

**Instruction and Template for  
PROPOSAL Submission**  
Consultancy Title: Shift for Our Planet – Youth-led Campaigning  
PR No. PR302999

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 submitted in designated email ID.
  - 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 submitted through email should have four (4) separate files:
  - 1<sup>st</sup> for essential documents
  - 2<sup>nd</sup> for technical proposal
  - 3<sup>rd</sup> for financial proposal
  - 4<sup>th</sup> for other supporting documents as per ToR
  - All attached documents should be clearly labelled so it is clear to understand what each file relates to.
  - Emails should not exceed 15mb – if the file sizes are large, please split the submission into two emails.
  - Do not copy other SCI email addresses into the email when you submit it as this will invalidate your bid.
  
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

#### 1.1 Work experience.

(a) Please provide organization's experience of developing and co-creating unique campaign strategy and plans on social issues, creating digital communications collaterals such as videos and documentaries:

Date (From and To)	Description	Client Name	Remark

*Add rows as required.*

(b) Please provide organization's experience in providing guidance and mentorship in strategizing campaigns:

Date (From and To)	Description	Client Name	Remark

*Add rows as required.*

#### 1.2 Existing and current human resource and organization organogram.

### 2. Signatory and Proposed team information:

SN	Full Name (Avoid abbreviations)	Date of birth (dd/mm/yyyy AD)	Proposed position for this assignment	Academic Qualification	Expertise

*Add rows as required.*

### 3. Please provide your understanding of ToR, proposed methodology / approach and workplan to conduct this assignment.

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

4. Please provide work samples (vlogs, social media videos, documentaries and other videos) relating to this assignment developed by your organization.

S. No.	Description	Link to the sample / Attachment	Remark

Add rows as required.

5. Does your organization have processes in place to improve environmental sustainability? For example: paperless offices, green technology in offices, policies, training programmes, community outreach programmes etc)  
 If yes, please explain in detail below:

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

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

Bidder shall submit financial proposal in separate file with file name – financial proposal.



**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 Yes / No
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?	



b)	We, the Bidder, hereby confirm we compliance with the following policies and requirements:	
	Terms & Conditions of Bidding	 1. Terms & Conditions of Bidir
	Terms & Conditions of Purchase	 SC-C-01 Short Form Goods and Services A
	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)	Have you attached a copy of VAT registration certificate?	
g)	Have you attached a copy of Tax Clearance certificate of Fiscal Year 2078/079?	
h)	Have you attached CVs of Proposed Consultant/s?	
i)	Does your organization have at least 3 years of proven experience in designing innovative data driven campaigns, content creation, videography, and photography? If yes, is this reflected in the organization profile?	



## Creative Agency – Shift for Our Planet – Youth-led Campaigning

PR302999

### Terms of Reference

#### Background on Save the Children

Save the Children is the leading global independent organization 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

Save the Children is seeking the services of a **Creative Partner** to provide creatives services to support 4 selected youth groups that are implementing campaigns for climate justice in Nepal.

Save the Children and WWF Nepal have been implementing an innovative model “SHIFT for our planet” that **aims to shift power to young people** by supporting them to lead campaigns and advocacy efforts around critical issues that affect them, and the youth groups and the organizations have been doing joint campaigning on climate change since 2022.

The **Creative Partner** will play an essential role in the delivery of the Shift model by deploying creative talent to lead the Creative Strategy, and then support the implementation of youth-led campaigns for 2023. The consultant is also expected to produce 4 impact films (one for each youth group) to showcase the campaign progress and achievement at the end of the campaign period.

The consultant should understand how to build trustful relationships with these groups and will bring their own modern storytelling style to design creative campaign plans and deliver engaging content to audiences across Nepal and beyond.

## Objective

- Lead a workshop with the selected youth groups to develop SHIFT campaign strategy and plan with clearly defined timeline.
- Support and provide mentorship to the selected youth groups to design innovative, and impactful campaign plans and design with clear target audience, compelling message, creative content and a defined timeline.
- Lead the development of 4 impact videos (up to 2mins each) for the youth groups to showcase the campaign achievements and journey of the youth groups.

