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## Request for Proposal

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### Consulting Services for the Development and Production of Audio-Visual Educational Animation Materials on Circular Economy and Environmental Science



**RFP No-WCN/ROC/2026/5.8.8**

**Project:** Roots of Circularity (ROC) Project

**Purchaser:** Wildlife Conservation Nepal (WCN)

**Country:** Nepal

**Issued Date:** June 5, 2026

**Submission Deadline:** June 19, 2026, 5:00 PM

## Terms of Reference (ToR)

### 1. Background

A Circular Economy (CE) differs fundamentally from a linear economy in how resources are utilized and managed. The conventional “take-make-dispose” approach depletes natural resources and worsens the environment, whereas a Circular Economy utilizes a closed-loop system designed to minimize waste and resource exploitation. To foster a nationwide systemic shift toward circularity, the European Union-funded *Roots of Circularity (ROC)* project—implemented through a joint venture of Impact Hub Kathmandu (IHK) and Wildlife Conservation Nepal (WCN)—is collaborating with the Center for Education and Human Resource Development (CEHRD), Curriculum Development Centre (CDC) and other related stakeholders.

To translate complex global and local environmental principles into school curricula, this initiative is launching an awareness video production campaign. The project focuses on developing high-quality animated educational videos on circularity and sustainable living for formal education, targeting secondary-level students (Grades 8–12) and young nature enthusiasts. The initiative seeks to enhance conventional textbook-based learning approach through the integration of engaging multimedia educational resources

### 2. Objectives & Scope of Work

The primary objective of this assignment is to design, animate, and produce a complete educational video comprising in different series of digital educational resources on circularity and sustainable living for formal education, targeting students and young nature enthusiasts. The production must adhere to the following strict technical criteria:

- **Quantity & Total Duration:** Production of one complete high-quality animation video with six small parts. Each individual video must run between 4 to 5 minutes in length, culminating in a cumulative series duration of about 30 minutes.
- **Style & Mechanics:** All visual assets must be delivered in a dynamic, high-definition animation/animated and motion graphics format suitable for youth engagement.
- **Thematic Integration:** The content must align with the national curriculum themes for Grades 8–12, including Science and Technology, Environmental Science, and Social Studies, with a focus on circularity and sustainable practices in relation to climate change, biodiversity, sustainable development, and circular economy/waste management.

- Inclusivity & Accessibility:** To achieve maximum classroom inclusivity, the videos must feature a native Nepali voice-over narrative, clear English subtitles, and structured visual layout considerations to accommodate sign language interpretation.

### 3. Description of the Assignment

Wildlife Conservation Nepal (WCN), under the European Union-funded project “Roots of Circularity in Nepal (RoC)”, seeks proposals from qualified animation studios, media production companies, educational content developers to design, develop, and produce a high-quality animated educational video series that supports the integration of Circular Economy and environmental sustainability concepts into Nepal's secondary-level education system.

The selected service provider will work closely with WCN and in guidance of the Center for Education and Human Resource Development (CEHRD), subject matter experts, curriculum specialists, and educators to develop one approximately 30-minute animated educational video comprising six segments.

The assignment includes concept development, storyboard preparation, animation production, voice-over recording in Nepali, English subtitling, integration of accessibility features including sign-language-compatible screen layouts, in line with scripts provided by WCN and provided revision based on stakeholder feedback, and delivery of final broadcast-ready digital products.

The video should employ engaging educational methodologies, including visual storytelling, reflective questions, and interactive learning elements that enhance student understanding and classroom use.

The final product will serve as a national educational resource for schools and teachers and will be disseminated through CEHRD’s learning platforms, and other awareness and outreach channels under the Roots of Circularity project.

### 4. Key Deliverables

The consultant will deliver expert-validated media products across a phased, 2-week intensive development window leading into full video production:

Deliverable	Description / Quality Standards
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<b>1. Inception Draft &amp; Storyboards</b>	Production methodology, structured pedagogical layouts, and fully refined narrative scripts of videos, aligned with CEHRD and WCN standards.
<b>2. Zero Draft Animated Videos</b>	Initial compilation of all 6 animated motion components with full Nepali voice-over narrations and preliminary layouts.
<b>3. Final Production Series</b>	1 complete video with six different parts, high-definition animated videos (4–5 minutes each) incorporating fully synchronized English subtitles, high-fidelity sound engineering, and sign language interpreter windows.

## 5. Application Eligibility & Requirements

This Request for Proposal (RFP) outlines the requirements for an open and competitive bidding process. Applications are accepted from both standalone individual consultants and registered creative media firms/companies.

### A. Requirements for Individual Applicants:

Individuals submitting a proposal must provide:

1. **Detailed Curriculum Vitae (CV)** highlighting specific expertise in educational scriptwriting, animation production, or digital pedagogy layout.
2. **Copy of Personal PAN (Permanent Account Number) Card.**
3. **Copy of the Citizenship/NID**
4. **Comprehensive Work Portfolio** detailing links or files of previous digital motion graphics, animated educational series, or similar video media produced.

### B. Requirements for Company/Firm Applicants:

Registered corporate agencies or firms must provide:

1. **Corporate Work Portfolio** showcasing institutional capacity in delivering high-tier animation and video campaigns.
2. **Latest Official Tax Clearance Certificate** issued by the Inland Revenue Department (IRD) of Nepal.
3. **Project Team Members' CVs** specifically restricted to the production team, animators, scriptwriters, and interpreters who will actively work on this project.

4. **Supporting Documents:** Copy of Company/Firm Registration and PAN/VAT Registration Certificates.

## 6. Technical Proposal Formatting Guidelines

To maintain evaluation fairness, all technical proposals must strictly adhere to the following formatting constraints:

- **Length:** Must not exceed a maximum of **5 pages**.
- **Typography:** Times New Roman Font, Font Size 12, with 1.5 line spacing.
- **Core Sections:** Must explicitly document the proposed technical approach, workflow timeline, storyboard development plan, and video-rendering methodologies.

## 7. Financial Allocation & Milestone Payments

The fixed total budget allocated for the comprehensive completion of this production is a maximum lump sum up to **NPR 900,000** (*Nine Hundred Thousand Nepalese Rupees*) inclusive of all applicable taxes.

Disbursements will strictly follow a deliverable-based milestone structure:

- **Milestone 1:** 10% Upon signing of contract.
- **Milestone 2:** 20% Upon Validation of Inception Script Layouts. and storyboarding, core vector asset design, and voice-over tracks.
- **Milestone 3:** 20% Upon submission and evaluation of the Zero Draft animation series.
- **Milestone 4:** 50% Upon final submission, approval, and integration-readiness of all 6 finished videos for the official *Sikai Chautari* platform.

## Appendix 1: Bidder Profile & Submission Checklist

*(To be completed on the applicant's official letterhead)*

- **Applicant / Company Name:** \_\_\_\_\_
- **Registration No. & Date (Firms only):** \_\_\_\_\_
- **PAN/VAT Number:** \_\_\_\_\_
- **Contact Personnel Name & Designation:** \_\_\_\_\_
- **Official Email & Phone Number:** \_\_\_\_\_

### Required Submission Document Checklist:

- Technical Proposal (Max 5 Pages, Times New Roman 12 and 1.5 spacing)
- Financial Proposal Breakdown (Lump sum within NPR 900,000)
- Comprehensive Work Portfolio (Links or Media Files)
- CVs of Assigned Production Personnel
- Copy of Personal PAN Card (*For Individuals*) OR Tax Clearance & Registration Documents (*For Companies*)
- Self-Declaration for Non-Blacklisting & Absence of Conflict of Interest