



# **RFP for Consultancy Services-WWF Pakistan**

## **Subject:**

**“Organizing a game jam in Pakistan showcasing the stories of Women from the Indus Delta”**

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## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: From signing of Contract

### **Background of Project & Assignment:**

WWF-Pakistan, with support from the British Council, is collaborating with Film London to raise awareness about the impact climate change has had, and continues to have, on the lives of women belonging to indigenous coastal communities of the Indus Delta in Sindh through the medium of digital/online games. These games and the collected stories will then be presented at the festival and further disseminated through live-stream gaming events, social media campaigns, and a final virtual event showcasing the learnings of the proposed project. Under this project, WWF-Pakistan requires the services of a professional game developer to organize and execute an impactful game jam in Pakistan.

### **The objective of the task:**

WWF-Pakistan is seeking the services of a passionate and experienced game developer firm with a strong event planning and community engagement background to conduct a game jam in-person in Pakistan. The game jam will be based on the inspiring stories of women in the Indus Delta and their significant role in conservation efforts. The primary objective of this game jam is to provide a vibrant platform for aspiring game developers and enthusiasts in Pakistan to showcase their creativity and innovative ideas. Participating in this event will encourage individuals to think outside the box and develop unique game concepts that align with the project's theme.

Additionally, a key objective of this game jam is to facilitate networking opportunities and foster participant collaboration. We aim to create an environment that encourages knowledge-sharing, skill development, and the establishment of valuable connections within Pakistan's local game development community. This event will contribute to conservation awareness through the power of gaming.

## 2) GENERAL CONDITIONS

- 1) The WWF-PAKISTAN reserves the right to reject or accept any proposal. The WWF-PAKISTAN reserves the right to proceed with the implementation of any Service, in whole or in part, as described in the Proposal.
- 2) The WWF-PAKISTAN reserves the right to engage in discussions with any BIDDER to clarify responses or discuss certain issues with regards to the proposal or services requested. The WWF-PAKISTAN has no obligation to notify the other BIDDERS of the discussions, clarifications, or other information provided by a BIDDER. Any additional information required for preparation of the BID shall be distributed to all participants at the same time.
- 3) The WWF-PAKISTAN reserves the right to award the proposal based on experience, qualification, completion date, service cost and other criteria, and not necessarily the lowest cost.
- 4) Based on the RFP BID the WWF-PAKISTAN is entitled to change/replace or omit any clause/part of the preliminary defined scope of services of the proposal. The WWF-PAKISTAN shall conduct negotiations with WWF to achieve the full compliance to the requirements.
- 5) The WWF-PAKISTAN reserves the right in the event the successful CONSULTANT fails to comply with the terms and conditions as listed, to cancel this contract and award it to another CONSULTANT without penalty or action against the WWF-PAKISTAN. The RFP does not constitute an agreement or order.
- 6) The RFP is not a binding agreement between the parties, submission of a proposal or response by a proponent is voluntary.
- 7) By submitting a bid, the BIDDER is deemed to have acknowledged all of the undertakings, specifications, terms and conditions, **WWF Fraud and Corruption Prevention and Investigation Policy (Annex 2)** contained in the RFP, and to be bound by them if the BID is accepted. All expenses incurred by the Bidder in connection with the preparation of its

proposal are to be borne by the RFP participant, and the WWF-PAKISTAN shall not incur any obligation whatsoever toward the Bidder regardless of whether such bid is accepted or rejected.

### 3) PURPOSE

#### **Consultancy Outputs:**

The overall objective of the consultancy is to:

- Organize and execute an impactful game jam in Pakistan showcasing women remarkable stories in Indus Delta , which will including the following tasks
- Responsible for selecting the venue (considering factors like space, equipment and accessibility) and the timeline of the game jam with the opinions/suggestions of the WWF and British Council teams.
- Responsible for creating a detailed schedule outlining the different phases of the game jam, including brainstorming, development, playtesting, and presentations and share it with the WWF/British Council teams to review before the game jam
- Responsible for promoting and gathering participants from different cities in Pakistan.
- Responsible for forming a team with diverse skills and assigning roles and responsibilities to team members.
- Provide mentorship and guide the team where needed to ensure the maximum number of prototypes are created which meet the objective.
- Share the rules and guidelines for the game jam and communicate the rules clearly to all participants in advance.
- Responsible for ensuring resources are available for the participants that will be required during the game jam.
- Facilitate regular check-ins, feedback sessions, and knowledge sharing to promote collaboration.
- Schedule playtesting sessions during the game jam to gather feedback and identify areas for improvement.
- Conduct a post-game jam evaluation to assess the event's success and identify areas for improvement.
- Organize and arrange an event where participants can present their games and share their experiences.
- Share a comprehensive report with photo/video documentation after gathering participant feedback to gain insights for future game jams