## Methodology

- Creative agency will participate in three days briefing and co-creation session and 2<sup>nd</sup> round review session to be organized by Save the Children and WWF Nepal.
- The first half of the co-creation session will see the youth present their creative campaign plans or briefs. The second half of this session, the creative agency will ask questions and brainstorm with the youth groups to finalize the campaign plan. This is similar to a client brief, however young people are the client.
- The Creative agency will then develop creative options for the selected youth groups using their own process.
- The Creative Agency will then develop a detailed budget with the fixed campaign seed fund. Note: Detailed budget must be approved by Save the Children after the creative strategy is confirmed by youth.
- The Creative Agency will support the production of the impact films and other digital campaign assets as viable to deliver the campaign, in line with the above budget.
- Implementation of the campaign is to be led by the youth groups supported by Save the Children and the creative agency. Before and during the campaign, regular meetings are held between all three of the above groups.
- The Creative Agency will provide the group with a final campaign impact report based on targets set during design phase.

***For impact videos, watch an example [Shift film here](#) and refer to the style on this [Film Brief](#).***

The impact videos should showcase the following:

- **Planning campaign activities together** (e.g. strategy meetings at coffee shop or outside)
- **Pre-campaign interview with spokesperson.** Explaining why they are campaigning? What is the problem? How will their campaign fix the problem?
- **Action footage of campaign activity.**
- **Post campaign interview.** What did we achieve and what next. Thank Shift, WWF and Save the Children for giving us the opportunity etc.

The videos need to tell a **simple story of transformation**. What was the problem the group wanted to fix, what campaign did they develop and activate in the community and how was this campaign successful.

### Technical notes for impact videos:

- All videos should be recorded in HD (preferably in 4K, but not mandatory).
- 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.
- Video content is crucial and should be upbeat and fast pace.
- The creative agency is required to travel to the campaign implementing areas – Kathmandu, Janakpur (Dhanusha) and Narayan Municipality (Dailekh) at least 2 times during the campaign roll out period in coordination with youth groups to capture the audio video footage.
- All material should be shared not later than agreed date.
- These are inspirational young people. The content should reflect the energy and passion that participants have through positive imagery.

\*\* 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. The consultant will work with Save the Children Advocacy, Campaigns, Communication and Media (ACCM) and WWF communication teams throughout the contract period in line with key dates in each groups campaign cycle.

### Experience and skill set required.

#### Essentials:

- The consultant should have at least 3 years of proven experience in designing innovative data driven campaigns, content creation, videography, and photography.

#### Preferred:

- Experience of working with youth and children.
- Prior work experience with Save the Children/WWF Nepal.
- Ability to work independently, open to feedback and delivering results on time.

### Expected Deliverables

SCI expects the following deliverables to be provided:

Deliverable number	Deliverable title	Description	Format and style
1	Co creation workshops to design campaign strategy	<p><i>Lead and facilitate the co creation workshop to finalize the campaign strategy for each youth group.</i></p> <p><i>The first co-creation workshop will be of three days where the youth groups will also be presenting their initial plans followed by 2<sup>nd</sup> round review session during the mid phase of the campaign rollout period.</i></p>	

		<i>The creative consultant is expected to mentor and guide the youth groups to design unique ideas that resonate with the target audience</i>	
2	Creative campaign plans for the youth groups	<i>The creative agency will support each youth group to develop a creative and unique campaign plan that is youthful, vibrant and trendy.</i>  <i>*The campaign plan should be feasible and have a defined timeline. The campaign for all selected youth groups should be completed by the end of November 2023.</i>	PDF
3	Final short impact film for all 4 groups	<i>The impact films should document the journey of the youth groups and showcase campaign progress and achievement while also highlighting challenges faced by them.</i>  <i>*The impact film should be fast paced, upbeat and have a youthful vibe to it.</i>	Video
4	Consent forms	<i>Consultants will submit the written consent forms of all the people interviewed and captured in the videos / photos (irrespective of whether they appear in final product or not).</i>	Word

### Timeline

Estimated Commencement Date: 24<sup>th</sup> July, 2023

Estimated End Date: 31<sup>st</sup> December, 2023

### Payment information

*40% budget will be released after the submission and approval of 4 campaign plans and remaining 60 percent after the completion of the assignment.*

The Fees are inclusive of all costs (including travel), overheads and expenses, subsistence and accommodation.

