



Ref No: 90/APWASI/NORTH/23-24

RFP for Consultancy Services-WWF Pakistan

Subject:

Hiring of Consultancy Firm for Production of Animations on Water Sensitive Cities (WSC) Interventions in Islamabad & Rawalpindi

Application Submission:

Interested consultants should submit the Proposal on **Application Form Available Online** or can access through following Link: <https://forms.gle/qazomXoWh7FSWcL29>

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: 03 months, (1st Feb till 30th April 2024)
Type: Firm/Individuals

This document outlines the terms of reference (TOR) for the hiring of Consultant/s (hereinafter referred to as the consultant) by WWF Pakistan, hereinafter referred to as the Employer. The consultant is being engaged to produce animations on Water Sensitive Cities (WSC) interventions in Islamabad and Rawalpindi as part of WWF-Pakistan's project titled 'Australia-Pakistan Water Security Initiative (APWASI).'

APWASI is a four year (2021-2025) Australian Aid funded project that aims to strengthen cooperation between Australia and Pakistan on urban water resources management. WWF-Pakistan is the main implementing partner of the project and other collaborating partners are the International Water Management Institute (IWMI) and Hydrology and Risk Consulting (HARC).

Pakistan is one of the most vulnerable countries due to climate change. Water resources of Pakistan have been subjected to instabilities due to unpredictable rains, snowfalls, droughts and other changes in weather patterns. Contextually, APWASI aims at drawing on a broad range of Australian good practices on Water Sensitive Urban Design (WSUD)/ Water Sensitive Cities approach (WSC) for Pakistan. WSC is a nature-based approach that focuses on holistic management of the integrated water cycle in order to make cities liveable, resilient, sustainable, and productive.

In particular, the project aims to; (a) Improve access to safe water and sanitation services for two disadvantaged communities in the twin cities of Islamabad and Rawalpindi, (b) Ensure community resilience to climate change and other water related shocks, and (c) Build capacity of key stakeholders about the water use and conservation.

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 OF CONSULTANCY

WWF-Pakistan seeks to showcase the achievements at the project demonstration sites in Farash Town (Islamabad) and James Town (Rawalpindi) by creating knowledge products that highlight the implementation of the Water Sensitive Cities (WSCs) approach in urban areas of Pakistan.

The development of these knowledge products requires powerful visual and digital storytelling which will entail short animation creation to depict the water challenges of project communities. The products should vividly reflect the community's experiences and emphasize the project's value in enhancing community resilience to climate-induced hazards, with a specific focus on WSCs interventions.

4) DELIVERABLES

The consultant(s) is expected to submit the following deliverables as per the timelines mentioned in clause 5 of this RFP:

Produce two (02) animations with each having a duration of 60 to 90 seconds. Each animation should have two versions, one in English voiceover with Urdu subtitles and the other one in Urdu voiceover with English subtitles. The animations should be suitable for conference presentations on large screens and internet and mobile internet usage through digital media platforms such as YouTube, Facebook, Instagram etc.

5) PROJECT/ ASSIGNMENT TIMELINE

The assignment must be completed as per the following timelines:

Month	Tasks
February	<ul style="list-style-type: none"> Researching WSC concepts and scenarios, creating storyboards and scripts, conducting interviews, and developing additional content necessary for achieving the deliverables. Acquiring access to professional tools, software, and equipment essential for animation production. Securing licenses for travel and use of audio-video tracks, as well as addressing royalty charges for post-production elements, including software. Character selection for the animation and finalizing their visual representations through drawings.
March	<ul style="list-style-type: none"> Draft animation creation in collaboration with WWF-Pakistan's team. Voice-over production (in both English and Urdu) along with translation and hardcoding of subtitles.

April	<ul style="list-style-type: none"> Submission of two final animations for the project, including both English and Urdu versions.
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6) REQUIREMENTS

The interested consultant(s) should meet the following criteria:

Qualification

- Minimum Bachelor's Degree in Media Studies, Communication Studies, Journalism Studies, Computer Arts, Social Sciences or any other related field.

Eligibility

- Expertise in animation software/tools commonly used for professional animation production.
- Good local knowledge of regions in Pakistan and proficiency in English, Urdu, and Punjabi with experience in creating bilingual content, especially animations with voiceovers and subtitles.
- Additional experience in development sector communication will be an added advantage.
- Ability to integrate voice overs seamlessly with animations and synchronize subtitles effectively.

Experience

- Minimum two years or more experience in producing development work related documentaries/ videos/ animations for organizations, International NGOs, development sector or donor agencies with the aim of reaching out to both local and international audiences.
- Professional experience of filming, graphic designing, animation and editing and familiarity with different video formats, conversions and sharing skills.
- Professional experience with software such as Premiere, Avid etc. for editing.
- Professional experience with software such as Maya or 3Ds Max for 3D videos and AfterEffects or Flash for 2D animated videos.

7) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. **Application Submission:**

Interested consultants should submit the Proposal on **Application Form Available Online** or can access through following Link:

<https://forms.gle/qazomXoWh7FSWcL29>

2. If Any **Queries** may send through email by attention to the Following:

To: Faiza khan (fakhan@wwf.org.pk)

Cc: Muzzammil Ahmed (mahmed@wwf.org.pk)

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.

8) 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, experience and 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 of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology.
- 4) **Provide list of already developed portals.**
- 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 must be exclusive of all types of 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.

9) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the prices shall be provided in Pak Rs, the total price must be exclusive of all types of applicable taxes.

The prices will include all the Travel, Boarding & Lodging and other expenses.

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

10) 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 the 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.

11) 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.

12) BUDGET

The total Budget for this activity inclusive of all taxes and Out of Pocket expenses are Budget is **PKR 1.2 million**.