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BHUTAN KIDNEY FOUNDATION

Tax Exemption Letter No: DRC-TAX/A&L/Ex(A)2012-2104

Registration: CSOA/PBO-23

TERMS OF REFERENCE (ToR)

Production of One Impact Story Video on a Bhutanese Recipient of ABO-Incompatible Kidney Transplantation

Project Title:

“Evidence Generation and Policy Advocacy on the Inclusion of ABO-Incompatible Kidney Transplantation in Bhutan's Patient Referral Guidelines”

Assignment Title:

Production of One Impact Story Video on a Bhutanese Recipient of ABO-Incompatible Kidney Transplantation

Procuring Entity : Bhutan Kidney Foundation (BKF)

Location : Gelephu Mindfulness City (GMC)

Type of Assignment : Videography and Impact Story Production

Expected Output : One (1) Impact Story Video

Submission Deadline: 21 August 2026

1. Background

The Bhutan Kidney Foundation (BKF) is a registered Civil Society Organization committed to improving the quality of life of people affected by kidney disease through patient support, awareness, advocacy, and access to appropriate treatment and care.

BKF is implementing the EU-funded project “Evidence Generation and Policy Advocacy on the Inclusion of ABO-Incompatible Kidney Transplantation in Bhutan's Patient Referral Guidelines.” The project aims to generate evidence and support policy advocacy for the consideration and inclusion of ABO-incompatible kidney transplantation in Bhutan's Patient Referral Guideline 2008.

ABO-incompatible (ABOi) kidney transplantation provides an alternative for patients whose potential living kidney donor has a different or incompatible blood group. Advances in



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transplantation medicine have made it possible for selected patients to undergo kidney transplantation despite blood-group incompatibility.

As part of the project, BKF intends to document the experience of a Bhutanese individual who has undergone ABO-incompatible kidney transplantation. The story will highlight the individual's treatment journey, challenges, transplantation experience, and positive changes in life following transplantation.

BKF therefore invites technical and financial quotations from qualified consulting firms, videographers, filmmakers, production houses, and media agencies to produce one high-quality human-interest impact story video.

2. Purpose of the Assignment

The purpose of this assignment is to document and communicate the lived experience of a Bhutanese individual who has undergone ABO-incompatible kidney transplantation.

The impact story should present the individual's journey in an authentic, respectful, sensitive, and engaging manner, highlighting the challenges experienced before transplantation, the transplantation journey, and the changes in the individual's life following transplantation.

The video will serve as a communication and advocacy resource for BKF and contribute to the project's broader objective of generating evidence and supporting policy advocacy.

3. Objectives of the Assignment

The specific objectives are to:

1. Document the treatment and transplantation journey of a Bhutanese individual who has undergone ABO-incompatible kidney transplantation.
2. Highlight the challenges experienced before transplantation, including challenges related to finding a compatible living donor, where applicable.
3. Document the individual's experience of undergoing ABO-incompatible kidney transplantation.
4. Capture the individual's recovery and life following transplantation.



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5. Showcase positive changes in daily life, family relationships, work, social activities, well-being, and future aspirations.
 6. Present the story in a way that is understandable and meaningful to the general public.
 7. Develop a compelling human-interest story that can support BKF's awareness, communication, evidence-generation, and policy advocacy efforts.

4. Target Participant

The impact story will feature one Bhutanese individual who has undergone ABO-incompatible kidney transplantation.

The participants will be identified and facilitated by BKF.

Where appropriate, and subject to informed consent, the video may also include:

- Kidney donor;
- Spouse or family members;
- Caregiver; and
- Other individuals directly involved in the participant's transplantation journey.

5. Scope of Work

The selected consultant/production team will work closely with the BKF Programme and Communications Team throughout the assignment.

A. Pre-Production

The consultant/production team shall:

- Meet with BKF to understand the project background, objectives, and expected outcomes;
- Review the background profile of the selected participant;
- Develop a story concept and narrative structure;
- Develop appropriate interview questions and interview guides;
- Prepare a storyboard and/or script, where appropriate;
- Identify key themes and elements of the participant's journey to be captured;



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- Develop a filming plan and schedule;
 - Coordinate filming arrangements with BKF and the participant;
 - Identify appropriate filming locations; and
 - Obtain written informed consent from the participant and other individuals appearing in the video before filming.

B. Production and Filming

The consultant shall undertake professional filming at locations agreed upon with BKF, which may include Thimphu, Gelephu, the participant's home, workplace, community, or other relevant locations.

