



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

## **Subject:**

**“Developing a Short Documentary Film Highlighting the Impact of the AI-based Camera Traps Installed in the Khyber village of District Hunza”.**

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## 1) INTRODUCTION & BACKGROUND

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

### Background of Project & Assignment:

In late 2021, WWF-Pakistan received funding to develop an AI based camera trap to prevent humansnow leopard conflict, along with developing a monitoring tool which would provide real-time data with minimal human involvement. In collaboration with the Technology for People's Initiative (TPI), housed at the Lahore University of Management Sciences (LUMS), WWF-Pakistan has developed a solar powered AI camera trap which is able to detect and notify about the presence of an animal within a minute of detection, both through an SMS notification, and a locally developed online dashboard.

In the first phase of the pilot, the team sought to test and pilot the functionality of the AI Camera trap in the remote snow leopard habitats of the Karakoram, Pamir landscape, both in the summer and winter months. This first phase allowed us to identify gaps and problems in its field functionality, and test solutions to fix the same. This included i) improving the camera's processing time from detection to notification, which went from 12 minutes to less than 1 minute; ii) due to the low quality of the camera used in the earlier iterations of the AI camera trap, the AI wasn't able to properly distinguish between humans and animals, hence a higher resolution camera was installed; and iii) during the winter deployment, it was observed that as the batteries installed were not able to withstand cold temperatures, the team designed and developed new batteries that would be able to do so.

## 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

### Objective of the Consultancy:

The overall objective of the consultancy is to:

- Develop and draft the success stories of the AI-based camera traps installed in the Khyber village of district Hunza.

#### Specific Tasks:

- Conduct field visits to the project sites to assess the impact of the installed technological package.
- Conduct interviews from the communities at Khyber Gojal.
- Conduct interviews with officials of Pakistan related to the project.
- Develop success stories of the technological package
- Ensure timely completion of the task and its submission to the director Communication dept. /Director North, WWF-Pakistan.
- Incorporate the reviews and feedback from the relevant WWF Officials in the draft report.
- Completely submit all the relevant documents in hard and soft form.

## 4) Deliverables

- Ensure timely completion of the assigned task and submit it in due time.
- Ensure quality work and submit all the documentation to the WWF-Pakistan office.

## 5) REQUIREMENTS

- Training manual in soft having

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

#### Minimum requirements

- Having sound knowledge of the technological package
- Excellent writing skills in English.
- The consultant has developed the success stories for WWF-Pakistan.
- Ability to conduct field visits and communicate with the stakeholders.

## 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) DOCUMENTATION AND CONFIDENTIALITY

Total approved Budget for this activity is 150,000/- Incl of Taxes. Travel will be provided by WWF-Pakistan.