

**Instruction and Template for
PROPOSAL Submission**
 Creative/media agencies for TikTok Campaign to promote vaccine confidence and uptake
 PR171479

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

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 envelops (**NA in case of email proposals**):
 - 1st for all the supporting documents as per ToR;
 - 2nd for technical proposal
 - 3rd 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*).

3. Only shortlisted individuals/firms will be contacted by Save the Children at each stage of the selection process.

Section B: Proposal Development Form

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

Name of the organization :

Address :

District :

Municipality/VDC :

Ward # :

Phone number :

E-mail :

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. **Understanding of the ToR**

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3. **Signatory and Proposed Consultants Information:**

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

4. **Methodology to conduct this assignment**

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5. **Please provide your relevant working experience with INGOs or Child clubs below**

Date (From -To)	Assignment detail	Organization	Remarks

Please add rows as required

6. **Please provide sample of the Social Behavior Change (SBC) messaging:**

S.No.	Description	Link(URL) or attachment of sample	Remarks



7. Deliverables with timeline (in table format)

8. Proposed Budget with clear breakdowns (must be inclusive of TDS/VAT)



Call for creative/media agencies for TikTok Campaign to promote vaccine confidence
and uptake
PR 171479
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, to focus them on achieving maximum impact for children.

Objective: As part of Risk Communications and Community Engagement (RCCE) activities, Save the Children is seeking experienced creative firm or individuals to develop a TikTok campaign to address vaccine confidence, COVID-19 rumours, and strengthen vaccine uptake. The campaign will work with popular TikTok influencers who resonate with the values that Save the Children uphold. It will aim to develop videos and strategically diffuse in their social media channels. The videos will be curated from an edutainment approach and influencer will participate in a creative treatment session to discuss message and formats and youth friendly approaches to inspire vaccine confidence.

Audience: This campaign will be created with 15 to 45-year-old demographic focusing on Madhesh Pradesh and Karnali. The campaign will focus on collaborating with diverse group of TikTok content creators from various walks of life, locations of Nepal, and influencers from LGBTIQ+ community, and person with disability, catering to diverse group of audiences. The campaign will be based on creative brief shared by Save the Children's Social & Behaviour Change (SBC) and Health team and communication unit.

The campaign will follow Save the Children branding and visibility guideline and realized with complete adherence to our Safeguarding Framework.

Location and official travel involved

The consultant does not need to travel.

Services the Supplier will provide

The estimated duration of the assignment will be from 19 October – 30 November 2022

Experience and skill set required

- At least three years of demonstrated experience in creating digital campaigns for social behaviours change
- Proven track record of working with diverse group of social media influencers and personalities on social media campaigns
- Past experience working with I/NGOs or UN bodies will be an advantage
- Ability to collaborate with diverse group of people and receptive to feedback
- Good knowledge of Nepali and working knowledge of English is desirable

Expected Deliverables

SN	Deliverables/Outputs	Timeline
1	Selection of influencers based on target audience/location	Third week of October
2	Creative treatment session with influencers	Third week of October
3	Submission of 6 videos	Fourth week of October
4	Field testing /feedback	First week of November
5	Final videos	Second week of November

Proposal Evaluation and Scoring Criteria

S.No.	Major Topic	Weightage
1	I. Budget	40%
2	Capability I. Relevant Working experience with I/NGO or child club II. Sample quality of SBC Messaging	60%

How to apply for the services:

Deadline for proposal submission: 17 October 2022

- **Required Documents-**
 - Filled out Consultancy Proposal Form (enclosed with this ToR)
 - CV(s) of the proposed consultant(s) with full date of birth in dd/mm/yyyy format.
 - For firms: Copies of- Firm registration certificate, VAT registration certificate, Latest tax clearance certificate. For firms that are tax exempted by the government, a copy of tax exemption certificate should be submitted.
 - 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