The production should capture:

- An in-depth interview with the participant;
- The participant's experiences before transplantation;
- Challenges faced during the treatment and transplantation process;
- ABO-incompatible transplantation experience;
- Post-transplant life and recovery;
- Family and donor perspectives, where appropriate and with consent;
- Daily activities and routines;
- Workplace, community, or social activities, where relevant;
- Relevant photographs or archival photographs, where permission is provided; and
- Appropriate B-roll and contextual footage.

The production team shall use appropriate professional equipment to ensure high-quality video, audio, lighting, and supporting footage.

6. Suggested Story Structure

The impact story should, where appropriate, cover the following stages:

A. Life Before Transplantation

- Introduction to the participant and their life;
- Experience of kidney disease and treatment;



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- Experience with dialysis, where applicable;
 - Challenges faced by the participant and family;
 - Search for a suitable kidney donor; and
 - Challenges related to blood-group incompatibility, where applicable.

B. The Transplantation Journey

- Decision to pursue ABO-incompatible transplantation;
- Preparation for transplantation;
- Experience of undergoing the procedure;
- Donor-recipient experience, where appropriate;
- Challenges and emotional experiences during the process; and
- Support received from family, healthcare providers, and other organizations.

C. Life After Transplantation

- Recovery and current condition;
- Changes in daily activities;
- Family and social relationships;
- Ability to work or engage in livelihood activities;
- Changes in independence and quality of life;
- Personal aspirations and future plans; and
- Reflections and messages for other kidney patients and families.

The story should remain patient-centred and should not include unverified medical claims or information.

7. Post-Production

The selected consultant/production team shall be responsible for:

- Video editing and storytelling;
- Development of a coherent and engaging narrative;
- Sound editing and mixing;
- Colour correction and grading;
- Graphics, titles, and lower-thirds;
- Subtitles in Dzongkha and/or English, as required;



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- Incorporation of BKF and relevant project/funder branding;
- Background music and other appropriate audio elements;
- Ensuring appropriate licensing of music and third-party materials;
- Submission of a rough cut to BKF for review;
- Incorporation of reasonable feedback from BKF; and
- Submission of the final master video.

8. Expected Deliverables

No.	Deliverable	Description	Quantity
1	Impact Story Video	A human-interest video documenting the participant's treatment journey, ABO-incompatible transplantation experience, challenges, and positive changes following transplantation	1
2	Social Media Clips	Short highlights/excerpts from the main impact story for BKF's social media and communication activities	2-3
3	High-Resolution Photographs	Selected photographs captured during the filming process	As agreed
4	Raw Footage	Raw interview footage, B-roll, and other relevant production files	1 archive

Main Video Specifications

- Duration: Approximately 2-3 minutes



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- Aspect Ratio: 16:9
- Resolution: Full HD or 4K
- Audio: Professional-quality clear audio
- Subtitles: Dzongkha and/or English
- Format: High-resolution digital format suitable for online publication, presentations, and advocacy activities

9. Implementation Timeline

The assignment is expected to be completed within four weeks from the date of signing the contract.

Phase	Activities	Timeline
Phase I	Briefing, participant profiling, story development, interview guide, and production planning	Week 1
Phase II	Field filming, interviews, B-roll, and photography	Week 2
Phase III	Editing and submission of rough cut	Week 3
Phase IV	Revisions, subtitling, final editing, and submission of final products	Week 4

The detailed filming schedule will be finalized in consultation with BKF and the participant.

10. Qualification and Experience

Interested consultants/production houses should meet the following requirements:

- Minimum 3 years of relevant professional experience in videography, filmmaking, documentary production, media production, or visual storytelling;



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- Demonstrated experience in producing human-interest, documentary, health, development, or NGO-related videos;
 - Strong interviewing and storytelling skills;
 - Experience working with sensitive personal or health-related stories will be an advantage;
 - Access to professional camera, audio, lighting, and editing equipment;
 - Ability to undertake filming in Thimphu, Gelephu, and/or other agreed locations;
 - Competent production and post-production capacity;
 - Valid Bhutanese Trade License/CDB registration, where applicable; and
 - Valid Tax Clearance Certificate.

11. Ethical Considerations, Privacy and Informed Consent

As the assignment involves personal and health-related information, the selected consultant shall ensure the privacy, dignity, safety, and confidentiality of all participants.

