

## Terms of Reference (ToRs)

### Facilitate Mobilization and Awareness Events on the Themes of Environment Significant Days

Location:	Kharo Chan, Ketu Bunder & Shah Bunder in District Thatta & Sujawal
Type of contract:	Individual /Firm
Reporting Language:	English
Task	Facilitate mobilization and Awareness Events on Environment Significant Days
Starting Date:	1 February – 30 November 2023
Expected duration of Assignment:	10 Months

### 1. Background:

The World Wide Fund for Nature-Pakistan (WWF-Pakistan), a national office of the leading conservation organization in the world, has a mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by:

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable; and
- Promoting the reduction of pollution and wasteful consumption.

To achieve this, WWF-Pakistan works with international donors, central and local government agencies, the private sector, civil society organizations (CSOs), and local communities to implement its various conservation programmes across six thematic areas, including climate and energy, forests, freshwater, wildlife, food and markets, and oceans.

As a central part of WWF-Pakistan's conservation strategy for the coastal areas, a 50-year vision (2006-2056) for the Indus Delta was developed. Through participatory co-management, WWF has been working to protect mangrove forests and their associated biodiversity while promoting sustainable fisheries for local communities' livelihood and food security. Thus far, more than 14,000 hectares of mangrove forest have been reforested in the Indus Delta region through cooperation between WWF-Pakistan, the Sindh Forest Department (SFD), local communities, and businesses. WWF-Pakistan plans to continue this work, in collaboration with the SFD and its regional partners, to conserve and co-manage mangroves in Ketu Bunder, Kharo Chan, and Shah Bunder under the framework of the BMZ funded **“Sustainable mangrove management and community development in the Indus Delta II”** project, till December 2024.

## **2. Brief project description:**

In the continuity of phase I, ‘Sustainable mangrove management and community development in the Indus Delta II’ is being implemented in 36 villages of the lower Indus delta, comprising the sites of Ketī Bunder, Khārō Chan, and Shāh Bunder. The inhabitants of the project area are impoverished and vulnerable to climate change. Most of them earn their livelihood exclusively from fishing and the natural resources of the mangrove ecosystem. The mangroves are used for firewood, construction timber, animal grazing and feed, the harvest of crabs and mollusks, etc. Decades of continuous overexploitation have resulted in severe loss and degradation of the Indus delta mangroves. The lack of resources and coordination between relevant authorities further hinders the adequate protection of mangroves, whereas frequent climate-induced natural disasters like cyclones and, lately, the impact of the Covid-19 pandemic have exacerbated the local population's poor living conditions.

In phase I, community-based natural resource management was introduced in six mangrove areas comprising 14,000ha. The communities organized themselves to protect their mangroves, afforested 3,000ha, and improved 4,000ha of degraded mangroves. They introduced a rotating livestock grazing system to protect the mangroves from overexploitation and shield young mangrove sprouts from destruction. Alternative livelihood opportunities, improved value chains, and village development measures improved the community's economic and social conditions and increased the resilience of the local population. Nevertheless, this success is still fragile. The second phase of the project aims to consolidate these achievements and out-scale the sustainable management of the mangroves to an additional 19 villages in two other mangrove areas.

## **3. Objectives:**

The objective of the task is to design and conduct four awareness-raising events engaging local communities and sensitizing them about the importance of mangroves and their role in sustainable management and protection of the pristine. The consultant is expected to utilize innovative means and tools to plan and conduct these events, including audiovisual support and different mediums, such as storytelling and engagement of interactive theater groups, to effectively achieve the activity's objective.

## **4. Responsibilities of the consultant:**

- Design specific and interactive event components and contents addressing key threats to mangroves and associated natural resources, the role of communities in their sustainable management, protection, and the importance of working in close collaboration with key partners, including WWF and the government;
- Develop and share an indicative list of key messages related to the specific environment day that will be communicated for awareness raising during each event;

- Ensure engagement of an appropriate and reputable theater group in each event and develop a relevant script for the interactive theater according to the event theme and relevant speeches on the topic that cover mangroves, their importance, plantation, and grazing impacts;
- The event days may include the following but are not limited to these: International Day of Forests on 21 March; Earth Day on 22 April; World Ocean Day on 8 June; and International Mangroves Day on 26 July;
- Submit the script of the theater performance (tableau) of each event two weeks in advance for review and endorsement and necessary changes that WWF-Pakistan staff may make or suggest after the script review;
- Support school students in preparation for their speeches regarding mangroves, the importance of plantation, the impact of livestock grazing under the mangrove forest, etc.; and
- Submit comprehensive reports for each event within two weeks of each event, with pre-event and post-event evaluation data, to WWF-Pakistan.

## **5. Deliverables:**

- Design and conduct four awareness events in various locations around the project area according to the theme of the event;
- Provide an event organization plan and contents in the Sindhi language;
- Submit scripts for theater performances in English and Sindhi languages for all four events; and
- Submit comprehensive reports (4) for each event with pre-event and post-event evaluation data.

## **6. Requirements:**

- The consultant/applicant should have at least a bachelor's degree (in the natural sciences, anthropology, art, or sociology) from any recognized university;
- At least three years of relevant experience;
- Good written skills in English and Sindhi languages;
- Fluency in the Sindhi language;
- Thorough understanding of the dynamics of coastal communities;
- Knowledge/information regarding mangroves and their associated threats, particularly for the Indus delta;
- Basic knowledge about WWF-Pakistan and its conservation efforts for coastal communities; and
- Understanding of gender and cultural aspects of community engagement and awareness events.

**7. Timeline for the consultancy:** 1 February – 30 November 2023

**8. Reporting:**

The consultant will report to the Project Manager, Manager of the Marine Programme, and Regional Head of Sindh and Balochistan, WWF-Pakistan. Brief updates on progress must be emailed to the personnel above every two weeks.

The consultancy firm/individual that wishes to express interest in undertaking the prescribed assignment is requested to submit their respective proposals online through the WWF-Pakistan website and include the following:

- A technical proposal not exceeding 10 pages
- An understanding and interpretation of the TORs
- Methodology to be used in undertaking the assignment
- Time and activity schedule
- Evidence of relevant experience and samples of products related to the assignment
- Curriculum vitae of the lead consultants to undertake the assignment
- A financial proposal

**9. Conditions:**

- WWF-Pakistan reserves the right to accept any proposal or reject all proposals.
- Only shortlisted consultants will be contacted for further consideration.

**10. Copyrights:**

WWF-Pakistan will retain the copyright for any and all data, reports, and materials for, or originating from, the project. The consultant(s) will have no right to use the data/report(s) in any form or publication.

**11. Guideline for submission of proposal/expression of interest:**

Interested consultants should submit the following documentation to Muzzammil Ahmed ([mahmed@wwf.org.pk](mailto:mahmed@wwf.org.pk)) and Maham Zahara ([mzahara@wwf.org.pk](mailto:mzahara@wwf.org.pk))

**Work plan**

- A technical proposal not exceeding 10 pages
- An understanding and interpretation of the TORs
- Methodology to be used in undertaking the assignment
- Time and activity schedule
- Evidence of relevant experience and samples of products related to the assignment

- Curriculum vitae of the lead consultants to undertake the assignment
- Work Plan
- A financial proposal consist of the cost of assignment in lump sum including all applicable taxes of the Government of Pakistan and out of pocket expenses.

## **12. Selection Criteria:**

Applicant's proposal shall be evaluated based on Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per following criteria against a maximum score of 100 points.

- a. Technical Proposal 70%
- b. Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

Note: Late/ incomplete submissions will not be accepted. Only three (03) top ranked firms will be included in the comparative process.