### 4) Deliverables

- Details of the selected venue for the game jam.
- Draft agenda/roadmap for the game jam with a delivery timeline.
- Final list of participants who will be participating in the game jam.
- Documented rules and guidelines for the game jam
- Testimonials: participants and attendees sharing their thoughts and experiences about the event, which could entail the comment on event organization, networking opportunities, learning and skill development, teamwork and collaboration, creativity and innovation, challenges, fun and enjoyment etc.
- Responsible for Event Conceptualization and Planning: Detailed event concept based on the objectives and theme of the post-game jam event. Including a comprehensive event plan outlining the event's schedule, activities, and logistics, including equipment rental and setup
- Responsible for venue selection with the opinions/suggestions of the WWF and British Council teams.
- Responsible for a well-crafted event program that showcases game jam prototypes, documentary screenings, etc.
- Responsible for developing a marketing strategy to promote the event effectively.
- Responsible for coordinating with participants and ensuring their participation in showcasing game jam prototypes.
- Responsible for submitting the post-event evaluation report. A comprehensive final report for the game jam with photo/video documentation.

## 5) REQUIREMENTS

The Consultant/Consultancy Firm should possess the following qualifications and expertise:

- A degree or diploma in computer science, software engineering, game development, event management planning or a related field is desirable.
- Familiarity with game development frameworks and software tools or game makers.
- **Skills/ language:** Effective verbal and non-verbal communication with expertise in English and Urdu languages is required
- **Experience:** At least four years of experience in game development frameworks, software tools, or game makers.

Preference will be given to those with relevant experience (environment).

### Timeline

The timeframe for the game jam will be between Sept – October 2023. All participants are required to please keep their proposal timelines in mind.

## 6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. Interested consultants should submit the Proposal and can send their Queries through Email by attention to the Following:

**To:** Faiza khan ([fakhan@wwf.org.pk](mailto:fakhan@wwf.org.pk))

**Cc:** Muzzammil Ahmed ([mahmed@wwf.org.pk](mailto:mahmed@wwf.org.pk))  
Maham Zahara ([mzahara@wwf.org.pk](mailto:mzahara@wwf.org.pk))

2. The RFP submission deadline mentioned on WWF-Website.
3. Any information and responses to enquiries will be made in writing and distributed by email to all proponents. Enquiries after the foregoing deadline will not receive a response.

## 7) FORMAT OF THE PROPOSAL

The BID submitted by the participant must be structured as per the below provided instructions:

- 1) **Application Form available at WWF-Website** - General information about the Bidder, covering qualification and experience, CV.
- 2) **Experience:**
  - a) **Description of the complete projects:** the list and general information about the complete projects, description of the role in the project, other accomplishments of the Consultant.
- 3) **Proposal outlining scope consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions;
- 4) **Provide template of already complete similar type of reports-** the WWF-PAKISTAN may request additionally;
- 5) **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- 6) **Financial Proposal-** the prices shall be provided in Pak Rs, the total price shall include all costs related to service provision including applicable taxes.

### Note:

Templates of all Information is provided on Application form available at WWF-Website. Any Additional

Information related to the RFP can be attached along with application Form.

## 8) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the total price shall include all costs related to service provision including all Direct and Indirect taxes, Travel, Boarding & Lodging shall be based on actual receipt up to max Ceiling (If Any).

The consultant will submit the cost of the assignment in a lump sum, including all applicable taxes according to the Government of Pakistan and the Government of KP

**The Payment Term:** shall be defined by the contract to be concluded between WWF -Pakistan and the consultant

## 9) EVALUATION PROCESS

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%)

- Detailed workplan
- Expression of interest (EOI)
- Company's Profile
- Detailed methodology

### B) Financial Proposal (30%)

- Detailed financial proposal which should be inclusive of all applicable taxes and out of pocket expenses. The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead
- Company's registration certificate
- NTN detail(s)
- Any legal or technical certification required for the task
- Audited Accounts Report (if available) of last FY

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

### Conditions:

- WWF-Pakistan reserves the right to accept any proposal or reject all proposals.
- Only shortlisted consultants will be contacted for further consideration.
- Only remuneration will be paid to the consultant, the boarding and lodging will be their own responsibility

**Copyrights:** WWF-Pakistan will have the copyright for the entire data and reports; the consultant(s) will have no right to use the data/reports in any form or publication.

## 10) DOCUMENTATION AND CONFIDENTIALITY

All documents completed based on requirements of the present RFP shall be the property of the WWF-Pakistan, and shall not without the consent of the WWF-Pakistan be used, reproduced or made available to third parties beyond what is necessary in respect of the fulfilment of the Project. All documents issued and information given to the BIDDER shall be treated as confidential.

## 11) BUDGET

Total Budget for this activity is **1,786,000/-** including taxes and out of Pocket expenses.