

Terms of Reference: Long Term Agreement for the provision of video production services

Objective:

The purpose of this Request for Proposals (RFP) is to establish a long-term contractual agreement with multiple qualified video production company/individuals to provide comprehensive video production and post-production services for the World Health Organization (WHO) Nepal, with the aim to:

- Inform and educate the public on various health topics with accurate and engaging content
- Enhance awareness of WHO's mandate and initiatives in Nepal and globally
- Increase uptake of WHO's global guidance contextualized for Nepal among policymakers and decision-makers

Scope of Work:

Under the supervision of the National Professional Officer (Communication, Media and Public Information) and in close coordination with relevant technical focal points, the selected vendor must provide high-quality video production and post-production services. The scope includes, but is not limited to, producing videos in the following categories. The vendor is required to document necessary consent in accordance with WHO Nepal's instructions.

- i) Illustrated video messages (1-2 minutes)
These are video messages of high-level officials from the Government of Nepal and WHO Representative, usually recorded in the studio or the office of the Ministry of Health and Population. They tend to be between 1-2 minutes, and will be produced in both square and vertical formats for different social media platforms. The selected Contractor will work directly from a speech or script.
Example: [On World Hearing Day WHO calls for access to rehabilitation & affordable hearing devices for all](#)
- ii) Storytelling or documentary style videos (3-5 minutes)
These videos seek to capture compelling personal stories that reflect the impact of WHO's work in Nepal. Production may require travel outside Kathmandu.
Example: [Measles: Nurse Julia brings vaccines to remote communities in Mexico for 30 years](#)
- iii) Campaign videos (1-2 minutes)
Campaign videos are scripted videos which involve a lot of pre-and post-production effort, usually produced to launch a call to action for a certain health day/event.
Examples:
[Help support WHO save lives - WHO's Health Emergencies Appeal 2024](#)
[World Hepatitis Day 2024](#)
- iv) Event documentation/Highlight Videos
Cover high-level events or visits of officials and produce multiple cameras and package them into 3-5 mins long interesting, crisp wrap-up or highlight videos.

Example: [WHO Walk the Talk Geneva 2024: Over 8000 people join 5th edition of health promotion celebration](#)
- v) 2D/3D Animated Videos
Informative yet engaging animated videos produced to explain complex health topics in simple manner
Examples:

[Universal Health Coverage Partnership: What is it?](#)
[Improving diagnosis for patient safety: Get it right, make it safe!](#)

- vi) Q&A Style Videos (Approx. 5 minutes)
Expert-led discussions on health topics, recorded at WHO Nepal or the Contractor's studio. Designed to simplify complex health topics for public understanding and bust common myths. Examples: [Debunking Myths about the HPV vaccine](#)
- vii) Live streaming of events
Live streaming of key programs and sessions via social media (Facebook, X, YouTube). The vendor must record and deliver the footage as per WHO Nepal's requirements.
Example: [LIVE from #RC74AFRO: WHO Investment Round - Making Africa's voice heard with Dr Tedros](#)
- viii) Post-Production of videos
Editing of WHO Nepal-provided raw footage to final production-ready format. May include color correction, sound design, subtitling and sign language interpretation. The vendor must provide videos in landscape or portrait format, as specified by WHO Nepal

Duration:

The initial contract will be for a minimum of 2 years, with the possibility of extension for up to 1 year, based on satisfactory performance.

Travel:

The video shoots will primarily take place within Kathmandu Valley; however, depending on the project's requirements, the selected vendor might need to travel to locations outside the valley. The selected vendor will be responsible for organizing logistics and coordinating travel as needed. The vendor should be prepared for both local and out-of-valley shoots and must ensure high-quality production standards regardless of location.

