﻿﻿**Terms of Reference (ToR)**

**Development and Dissemination of Impact Stories – Video and Success Story Production for RHRN Nepal 2025**

**1. Background**

**Right Here Right Now (RHRN) Nepal Coalition**

The **Right Here Right Now 2 (RHRN2) Nepal Coalition**is a part of a global strategic partnership that began in 2021 and will conclude in 2025. The coalition aims to empower young people in their diversity (ages 15–30) to access and claim their sexual and reproductive health and rights (SRHR), advocate for comprehensive sexuality education (CSE), and live in an inclusive and enabling environment.

The RHRN2 Nepal Coalition consists of six diverse and inclusive organizations:

* **YUWA (Country Lead)**
* **Beyond Beijing Committee (BBC)**
* **Blue Diamond Society (BDS)**
* **Blind Youth Association Nepal (BYAN)**
* **Center For Karnali Rural Promote & Society Development (CDS-PARK)**
* **Youth Alliance for Development (YARD)**

This partnership adopts a rights-based, youth-led, and gender-transformative approach to advocacy and social change.

**YUWA**

Established in 2009, YUWA is a youth-led and youth-run nonprofit organization that promotes youth empowerment and meaningful participation through advocacy. Its primary thematic areas include Sexual and Reproductive Health and Rights, Active Citizenship, and Center for Youth Studies.

**2. Objective of the Assignment**

The primary objective is to **develop, document, and disseminate**high-quality **impact videos and success stories**that capture the achievements, lessons, and transformative experiences of the RHRN2 Nepal project.

The deliverables will:

* Serve as **advocacy tools**for influencing public perception and policy.
* Highlight the **collective achievements** of the RHRN coalition and youth-led change.
* Document **community impact, youth voices, and stakeholder engagement**.
* Be used during the **national-level closing event**, and shared with funders, stakeholders, and partners.

**3. Scope of Work**

**A. Video Production**

**1. Video 1 – YUWA Impact Video**

* Duration: 3–5 minutes
* Focus: Youth-led advocacy, achievements, and SRHR/CSE interventions under RHRN

**2. Video 2 – RHRN Coalition Impact Video**

* Duration: 5 minutes
* Focus: National-level impact integrating all six partner organizations’ efforts

**Tasks:**

* Develop creative concept, storyboard, and script in coordination with YUWA and RHRN coalition members.
* Visit project sites as necessary (within and outside districts).
* Conduct and film interviews with youth activists, beneficiaries, teachers, local government officials, CSOs.
* Capture footage of community sessions, campaigns, trainings, and other activities.
* Edit and produce final videos with subtitles (English), clean transitions, appropriate branding, and high visual/audio quality.
* Ensure accessibility (captions, sign language, audio descriptions where applicable).

**B. Success Stories Development**

**Objective:**

Document and showcase 8–10 written human-centric stories highlighting transformative changes as a result of RHRN interventions.

**Tasks:**

* Coordinate with all coalition members to identify subjects.
* Visit field locations and conduct interviews as needed.
* Write empathetic, data-supported, and compelling narratives (500–800 words).
* Include quotes, images, and key contextual data.
* Translate stories into Nepali.
* Finalize stories for publication (both print-ready and web-friendly formats).
* Submit signed media consent and child protection forms where required.

**4. Deliverables & Timeline**

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| --- | --- |
| **Deliverable** | **Due Date** |
| **Kick-off meeting, draft work plan/schedule** | Within 5 days after contract award |
| **Finalized project plan and video concept** | Within 10 days after contract award |
| **Monthly progress report** | 10 days after each month’s end |
| **YUWA Impact Video (3–5 minutes)** | As per approved timeline |
| **RHRN Coalition Impact Video (5 minutes)** | As per approved timeline |
| **8–10 Written Success Stories (PDF, Word and web formats)** | By RHRN editorial deadline |
| **Minimum 20 high-quality photographs** | With video submissions |
| **Final video transcripts (Nepali & English)** | With final video submission |
| **Signed media authorization forms** | As needed |
| **Child protection forms (for minors)** | As needed |
| **All content uploaded to shared Google Drive** | By 20 July 2025 |

**5. Technical Requirements**

* **Video Resolution:** Minimum 1080p (4K preferred)
* **Orientation:**Landscape (16:9)
* **Audio/Lighting:** Clear and natural or professionally lit, with mic use
* **Branding:** Include RHRN logo and relevant visual identity elements
* **Accessibility:**Add subtitles; sign language and audio descriptions encouraged
* **File Format:**MP4 for videos, DOCX for transcripts/stories, JPG for photos
* **Naming Convention:**
	+ Video: OrganizationName\_ImpactVideo2025
	+ Transcript: Transcript\_OrganizationName\_ImpactVideo2025
	+ Photos: Photos\_OrganizationName\_2025

**6. Duration**

The assignment is to be completed within **8 weeks** of contract signing.

**7. Key Qualifications & Experience**

The consultant/team must have:

* Proven experience in multimedia storytelling and video production.
* Experience in advocacy and development communication.
* Familiarity with SRHR, CSE, disability rights, and youth advocacy frameworks.
* Knowledge of accessibility standards (e.g., WCAG, UDL).
* Ability to work collaboratively with marginalized and diverse groups.

**8. Management and Supervision**

The consultant/team will work under the supervision of YUWA’s **Communications Focal Point** in close coordination with the **RHRN Coordinating Team**. Regular check-ins, draft approvals, and collaborative planning with all coalition partners are expected.

**9. Budget & Payment Schedule**

Budget will be determined during the contracting phase and based on:

* Proposed work plan and deliverables
* Market standards
* Technical qualifications

Payment will be made in tranches aligned with deliverables and timeline milestones.

**10. Evaluation criteria**

The criteria presented below have been tailored to meet the requirements of this assignment. A total of 100 points are possible for all components of the proposals. The relative importance of each criterion is indicated by approximate weight points.

In evaluating the proposals, the YUWA will examine overall merit and feasibility as well as specific criteria relevant to each component as elaborated below. Up to one consultancy will be made to the overall highest scores of the applicant responsible.

|  |  |
| --- | --- |
| **Evaluation Criteria** | **Weighted** |
| **1. Technical Proposal**Clarity and appropriateness of proposed technical approach for (quality of idea and planning, methodology and understanding of the requirement video development, & implementation strategy proposed) | 70 |
| **2. Financial Proposal**Value for money, and cost reasonableness | 30 |
| **Total** | 100 |

**11. Proposal Submission Requirements**

Interested professionals/firms should submit:

1. Technical proposal (understanding, methodology, work plan)
2. Financial proposal (detailed budget in NPR, inclusive of all taxes)
3. Portfolio/sample of similar previous work
4. CVs of key team members
5. Legal documents **(i.e., Company Registration, VAT Registration, latest tax clearance – 80/81)** of the firm

**Email:**[**application@yuwanepal.org**](http://yuwanepal.org/)

**Subject Line:***“Proposal Submission – Video on CSE and Success Stories”*

**Deadline: *8 June 2025***

**12. Rights and Disclaimer**

YUWA reserves the right to:

* Accept or reject any proposal
* Cancel or modify the selection process without liability
* Request additional information from applicants

**Note:**

This ToR is subject to modification based on mutual agreement between YUWA and the selected consultant/agency during contract finalization.