

**Instruction and Template for  
PROPOSAL Submission**  
Consultancy Title: Podcast and Video shoot for Generation Hope Campaign 2023  
PR No. PR270034

Date of Proposal Submission: <Insert date>

This instruction & template for proposal development consists of the following sections:

1. **Section A:** Instruction for Proposal Development
2. **Section B:** Proposal Development Form
3. **Section C:** Essential Evaluation Questions

**Section A: Instruction for Proposal Development**

Please **READ** and **FOLLOW** the instructions before completing the proposal form

1. A proposal will not be considered for review if:
  - It is received after the deadline
  - It is not sealed properly (NA in case of email proposals)
  - There are any missing documents mentioned in the ToR
  - Information submitted by the company is found to be false
  - It is incomplete

2. A proposal should have three (3) separate envelopes (NA in case of email proposals):
  - 1<sup>st</sup> for CVs of Proposed Consultants listed in Section B, Part 2 below.
  - 2<sup>nd</sup> for technical proposal
  - 3<sup>rd</sup> for financial proposal

Each of the above envelopes should be sealed, and properly labelled respectively as “supporting documents,” “technical proposal” and “financial proposal.” Each page of the proposal should be stamped and signed. All these three (3) envelopes then should be kept in **another envelop sealed with wax** (*laha chhap*).

4. Only shortlisted bidder/s will be contacted by Save the Children at each stage of the selection process.
5. Shortlisted bidder/s will be invited to deliver a 15minute presentation to the Procurement Committee on their technical proposal.

**Section B: Proposal Development Form**

**I. Organization Information (NA in case of individual consultant)**

Name of the organization : .....

Address : .....

District/State : .....

Country : .....

Phone number : .....

E-mail : .....

Website : .....

**II. Details of contact person**

Name : .....

Position : .....

Phone Number : ..... (Landline) ..... (Mobile)  
 E-mail : .....

**III. Major topics and sub-topics for proposal development**

**1. Organization Background (NA in case of individual consultant)**

- 1.1 Work experience.
- 1.2 Existing and current human resource and organization organogram.

**2. Proposed team members Information:**

SN	Full Name (Avoid abbreviations)	Date of birth (dd/mm/yyyy AD)	Designation	Academic Qualification	Technical expertise

Please add rows in above table as required.

**3. Please provide your understanding of ToR, concept, and work plan to conduct this assignment.**

.....  
 .....  
 .....  
 .....

**4. Please provide your / organization’s experience of developing creatives and child and youth friendly digital communications collateral such as podcasts, videos on social issues with relevant sample of previous design work and child friendly products.**

Date		Assignment Title	Client Name	Remark
From	To			

Please add rows in above table as required.

**5. Please list out Podcast / videos produced by your organization with link to access the video in below table:**

S. No.	Title of Video	Link (URL)	Date of Production
1			
2			
3			
4			
5			
6			
7			
8			
9			

10			
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Please add / delete rows in above table as required.

**6. Proposed Budget with clear breakdowns (specify the proposed cost is inclusive / exclusive of VAT)**







**Section C: Essential Evaluation Questions**

**ESSENTIAL CRITERIA (Exclusion if not met)**

In order to qualify as a bidder you must be able to answer 'Yes' against all of the Essential Criteria. After passing the essential criteria you will be scored against Capability and Commercial criteria.

S. No.	Criteria	Please specify <b>Yes / No</b>
a)	Do you have a legitimate business/official address OR are you registered for trading or tax purposes with the authorities. If yes, have you attached a copy of registration documents with this proposal? (not applicable to individual bidders)	