### How to apply for the services

Proposal Submission Guideline/Required Documents

Proposal Submission Deadline- **13<sup>th</sup> July 2023**



- Required Documents-
  - Filled out Consultancy Proposal Form (enclosed with this ToR)
  - CV of the proposed consultant with full date of birth in dd/mm/yyyy format.
  - Copies of- Firm registration certificate, VAT registration certificate, tax clearance certificate of FY 2078/079.
  
- A proposal should have four (4) separate files:
  - 1<sup>st</sup> for essential documents
  - 2<sup>nd</sup> for technical proposal
  - 3<sup>rd</sup> for financial proposal
  - 4<sup>th</sup> for other supporting documents as per ToREach of the above should be properly labelled respectively as “essential documents”, “technical proposal”, “financial proposal” and “other supporting documents as per ToR”

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

**Proposals submitted in another email addresses will not be considered in the process. (Please note that, consultant **must not** cc / bcc / forward proposals to any other email addresses).**



Date: 5<sup>th</sup> July 2023

Request for Proposal (RFP) Reference No: PR302999

Dear Sir/Madam,

Save the Children requests submission of proposal to provide goods/services in accordance with the conditions detailed in the attached documents. Save the Children intends to enter into a contract for the following services: consultancy assignment entitled “Shift for Our Planet – Youth-led Campaigning”.

We include the following information for your review:

Policy	Policy / Document
Terms & Conditions of Bidding	 1. Terms & Conditions of Bidding
Terms & Conditions of Purchase	 SC-C-01 Short Form Goods and Services A
Supplier Sustainability Policy and the included mandatory policies	<a href="#">Click Here to Access</a>

Your proposal must be received in the following format:

- Full completion of the “Consultancy Proposal Form” document in order that your proposal may be regarded as compliant. Those proposals not completed may be treated as void.
- Proposal to be submitted via email to [nepal.bids@savethechildren.org](mailto:nepal.bids@savethechildren.org)

The email subject should indicate “Proposal for PR302999 “Shift for Our Planet – Youth-led Campaigning”.

Your proposal must be received at [nepal.bids@savethechildren.org](mailto:nepal.bids@savethechildren.org) not later than **13<sup>th</sup> July 2023** ("the Closing Date"). Failure to meet the Closing Date may result in the proposal / proposal being void. Returned proposals must remain open for consideration for a period of not less than 60 days from the Closing Date. Save the Children is under no obligation to award the contract or to award it to the lowest bidder.

Should you require further information or clarification on the proposal requirements, please contact Mr. Asesh Baidya (Contact Person) in writing at the following address: [eoiconsultant.nepal@savethechildren.org](mailto:eoiconsultant.nepal@savethechildren.org)

We look forward to receiving a proposal from you and thank you for your interest in our account.

Yours faithfully,

Asesh Baidya

Procurement Coordinator - Consultancy

Request For proposal

## PART 1: PROPOSAL INFORMATION

### Introduction

Save the Children is the world’s leading independent organisation for children. We work in 120 countries. We save children’s lives; we fight for their rights; we help them fulfil their potential. We work together, with our partners, to inspire breakthroughs in the way the world treats children and to achieve immediate and lasting change in their lives.

### Provisional timetable

<u>Activity</u>	<u>Date</u>
Publication / Circulation of Request for proposal	5 <sup>th</sup> July 2023
Last day for bidders to send clarification questions to Save the Children	10 <sup>th</sup> July 2023
Last day for SCI to answer clarification questions to bidders	12 <sup>th</sup> July 2023
Return of Proposals (Closing Date)	<b>13<sup>th</sup> July 2023</b>
Award Contract and "Go-Live" with Supplier	24 <sup>th</sup> July 2023

### Indicative information

#### **Background**

Save the Children is seeking the services of a **Creative Partner** to provide creatives services to support 4 selected youth groups that are implementing campaigns for climate justice in Nepal.

