



Terms of Reference

Illustrating WWF Sustainable Infrastructure ACAI Outreach Material

Project: *Greening Linear Infrastructure in Snow Leopard Home Ranges of the Hindukush-Karakoram-Himalaya Landscape in Pakistan*

Location	Remote
Type of contract	Individual
Type of language	English
Duration of assignment	3 (three) weeks

1. Brief introduction of WWF-Pakistan

WWF-Pakistan, founded in 1970, is the largest independent conservation NGO in Pakistan, with over 20 offices nationwide. WWF-Pakistan's mission is to conserve the country's vast biodiversity and natural resources. To this end, it works in the areas of food, climate and energy, freshwater, wildlife, forests, and oceans. Since its inception, WWF-Pakistan has implemented more than 200 projects and programs. WWF-Pakistan works closely with local and national partners, government, private partners, research, and communities.

2. Background of project

WWF-Pakistan's Sustainable Infrastructure initiative started in 2020 and has two core objectives. The first is to raise awareness among both local communities and government entities regarding the potential impact infrastructure development will have on nature and biodiversity (with a focus on linear infrastructure) and ensure continuous engagement with government entities responsible for the execution of BRI investments so that WWF-Pakistan, along with local communities, academia, and local NGOs in the Hindukush-Karakoram-Himalaya (HKH) landscape— which are also snow leopard homes ranges— are involved in the discussions pertaining to the design and execution of infrastructure projects. With Phase I all about research, strategy and ideation already concluded, the initiative in its Phase II of the project is looking into dissemination, consultation and implementation of the outputs specified in the first phase.

3. Background of the assignment

The consultant shall be required to design thematic illustrations for the Sustainable Infrastructure Initiative ACAI including for the knowledge sharing sessions, meant for broader engagement, outreach and branding within the WWF Network.



4. Deliverables

The consultant shall be responsible for designing and submitting hi-res, editable templates of the following material;

- Logo for the ACAI
- Email banner
- Editable templates
 - Invitation template (including header)
 - Meet your speaker template
 - Housekeeping rules template
 - Key takeaways template
 - Newsletter header

5. Eligibility criteria of the consultant

Individual(s) should demonstrate and provide examples of previous experience in the performance of similar services as follows:

- At least 5 years of prior experience designing visually appealing and innovative designs
- Have excellent knowledge of recent trends in graphic designing
- Proficient in leading industry software (Adobe Photoshop, Adobe Illustrator, Adobe Indesign, Adobe Premier, Adobe After Effects, etc.) and similar technologies

6. Guideline for submission of proposal/expression of interest

Interested consultants should submit the following documentation to Muzzammil Ahmed (mahmed@wwf.org.pk), Maham Zahara (mzahara@wwf.org.pk) and Zermina (zsaiga@wwf.org.pk):

- Brief introduction of consultant (attach detailed CV with references)
- Understanding of the context
- Methodology
- Design Portfolio
- Work plan
- The consultant will submit the cost of assignment in lump sum including all applicable taxes of the Government of Pakistan

7. Period of assignment

Three (3) weeks from the date of signing of the consultancy.



8. Conditions

- The illustrator shall ensure the digital content is aligned with WWF's branding policy
- **Copyright:** WWF- Pakistan shall have sole intellectual property ownership and copyrights of the materials developed through this consultancy, however the artist shall be credited. The artwork can be used in any way or form by WWF-Pakistan including but not limited to social media, web use, print publications, etc.
- WWF-Pakistan reserves the right to accept any proposal or reject all proposals
- Only shortlisted consultants will be contacted for further consideration

9. Criteria of Evaluation

Applicant's proposal shall be evaluated based on the 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;

- Technical Proposal 70%
- 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)

10. Budget

The budget threshold for this assignment is **PKR 150,000/-** inclusive of all taxes and out of pocket expenses.