The consultant shall:

- Obtain written informed consent before filming;
- Clearly explain the purpose and intended use of the video to the participant;
- Respect the participant's right to decline any question;
- Allow the participant to stop an interview or filming session at any time;
- Avoid unnecessary disclosure of sensitive medical information;
- Avoid stigmatizing, sensationalized, or misleading portrayals;
- Ensure that no unverified medical claims are included;
- Obtain appropriate consent from family members or donors who participate;
- Handle raw footage and personal information securely; and
- Not share or publish the footage independently without prior written approval from BKF.



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BKF reserves the right to request the removal or modification of any content that may compromise the privacy, dignity, or confidentiality of the participant.

12. Coordination and Reporting

The selected consultant/production team will work under the overall coordination of the BKF Programme and Communications Team.

The consultant shall:

- Maintain regular communication with BKF;
- Submit the proposed story concept and filming plan before production;
- Inform BKF of any changes to the agreed schedule;
- Submit the rough cut for review;
- Incorporate reasonable feedback provided by BKF; and
- Submit all final deliverables within the agreed timeline.

13. Ownership and Copyright

All final videos, photographs, raw footage, edited footage, project files, graphics, and other materials produced under this assignment shall be submitted to and remain the property of the Bhutan Kidney Foundation upon completion and payment.

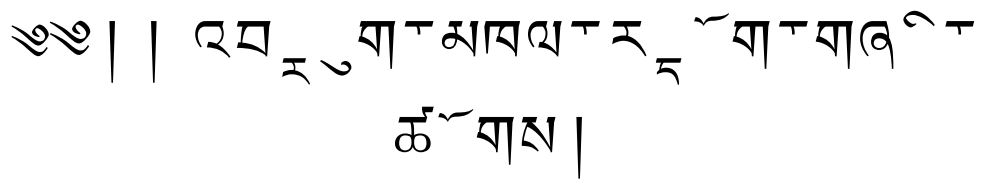
The consultant/production agency shall not:

- Publish the video independently;
- Sell or distribute the footage;
- Use the participant's interview or photographs for other purposes; or
- Share raw footage with third parties

without prior written approval from BKF and, where applicable, the concerned participant.

14. Required Submission Documents

Interested bidders shall submit technical and financial proposals.



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1. Cover letter;
2. Profile of the consultant/company;
3. Understanding of the assignment;
4. Proposed methodology and storytelling approach;
5. Proposed production plan;
6. Relevant professional experience;
7. Portfolio/showreel with links to at least 2–3 relevant previous assignments;
8. Proposed production team and key personnel;
9. List of major equipment to be used; and
10. Proposed work schedule.

The financial quotation should be submitted in Bhutanese Ngultrum (Nu.) and should provide an itemized cost breakdown, including, where applicable:

- Professional/service fees;
- Camera and audio equipment;
- Lighting and production equipment;
- Editing and post-production;
- Subtitling and graphics;
- Photography;
- Transportation and field travel;
- Accommodation, if required;
- Data storage and archiving; and
- Applicable taxes and other charges.

The bidder should clearly state whether the quoted amount is inclusive or exclusive of taxes.



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15. Evaluation Criteria

Proposals will be evaluated based on the following criteria:

Evaluation Criteria	Weight
Understanding of the assignment and proposed methodology	20%
Relevant experience and portfolio	25%
Quality and relevance of previous work	20%
Technical capacity and equipment	15%
Ethical approach and understanding of patient-sensitive storytelling	10%
Financial proposal and value for money	10%
Total	100%

BKF reserves the right to seek clarification from bidders where necessary during the evaluation process.

16. Submission of Quotations

Interested bidders shall submit their technical and financial quotations to the Bhutan Kidney Foundation on or before 21 August 2026 or Email: programme@bkfbhutan.org / info@bkfbhutan.org. Contact: (+975) 1755170 / 17731800

17. General Conditions

1. BKF reserves the right to accept or reject any quotation, in whole or in part, without assigning any reason.
2. BKF may seek clarification from bidders during the evaluation process.



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3. The selected consultant/production house shall work closely with BKF throughout the assignment.
 4. Any changes to the agreed scope of work shall require prior approval from BKF.
 5. The consultant shall maintain confidentiality regarding all information obtained during the assignment.
 6. All final products and raw materials shall be handed over to BKF upon completion.
 7. The consultant shall not independently publish or distribute the materials without prior written approval from BKF.
 8. BKF reserves the right to request reasonable revisions to the draft video before final approval.