



## **Terms of Reference- Animated Videos on Zero Poaching**

### **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.

Zero Poaching refers to a conservation goal where illegal wildlife killings are reduced to undetectable levels over a defined period, with no observable negative impact on the target species' population. It's achieved through a holistic six-pillar approach encompassing assessment, technology, capacity building, community involvement, prosecution, and cooperation.

WWF Nepal seeks the services of a consultant to create two 3-minute animated videos on the topic of "Zero poaching".

### **2. Objectives**

The overall objective of this assignment is to create a video toolkit for Zero Poaching.

The specific objectives are listed below:

- To create two (3 minute long) animated videos on Zero Poaching based on information provided. A reference for the expected animation style can be found [here](#).

- **Scope of work**

Videos to be created:

<b>Video</b>	<b>Time frame</b>
1 <sup>st</sup> animated video	September 2025
2 <sup>nd</sup> animated video	October 2025

**Pre-Production:**

- Briefing meeting with the communications team and IWT team at WWF Nepal to have a clear understanding and expectations of the video contents.
- 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

**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	August				September				October			
		1	2	3	4	1	2	3	4	1	2	3	4
1	Planning, conceptualizing, Storyboarding												
3	Production of first video												
4	Production of second video												
4	Submission of all deliverables												

**4. Deliverables**

- Submission of first video by **20<sup>th</sup> September 2025**
- Submission of second video by **30<sup>th</sup> October 2025**
- Submission of all graphics, illustrations, audio and music collected from first field trip by **30<sup>th</sup> October 2025**
- Submission of Final Financial Report along with Original VAT Invoice and timesheet of the Human Resources by **30<sup>th</sup> October 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 August-October 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**. 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. 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 **10<sup>th</sup> August 2025**. Please mention '**PROPOSAL – Zero Poaching 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						
2.2						
2.3	Other Support Cost					
2.3.1	Stationaries					
2.3.2	Communication					
	Sub-Total					
	VAT					
	<b>Total</b>					

*Note: Please add/edit rows as required*