b)	<p>We, the Bidder, hereby confirm we compliance with the following policies and requirements:</p> <table border="1" data-bbox="363 259 1082 607"> <tr> <td data-bbox="363 259 724 371">Terms &amp; Conditions of Bidding</td> <td data-bbox="724 259 1082 371">             1. Terms &amp; Conditions of Bidir         </td> </tr> <tr> <td data-bbox="363 371 724 506">Terms &amp; Conditions of Purchase</td> <td data-bbox="724 371 1082 506">             SC-C-01 Short Form Goods and Services         </td> </tr> <tr> <td data-bbox="363 506 724 607">Supplier Sustainability Policy and the included mandatory policies</td> <td data-bbox="724 506 1082 607"> <a href="#">Click Here to Access</a> </td> </tr> </table>	Terms & Conditions of Bidding	 1. Terms & Conditions of Bidir	Terms & Conditions of Purchase	 SC-C-01 Short Form Goods and Services	Supplier Sustainability Policy and the included mandatory policies	<a href="#">Click Here to Access</a>	
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Terms & Conditions of Purchase	 SC-C-01 Short Form Goods and Services							
Supplier Sustainability Policy and the included mandatory policies	<a href="#">Click Here to Access</a>							
c)	Do you confirm that the company is not linked directly or indirectly to any terrorism related activity, and does not sell any Dual-Purpose goods / services that may be used in a terror related activity?							
d)	Do you confirm that you are not a prohibited party under applicable sanctions laws or anti-terrorism laws or provide goods under sanction by the United States of America or the European Union and accepts that SCI will undertake independent checks to validate this?							
e)	Do you confirm that you are not a prohibited party or on government blacklisting							
f)	Does your organization / consultant have at least 2 years of proven experience in content creation, videography and photography? If yes, is this reflected in your consultancy proposal form?							
g)	Do you offer a studio service (with green screen) for recording for this assignment?							

## Podcast and Video shoot for Generation Hope Campaign 2023

PR270034

### Terms of Reference (ToR)

#### Background on Save the Children

Save the Children is the leading global independent organisation for children. Save the Children believes every child deserves a future. Around the world, we work every day to give children a healthy start in life, the opportunity to learn and protection from harm. When crisis strikes, and children are most vulnerable, we are always among the first to respond and the last to leave. We ensure children's unique needs are met and their voices are heard. We deliver lasting results for millions of children, including those hardest to reach.

We do whatever it takes for children – every day and in times of crisis – transforming their lives and the future we share.

**Our vision:** A world in which every child attains the right to survival, protection, development and participation.

**Our mission:** To inspire breakthroughs in the way the world treats children, and to achieve immediate and lasting change in their lives.

**Our values:** Accountability, ambition, collaboration, creativity and integrity.

We are committed to ensuring our resources are used as efficiently as possible, in order to focus them on achieving maximum impact for children.

#### Background information/context

Under its Generation Hope campaign, Save the Children is launching the "Air Bear" concept targeted at raising awareness and inspiring actions to tackle the impacts of climate change through child and youth led campaigning. The air bear is a huge 12 feet tall white teddy bear that will be used as a mascot and messenger of children's voices for the campaign. The air bear will be taken around Kathmandu city and to Madesh and Karnali province as well.

The "Air Bear" concept is an innovative and creative approach to engage children and youth in campaigning and advocating against air pollution and climate change. The idea of using a white teddy bear as a mascot is appealing and aims to capture the attention of young children, making them more interested in the campaign. The gradual transformation of the teddy bear from white to brown is a visual representation of the impact of pollution on the environment, which can help children understand the consequences of their actions on the planet. This is also an effective way to encourage children to take actions and make changes in their daily lives to reduce their carbon footprint.

Using the teddy bear as a messenger to collect children's voices through petitions and signatures is a great way to empower children and give them a voice in the decision-making process. By presenting these petitions to parliamentarians and policy makers, we aim to bring the voices of

the children and youth to the forefront, encourage the public to take climate actions and influence policy decisions.

Save the Children is seeking to hire a consultant to take videos and finalize 6 podcast series and 4 interview sessions with the ambassadors/key stakeholders for its Generation Hope campaign. The consultant is also expected to arrange a studio with green screen where the podcast can be recorded and is also expected to provide the final version of the videos for the same. The consultant should bring their own modern storytelling style to deliver engaging content to audiences across Nepal and beyond.

### Objective

- To create 6 podcast series where youth climate activists will be interviewing influential people working to tackle the impacts of climate change. The podcast will be released during different timelines of the campaign period. Therefore, the consultant is expected to plan the release and finalization of each podcast with Save the Children’s team to be able to deliver on time and as planned.
- To arrange a studio with green screen where the podcast can be recorded and also support in designing the backdrop for the green screen. The backdrop should also feature the air bear concept and be aesthetically engaging and interesting. The podcast will be 7 – 10 minutes each.
- To capture and finalize videos with the ambassador and key stakeholders where the youth activists will be driving the interview during a breakfast meeting which we term as “Breakfast with the Ambassadors”. This will require the consultant to travel to different venues inside Kathmandu.
- The consultant is expected to provide 6 final podcasts of high definition (HD) video and audio quality and appealing background fitting with the theme, i.e climate change and children’s and youth voices and 4 final videos of the interviews with the ambassadors and youth (final video to be 7 to 10 minutes).

