local knowledge on snow leopard conservation, promote coexistence, and provide tools for conflict prevention and resolution. Hence, WWF Nepal seeks the services of a consultant to develop visual

IEC materials (video and illustrations/posters) that demonstrate how to build safe, predator-proof livestock corrals to reduce livestock depredation by snow leopards and other wildlife.

## **2. Objective**

The objective of the assignment is:

- A. Develop visual IEC materials (video and illustrations/posters) that demonstrate how to build safe, predator-proof livestock corrals to reduce livestock depredation by snow leopards and other wildlife.
  - Produce step-by-step instructional content focusing on the processes, materials, and design principles required for effective predator-proof corrals including visual illustrations of Do's and Don'ts.
  - Promote practical conflict prevention measures by stressing community beliefs and values that helped preserve nature traditionally, strengthening local knowledge on safe corral design and maintenance, thereby supporting coexistence between communities and snow leopards.
  - The consultant can use the posters/illustrations for the video, adding voiceover and other information as required.
- B. Design a Tibetan calendar that has messages related to mountain ecosystems, snow leopard, predator proof corrals and other mitigation measures.
  - Develop an overall concept and visual theme for the Tibetan calendar that reflects mountain ecosystems and Tibetan cultural aesthetics.
  - Develop concise, accurate, and engaging conservation messages for each month of the calendar. The consultant may use few posters from the above assignment as well.
  - Ensure that conservation messages are communicated in a manner that is aligned with Tibetan cultural values, traditions, and symbolism.
  - Produce a calendar design suitable for both print and digital dissemination.
- C. Ensure all IEC materials are locally relevant, culturally appropriate, and easily understandable, considering local languages, literacy levels, indigenous knowledge, and traditional livestock-keeping practices in Dolpa.

## **3. Scope of Work**

The scope of work for this assignment includes:

- Review relevant documents to understand the local context, livestock management practices, and predator-proof corral standards.
- Conceptualize and design posters/illustrations and videos that visually demonstrate key steps in building predator-proof corrals, proper use of materials and layout and maintenance and safety considerations

- Develop the creative concept and design for a Tibetan calendar integrating culturally appropriate messages on mountain ecosystems, snow leopard conservation, and predator-proof corrals.
- Develop sample designs in consultation with the WWF Nepal team and incorporate feedback through multiple revision rounds as required.
- Submit the final design to WWF Nepal for final approval.
- 300 print copies of the Tibetan Calendar (Size A2, 300 gsm, glossy finish)

#### **4. Proposed timeline**

The timeline for the assignment will be as under:

<b>S. N.</b>	<b>Activities</b>	<b>Activity Date</b>
1	Submission of first draft of IEC Materials	8 March 2026
2	Review, Editing, and Feedback	16- 20 March, 2026
3	Revised Draft	11 April, 2026
4	Final design of the IEC Materials	20 April, 2026

#### **5. Deliverables**

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

<b>SN</b>	<b>IEC Material Type</b>	<b>Quantity</b>
1	Posters/Illustrations	10 designs
2	Short Videos (30-60 seconds)	2 videos
3	Calendar Print and digital version	1 calendar design
4	Print of Tibetan Calendar(A2)	300 copies.

**\*All materials must be developed in Nepali and Tibetan language.**

#### **6. Coordination and Reporting**

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

#### **7. Proposal Submission**

Interested individuals and organizations are requested to submit proposals electronically to: [proposals-campaigns@wwfnepal.org](mailto:proposals-campaigns@wwfnepal.org) by **10th February 2026**. Please mention '**PROPOSAL – Development of IEC Materials**' as the subject in your email. The proposal must include following documents submitted in the same email:

1. Technical proposal
2. Relevant past work samples
3. Financial Proposal

The financial proposal should include the following:

1. VAT Registration Certificate
2. Latest tax clearance certificate

3. Latest audit report
4. 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.