

Terms of Reference (ToR) – Creative Agency

Introduction

WaterAid is an International Non-profit Organization with one goal: to change the world through water. Along with decent toilets and good hygiene, a reliable supply of clean water is essential for health, dignity and a life full of opportunity. Childbirth is safer, children get the chance to grow up healthy and strong. Families thrive, and whole communities are better prepared for our changing climate and whatever the future holds. We started in 1981, when UK water companies created a single organization dedicated to tackling the global water crisis. Today, we work alongside communities worldwide, setting up entire systems that deliver clean water, decent toilets and good hygiene for millions. And we get the people, policies and money in place to keep these systems working – and the water flowing for good. So that people have safe, reliable services that last. Our work with communities, partners, allies and supporters has already meant millions of people can shape their future with dignity and confidence.

Our vision is ‘A world where everyone, everywhere has sustainable and safe water, sanitation and hygiene’.

WaterAid has been working in Nepal since 1987, covering all seven provinces. We team up with local partners, technical experts, governments, and communities to support the delivery of integrated and inclusive WASH services in hard-to-reach communities, helping to transform lives.

Background

Nepal was declared Open Defecation Free (ODF) in 2019.¹ This declaration followed the achievement of ODF status by all 77 districts and 753 local levels in the country, which included Madhesh Province and Lahan Municipality. With a growing population, the CBS census survey of Nepal (2021) has reflected a slippage in the ODF, with 4.5% households without toilet facility², while the Joint Monitoring Programme (JMP 2022) says that slippage stands at 7% and 8% for urban and rural settings, respectively. The slippage is heaviest in Madhesh Province and Lahan Municipality. A recent study conducted by WaterAid Nepal in Lahan Municipality shows that around 15% i.e., 3,097 households, primarily from 47 marginalized ultra-poor settlements, still lack access to sanitation facilities. Furthermore, 14.4% i.e., 2,922 households, are practicing open defecation despite the availability of basic or limited access to sanitation facilities.

¹ <https://unhabitat.org/news>

² CBS 2021



WaterAid Nepal (WAN), in partnership with Lahan Municipality through the Beacon project ([The Beacon Project | WASH Matters](#)), is designing a campaign to reverse, sustain, and strengthen the Open Defecation Free (ODF) status in the municipality. To do this, it is looking at engaging a creative agency/firm to design and help implement a Sanitation Campaign in Lahan, Madhesh Province. The campaign will help raise awareness among service providers and service users. This will be done through impactful and innovative engagements that will motivate collective action to reverse Open Defecation (OD) that inspires lasting change.

Goal and Objective of the Consultancy

In partnership with a local creative partner, the overall goal of the creative agency will be to produce and implement an effective and inclusive sanitation campaign strategy that will inspire political, social and behaviour change in service providers (local governments, service operators) and service takers (households, communities) to end open defecation practices and sustain improved sanitation practices in Lahan.

The specific objectives are:

1. To raise awareness on safe sanitation practices towards reversing OD, local media (print, audio, video, digital, social), influencers, and champions will be used
2. To mobilise youth as agents of change/role models and influence households to end OD
3. To ensure commitment by ward chairpersons, municipality leaders and staff, political parties to own and promote reversing OD

Deliverables

1. Understanding the context

- a. Work closely with local creative partner, DJKYC and The Beacon project to understand the local context for the best approach. Consultation with local government stakeholders
- b. Identify and build relations with crucial entities (youth, local leaders, media, municipality, influencers, marginalised groups) right from the design phase.
- c. An ideation workshop to identify the most suitable approach and idea for the campaign

2. A well-defined campaign plan with a communication strategy

- A campaign plan detailing levels of engagement with youth, political leaders, municipal staff, ward chairpersons, communities
- A communication strategy including engagement with various media

channels, influencers, champions

- In consultation with local partners, branding of the campaign that includes a logo, motivational tagline, theme, colours (visual identity)
- Design campaign interventions, including behaviour change activities in close consultation with local partners.