\*Both the podcast and breakfast meetings will have to feature the mascot (the bear) in a fun and eye-catching manner.

### Expected Deliverables

SCI expects the following deliverables to be provided:

Deliverable number	Deliverable title	Description	Desired Behavior
1	6 final podcasts of the youth interviewing the climate activists and changemakers, thought leaders	<i>Video clips of the youth interviewing young changemakers/thought leaders.</i>  <i>The podcast will be broadcasted during different timelines of the campaign until November</i>	The audience feels motivated, inspired, and encouraged to take climate action.  The audience is thrilled and moved by the story of those changemakers.
2	4 final videos of the breakfast with	<i>The youth interviewer will visit the embassy or key</i>	

	ambassadors/key stakeholders *Consultant are encouraged to propose creative ideas	<i>locations where the video will be shot along with the air bear in the background</i>	
3	Consent forms	<i>Consultants will submit the scanned written consent forms of the people interviewed.</i>	

### Timeline

Estimated Commencement Date: May 8, 2023

Estimated End Date: November 20, 2023

The consultant will work with Save the Children and the youth group throughout the year to obtain the needed footage in line with key dates of the campaign cycle.

*The consultant will need to submit final version of the content. The consultant will be responsible to provide final edited version of the videos in line with Save the Children and Generation Hope branding guidelines.*

***You are telling a simple story of transformation and bringing the voices of the youth to the forefront to address the impact of climate change and ultimately influence climate change related policies through the podcast series and breakfast meetings.***

*The agency will also be responsible to take written consent of people being photographed or video graphed. Save the Children's Content Gathering Consent Form will be used.*

### Technical notes:

- All videos should be recorded in HD (preferably in 4K, but not mandatory).
- The consultant should arrange a proper studio for recording with green screen.
- Use a proper camera with good video capabilities.
- Sound quality is crucial. Always use an external microphone close to the subject. For interviews a livelier mic will be preferable.
- Make it simple. Content is crucial.
- All material should be shared not later than agreed upon date.
- These are inspirational young people. The content should reflect the energy and passion that participants have through positive imagery.

### Experience and skill set required.

#### Essentials:

- The organization / consultant should have at least 2 years of proven experience in content creation, videography and photography.
- Should be able to provide a studio service (with green screen) for recording.

Preferred:

- Experience of interviewing/working with youth is desired.
- Prior work experience with Save the Children is beneficial.
- Ability to work independently, open to feedback and delivering results on time.
- A local videographer is preferred.

Proposal evaluation and scoring criteria:

S. N.	Criteria	Weightage in %	Sub- Criteria
B	COMMERCIAL	40%	Overall Rate
D	CAPABILITY	60%	<b>Organizational Experience</b> – 15% <i>Experience of developing creatives and child and youth friendly digital communications collateral such as podcasts, videos on social issues with relevant sample of previous design work and child friendly products</i>
			<b>Team Composition</b> - 10%
			<b>Understanding of ToR and creativity of the concept proposed</b> – 10%
			<b>Quality of provided sample Podcast / videos</b> – 10% The quality of previous work, list of productions in the past year (podcasts, vlogs, social media videos, documentaries and other videos)
			<b>Work Plan</b> – 5% <i>Work Plan- Timing and Detailing</i>
			<b>Interview (for shortlisted bidder/s only)</b> – 10%

Please submit your latest showreel featuring work you have been directly responsible for.

We highly encourage young and emerging filmmakers to apply for this project.

How to apply for the services

**Proposal Submission Guideline/Required Documents**

- Proposal Submission Deadline- **30<sup>th</sup> April 2023**
- Required Documents-
  - Filled out Consultancy Proposal Form (enclosed with this ToR)
  - CV(s) of the proposed team members with full date of birth in dd/mm/yyyy format.
  - For firms: Copies of- Firm registration certificate, PAN / VAT registration certificate, tax clearance certificate of FY 2078/079.
  - For Individuals (Nepali): Copies of citizenship certificate and PAN/VAT registration certificate;
  - For Individuals (Foreign Nationals): Copies of passport and a valid visa/permit to work in Nepal.

If an individual is a full-time staff member of another organization, a no objection/consent letter signed by the organization head must be submitted along with the proposal. This is not applicable for proposals sent through a firm.

Proposals should be submitted via email to [eoiconsultant.nepal@savethechildren.org](mailto:eoiconsultant.nepal@savethechildren.org)