Qualifications:

- Minimum of five years of experience in delivering on high-quality video projects, especially in Nepal's development sector
- Experience with livestreaming events on social media platforms
- Demonstrate knowledge of different video formats, video file conversions, visual storytelling techniques
- Possess broadcast-quality high-definition videography/ editing equipment with a range of audio-visual accessories
- The company should be registered in Nepal. In case of an individual applicant, they must be a resident of Nepal, with legal documents to work in the country
- The company/individual should have the technical and creative expertise, and adequate human resources/competencies to produce high-quality multilingual video products as specified in the ToR
- Demonstrate ability to work with a multicultural environment and a multidisciplinary team
- The team/individual must be proficient in both English and Nepali

How to apply:

Interested and qualified companies should submit:

- A technical proposal including:
 - i) Company profile with CV/resume of key team members (for organization)
 - ii) CV (for individual videographers)

- iii) Certificate of Registration of the firm as a legal entity (for organization)
 - iv) Registration of the company/ Individual with the relevant professional body (if applicable)
 - v) VAT registration certificate (if any)
 - vi) Copies of educational degrees/certificates
 - vii) Details of experience in the related field with references
 - viii) Minimum of 5 samples and a maximum of 10 samples of previous work corresponding to the scope of work described
- A financial proposal (indicating itemized costs as per the template shared in Annex 1 or a lump sum cost for each type of videos described) must be submitted.

Evaluation Criteria:

Application will be assessed using the Cumulative Analysis methodology.

Technical Weighting	70% of total evaluation
Financial Weighting	30% of total evaluation

A minimum of 70% of total technical points is required to pass the technical evaluation.

Criteria i: Experience (At least 5 years of experience) [30]

Criteria ii: Technical Competency (equipment, skills, knowledge of new visual formats and approaches) [30]

Criteria iii: Ability to deliver within a short turnaround time [10]

Copyrights:

The Contractor/s may not use, reproduce, or otherwise disseminate or authorize others to use, reproduce, or disseminate videos shot as part of the assignment with WHO without prior consent from the WHO, Country Office for Nepal. All publishing rights are to be held with WHO, Country Office for Nepal.

WHO Policy on Preventing and Addressing Sexual Misconduct:

WHO has Zero tolerance for sexual exploitation and abuse, sexual harassment, and other types of abusive conduct. In this regard, and without limiting any other provisions contained herein: the vendor warrants that it shall:

- Take all reasonable and appropriate measures to prevent sexual exploitation or abuse as described in the WHO Policy Directive on Protection from sexual exploitation and sexual abuse (SEA), and/or sexual harassment and other types of abusive conduct as described in the WHO Policy on Preventing and Addressing Abusive Conduct by any of its employees and any other natural or legal persons engaged or otherwise utilized to perform the work under the contract.
- Each individual contractor warrants that he/she will (i) Not engage in any conduct that would constitute sexual exploitation and other types of abuse conduct as described in WHO policy
- The contractor shall promptly report to WHO and respond to, in accordance with the terms of the respective Policies, any actual or suspected violations of either Policy of which the Contractor becomes aware.

WHO is committed to workforce diversity. Application from qualified female candidates particularly from disadvantaged and socially excluded groups are -strongly encouraged. WHO has a smoke-free environment and does not recruit smokers or users of any form of tobacco.

Annex 1: Financial Proposal

Title	Qty/Unit	Cost	Remarks
Script writing & Storyboarding	Per min		
Cinematographer	Per half-day/full day		This rate must be inclusive of equipment rental charges, if any.
Video Editing	Per min/Per day		Video editing refers to basic editing, color correction and grading, basic motion graphics (text animation), audio editing, subtitles and caption.
Motion Graphics and Visual Effects	Per min		
Music	Per min		Original music
Translation/Subtitle	Per min		Include rates for both English to Nepali and vice-versa
Voiceover/Narration	Per min		
Sign Language Interpretation	Per min		
2D Animation	Per min		
3D Animation	Per min		
Livestreaming via social media	Per event		This rate must include
Travel			
DSA (for shoots outside Kathmandu)	Per day		This cost must cover all expenses related to fooding and lodging per person per day. Travel costs (flight, vehicle cost will be reimbursed on actual basis).