SNV Nepal

At SNV we believe that no-one should have to live in poverty. We are dedicated to a society in which all people, irrespective of race, class or gender, enjoy the freedom to pursue their own sustainable development. We focus on increasing people's incomes and employment opportunities in productive sectors like agriculture as well as on improving access to basic services such as energy, water, sanitation and hygiene. SNV supports people to access and develop the capabilities, services and opportunities needed to live a healthy, productive and fulfilling life, while sustainably using the natural resources they depend on. Unlike many other development actors, we do not offer funding, but specialize in supporting the resourcefulness of development actors. We work with governments, businesses, knowledge institutes and low-income communities so that together we can transform ideas into policy, policy into action, and action into results. Through our technical knowledge, 50+ years of experience, passionate staff, extensive local presence and global footprint, we strive to make a lasting difference in people's lives. For Further details, please visit the website: http://www.snv.org

Details / requirements:

﻿**﻿Terms of Reference**

**Development of Video Documentary for Awareness and Showcase Electric Cooking Transitions in Nepal**

**1. Background Information**

SNV is a global development partner, deeply rooted in the countries where we operate. We are driven by a vision of a better world: A world where across every society all people live with dignity and have equitable opportunities to thrive sustainably. To make this vision a reality, we need transformations in vital agri-food, energy, and water systems. SNV contributes by strengthening capacities and catalysing partnerships in these sectors. We help strengthen institutions and effective governance, reduce gender inequalities and barriers to social inclusion, and enable adaptation and mitigation to the climate and biodiversity crises. Building on 60 years of experience we support our partners with our technical and process expertise and methodological rigour. We do this in more than 20 countries in Africa and Asia with a team of approximately 1,600 colleagues. By being adaptable and tailoring our approaches to these different contexts, we can contribute to impact at scale, resulting in more equitable lives for all.

SNV’s energy sector supports the development of inclusive markets for sustainable energy, contributing to more equitable livelihoods for all. With the financial support from the FRANKE, SNV Nepal is implementing “Smoke Free Village – Together towards a Clean Cooking Environment Project" in Nepal. SNV promotes a human-cantered project design, that puts people and their communities, rather than the product, as the driving force to accelerate the clean cooking transition. This comprehensive approach is called "Smoke Free Village", underlining the fact that smoke free cooking is a collective, village-based behaviour and not an individual choice. This project aims to increased access and adoption to clean cooking for clean kitchen, improved health of the family, improved socio-economic and environmental conditions. It is important to acknowledge that this project is part of a longer-term process leading towards universal access to clean cooking and rights of an individual to peruse their lives in a cleaner environment. The SFV approach focuses on changing behaviours for clean cooking on community level.

**2. Rationale**

Creating a video documentary for SNV Nepal's electric cooking project is a powerful strategy to raise awareness and support the transition to clean cooking in Nepal. This visual medium can effectively showcase the benefits of electric cooking, such as improved health outcomes, reduced environmental impact, and economic savings for households. By highlighting real-life stories and testimonials from communities that have adopted electric cooking, the documentary can inspire and educate a broader audience. Additionally, it can address common misconceptions and barriers to adoption, providing clear and relatable information. The documentary can be disseminated through various platforms, reaching diverse demographics and fostering a collective movement towards sustainable and clean cooking practices in Nepal.

**3. Assignment Overview**

**3.1 Objective of the Assignment**

The objective of this assignment is to create a main video and a series of short videos that promote electric cooking by comparing it with traditional firewood methods, highlighting its health, environmental, and practical benefits. These videos will support **awareness, advocacy, and community engagement**toward cleaner, smoke-free cooking practices in project implemented areas.

**3.2 Focus of the Assignment**

At the core of this assignment is the production of a **main video (2–3 minutes)** that presents a side-by-side comparison of cooking experiences in two households' settings—one using electric cooking and the other relying on traditional wood-fired methods. This emotionally engaging video will highlight the simplicity, cleanliness, and convenience of electric cooking, contrasted with the labour, smoke, health risks, and time demands of traditional methods. The goal is to create a narrative that resonates with both policymakers and grassroots communities, encouraging reflection and informed action toward clean cooking solutions.

In addition to the main video, the assignment includes the development of several short-format videos tailored for awareness, engagement, and advocacy purposes:

1. **Infographic-style video (60–90 seconds)**– Visually presents the key benefits of electric cooking (time savings, health improvements, cost-effectiveness, environmental benefits) in an accessible, data-driven format for social media and presentations.
2. **Smoke-free village process video (60–90 seconds)** – Highlights the ownership of local government in the journey of declaring a smoke-free village, including community involvement, challenges, and achievements.
3. **Cooking fairs/demonstrations video (60–90 seconds)**– Documents live events where electric cooking is introduced and demonstrated to communities, capturing authentic feedback and reactions from participants. Compare the fuel costs and ease of operation among TCS, LPG and CCS.
4. **Female entrepreneurs in clean cooking (60–90 seconds)** – Tells the inspiring stories of women leading clean cooking initiatives and empowering others through entrepreneurship. Also mention about available after-sales services in brief.
5. **Teaser video (30 seconds)**– A short, dynamic clip designed for social media promotion to spark curiosity and direct viewers to the full video content.