3. Engagement of youth

- Engage youth as sanitation influencers: work with the selected youth identified by local partners and train them on the optimal utilisation of mobile phone (tiktok, facebook, Instagram, reels) for campaign purposes.
- Facilitate workshops to build their campaign and communication skills to become effective influencers and behaviour change agents for OD reversal in communities
- Localise the campaign by engaging youth in all creative work for community mobilisation

4. Engagement of political leaders (representative of all political parties) including ward chairpersons and municipal leaders

- From the onset, engage all political parties in Lahan for their ownership, support and involvement in the campaign.
- Ensure active participation of leaders (focusing on ward chairperson who have great influence) in the campaign through media, community engagement, round table events, public dialogues, and appeals for reversing OD

5. Official launch of campaign on World Toilet Day (November 19)

- Officially launch the campaign to the wider public on November 19: World Toilet Day by organising a Sanitation Mela in Lahan (details to be worked out in close consultation with local partners)
- The roll out will involve commitment from 24 ward chairpersons and the mayor to make Lahan ODF by March 2027

6. Monitoring and Learning Plan

- Track campaign reach and engagement (radio listenership, event attendance, social media interactions, community participation).
- Work with local health care facilities to track sanitation borne diseases.
- Produce lived experiences through case studies, community testimonials
- Monthly meetings with local partners and campaign team for course corrections, adaptation

- Final report with lessons learned and recommendations

7. Risk Management

- a. Political risk: Political leaders might not identify with the campaign seeing it as a project; therefore, it is crucial to engage them from the beginning.
- b. Social risks: Some households may resist being part of the campaign due to ingrained mindsets. In such cases ensure local sensitivities are respected by using local influencers, champions, and behaviour change methods.

Timeline / Period of Service

- Campaign design – End of September to November 19, 2025
- Roll out – November 20, 2025, to March 2027

Required Qualifications and Experience

- Proven experience in managing large campaigns that promote inclusion and include behaviour change, media engagement
- Strong portfolio in producing radio, print, outdoor, and digital media in Nepal.
- Experience in working with local communities in local contexts using local talent (media, influencers)
- Good understanding of the WASH sector, especially sanitation will be an advantage.
- A young and energetic team with a mixture of experience in creative direction, content development, audio-visual production, and field facilitation.

Documents for Submission

- Technical and Proposal
- Organisation profile,
- Company registration, VAT/PAN certificate, and latest year tax clearance/ tax exemption certificates.
- Relevant experience in conducting large campaigns
- Financial proposal (NPR, including all taxes)
- Self-declaration by the applicant company/firm in the format attached to **Annex I** in this TOR.

Reporting

The implementing partner shall report to the Campaign core team at WaterAid, who will work in close coordination with all concerned.

Payment Terms



Payment will be made against submission of agreed deliverables and approved invoices as per the consultancy contract.

Selection Criteria

The Consultant will provide technical and financial proposal with requested above documents. The evaluation will be based on following weightage.

Evaluation Criteria Weightage

Technical Proposal: 70% - Experience, methodology, team qualifications, understanding of scope etc.

Financial Proposal: 30% - Cost-effectiveness, clarity, and completeness.

To Apply

There will be pre-bid meeting on **5th of September 2025**. So, interested Agencies/firms are requested to submit their interest for that meeting latest by **4th of September** via email nepal-procurement@wateraid.org.

The last date of proposal submission (technical and Financial) is **11th September 2025**. It shall be submitted with the subject line: **"Proposal for submission for Creative Agency"** and in PDF format through same email nepal-procurement@wateraid.org.

Annex I

Form for Submitting Self- Declaration

(This form must be submitted only using the contractor's official letterhead)

WaterAid Nepal (WAN)

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Dear Sir/Madam,

We hereby declare that our organization has the operational capacity and the operational resources (technical, management) to successfully fulfil the requirement in accordance with ToR and:

- We do not have any personal or financial interest with any staff member at WAN.
- We hereby declare that all the information that comes to my possession and that is deliberated upon during the procurement process, especially during the evaluation, shall not be disclosed to any other party.
- We have never ever been blacklisted and/ or there was no debarring action against us for any default in supply of materials/ equipment.
- We will maintain strict confidentiality of all financial and organizational information and adhere to WaterAid's ethical standards and data protection policies.”
- We have not enforced or exploited child labour or and forced labour.

We confirm that the declaration I have made above is, to the best of my knowledge are correct. I fully understand that, if WAN concludes that the declarations, I have made are false or materially misleading, WAN may refer the matter to the relevant legal authorities for them to investigate and to take appropriate legal action.

Name:

Title or position in the applicant organization:

Signature and official stamp of applicant:

Date