Save the Children and WWF Nepal have been implementing an innovative model “SHIFT for our planet” that **aims to shift power to young people** by supporting them to lead campaigns and advocacy efforts around critical issues that affect them, and the youth groups and the organizations have been doing joint campaigning on climate change since 2022.

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The consultant should understand how to build trustful relationships with these groups and will bring their own modern storytelling style to design creative campaign plans and deliver engaging content to audiences across Nepal and beyond.

### Award criteria

Award of the contract will be based on the following criteria:

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

Bidders must meet the following criteria:

- That the bidder has legitimate business /official premises, or that they are registered for trading and tax as appropriate.
- That they are not any prohibited parties or on government blacklisting
- Bidder's confirmation of compliance with the attached Conditions of proposal, Terms and Conditions of Purchase, Supplier Sustainability Policy and the included mandatory policies.
- Organization is registered with relevant Government Authority.
- VAT Registration and Tax Clearance of FY2078/079.
- Experience as mentioned in ToR.

#### Evaluation Criteria

The following criteria are considered very important in the evaluation of this proposal.

#### Capability Criteria (Technical Proposal): 50

Criteria	Sub-Criteria	% Weight
Capability	<b>Organizational Experience</b> <i>Experience of developing and co-creating unique campaign strategy and plans on social issues, creating digital communications collaterals such as videos and documentaries (5).</i> Above 5 years - 5 3 to 5 years - 3	10
	<i>Experience in providing guidance and mentorship in strategizing campaigns (5).</i> Yes = 5, No = 0	
	<b>Team Composition (10)</b> <i>Team comprising of at least 3 team members with following skills set - creative campaigning experts and strategists, researcher, mentors, digital experts (videographer, video editor, etc.): 10</i>	10

Criteria	Sub-Criteria	% Weight
	Team comprising of at least 3 team members with following skills set - creative campaigning experts and strategists, videographer, video editor, etc. : 7	
	Team comprising of less than 3 team members with following skills set - creative campaigning experts, videographer & video editor: 5	
	Understanding of ToR and creativity of the concept proposed (10) <ul style="list-style-type: none"> <li>- Clear understanding of the creative and team requirement of the assignment.</li> <li>- Ability to propose creative and innovative ideas to make the youth driven campaign interesting and impactful</li> <li>- Ability to develop creative communication collaterals</li> <li>- Clear understanding of the timeline and ability to deliver within the stipulated timeline</li> <li>- Understanding of Save the Children's requirements and guidelines to successfully complete the assignment</li> <li>- Good understanding of the requirements working with children and youth</li> </ul> Strong: 8 to 10, Good: 5 to 7, Satisfactory: 1 to 4, Poor: 0	<b>10</b>
	Quality of provided work samples related to the assignment The quality of previous work, campaigns designed, list of productions in the past year (vlogs, social media videos, documentaries and other videos) Strong: 5, Good: 4, Satisfactory: 3, Poor: 0	<b>5</b>
	Work Plan- Timing and Detailing <ul style="list-style-type: none"> <li>- Feasibility of the workplan - logistic and concept wise</li> <li>- Team mobilization and resource allocation</li> </ul> Strong: 5, Good: 4, Satisfactory: 3, Poor: 0	<b>5</b>
	<b>Presentation / interview (for shortlisted bidder/s only)</b> Strong: 8 to 10, Good: 5 to 7, Satisfactory: 1 to 4, Poor: 0	<b>10</b>

**Sustainability Criteria: 10%**

Criteria	Sub-Criteria	% Weight
<b>Sustainability</b>	The bidder has processes in place within their organisation, aimed at improving environmental sustainability. For example: paperless offices, green technology in offices, policies, training programmes, community outreach programmes etc).  Strong: 8 to 10, Good: 5 to 7, Satisfactory: 1 to 4, Poor: 0	<b>10</b>

<b>Remark</b>	Bidders shall secure minimum of 20 marks out of 40 in capability to be eligible for financial evaluation / review and presentation / interview.
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**Commercial Criteria (Financial Proposal): 40%**

Financial proposal will be scored in inverse proportionate basis.

**How to apply for the services**

Proposal Submission Guideline/Required Documents

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