**3.3 Target Audience**

* **Primary Audience:** SNV, FRANKE, key stakeholders, household-level community members, local leaders, and policymakers in energy, health, and environmental sectors.
* **Secondary Audience:** Interested donors, line agencies, NGOs working on clean energy, gender empowerment, and sustainable development, as well as the public reached through social media platforms.

**3.4 Deliverables**

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| **#** | **Outputs** | **Key requirements [all in full colour]** |
| 1 | 6 sets of videos in 16:91. A main 2–3-minute videos.
2. Infographic-style Video (60–90 seconds)
3. Smoke-free village process video (60–90 seconds)
4. Cooking fairs/demonstrations video (60–90 seconds)
5. Female entrepreneurs in clean cooking (60–90 seconds)
6. Teaser Video (30 seconds) for use on social media
 | Any narration in Nepali will have English subtitles and background music (royalty free), HD quality, some footage interspersed with graphics. |
| 2 | All raw footage and B-rolls for SNV’s documentation and use. | HD quality. |
| 3 | 20 photos with 30 words caption each. | Visually appealing and showing impact, HD quality photos |
| 4 | Consent forms. | Compilation of consent forms from all people who appear on the video and in the photographs. |

**3.5 Work principles and some guidance notes**

* The firm/service provider is expected to work closely with SNV at all stages of the production — including the planning stage — to ensure that video content and messaging are appropriate.
* The firm/service provider must ensure that footage taken reflects different environments, that interviews take place in areas with no sound interference.
* Footage and storyboards will be based on a mix of interviews arranged with stakeholders, and realities encountered in programme areas, and infographics.
* All resultant outputs will be produced in line with SNV corporate branding guidelines, and other relevant standards (e.g., SNV Child Protection Policy; EU GDPR; editorial style guide; etc.).
* SNV will coordinate and consolidate the required review and approval processes and ensure that that go/ no go moments (or approval points) are incorporated in the video planning and production phases.
* Copyright and intellectual property rights: By entering into a contractual agreement with SNV on this project, it is understood that SNV will retain non-exclusive concomitant copyrights on all video formats (and photos) delivered as part of this assignment, in all media, in perpetuity.

**3.6 Timeframe (tentative)**

The estimated duration of the assignment is 26 May to 30 June 2025 including pre and postproduction activities.

**3.7 Implementation Arrangements**

The filming firm will travel to the project sites in minimum of two districts to get the different flavour of usage. The firm will record the video story of entrepreneurs as well as footage of contextual scenarios. The firm will be accompanied by an SNV staff who will facilitate the interview and the recording. The focal person from the firm will report directly to the SNV Project Leader and will work closely with the SNV Nepal country office team and the Communication focal point.

**4. Qualifications**

* A minimum of 5 years of experience in documentary filmmaking, particularly within the development or energy sectors, including planning shoots, capturing footage, video editing, and integrating subtitles, infographics, and background music.
* Strong portfolio demonstrating successful documentary projects with NGOs and sustainability initiatives, showcasing exceptional production value and reliable delivery record
* Possesses an extensive and specialist range of (portable) video and audio equipment (e.g., cameras, lenses, lighting, audio recording, own laptop, etc.).
* Possesses specialist video editing equipment and software to carry out the entire process of video production.
* Advanced interviewing and storytelling skills that effectively capture authentic narratives.
* Availability to travel to (and around) project sites
* Availability throughout the duration of the project is a must.
* Excellent coordination and communication skills.

**5. Proposal Requirements**

Interested firms or service providers are invited to submit their proposals via email to [**nepal@snv.org**](http://snv.org/) or deliver hard copies to the SNV Nepal Country Office at Bangdel Marg, Sanepa-Height, Lalitpur, Nepal. Please include the subject line: **Proposal for Development of Video Documentary for Awareness and Showcase Electric Cooking Transitions in Nepal.**

The proposal should include following documents:

* Company profile and portfolio website link if any
* A technical proposal: Letter of Interest, stating why you consider yourself/your firm suitable for the assignment
* Financial proposal indicating consultancy fee and a breakdown of expenses (unit price together with any other expenses) related to the assignment (should have the details of daily rates of the experts, editing and material costs and travel/DSA). The budget ceiling for this activity is NPR 750,000 (in words Seven Hundred and Fifty Thousand only), inclusive of VAT and all other taxes. Financial proposal with cost breakdown.
* Copy of Company Registration & Tax Clearance Certificate of Last fiscal Year.
* Copy of VAT Registration

Applications shall be submitted not later than **Monday, 19th May 2025**. Applications should be addressed to [**nepal@snv.org**](http://snv.org/) or submit hard copies to the SNV Nepal Country office, Sanepa, Lalitpur Nepal.