



# **RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN**

## **SUBJECT:**

**Website Maintenance and Content Design for  
Project Visibility**

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### **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:	6 months from signing of contract.
Type:	Firm/Individual

### Background of Project & Assignment:

Pakistan is facing varying economic, political and social challenges with the overall GDP growth rate reduced to around 2% in 2007-08 and only slowly increasing up to 4.14% in 2014-15. the economic growth remains significantly hampered by the energy crisis (still far from resolution) and the fragile law and order situation, contributing to a barely conducive business environment.

Population growth coupled with unbalanced industrial expansion has placed enormous pressure on the country's resource base and has also resulted in unabated pollution (air, water, land, noise). Pakistan is a water stressed country with average per capita water availability at 964 m<sup>3</sup> per annum. Unsustainable water use and poor water management and governance practices are deteriorating water quantity and quality, thus creating serious social and economic repercussions. Rapid industrialization and urbanization (37% of population living in cities) have added to air, water, and land pollution, compounded by inadequate or improper waste management. These issues, coupled with the high incidence of poverty, are serious threats to sustainable development.

The Textile and Leather sectors are key drivers of Pakistan's economy and are two of the most water and energy intensive, polluting, and energy consuming sectors in Pakistan. Low process efficiency, wastage of resources, water pollution due to discharge of untreated effluents, air emissions, notably Volatile Organic Compounds (VOC)'s, excessive noise or odour, as well as workspace safety, are some of the main environmental issues associated with these sectors.

Similarly, Pakistan has the 9<sup>th</sup> largest labour force in the world with 59.6 million workers. However, labour issues have predominantly received the lowest priority and the labour management system has severely deteriorated during past couple of decades.

Starting from January 2016 till December 2022 this project will focus on capacity building of federal and provincial administrations and implement SEMP's and labour legislation in 75 SMEs while dissemination in 500 SMEs.

## 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.

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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 and WWF's Environment Social & Safeguard for consultant agreement** 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

#### a. Objective of the Consultancy:

Comprehensive media plan will be required to assist the activities of this project as well as effective visibility of the actions. For this, number of activities such as events, promotion of communication materials, exposure visits, interactions with print and electronic media, etc. will be performed.

The strategy will focus on the following objectives:

- Increase awareness: Promote and encourage understanding of the importance of, and the measure required for, the proper implementation of ILES project through informational campaigns for broader public in general and relevant stakeholders in specific;
- Increase engagement: Highlight roles of various project partners;
- Provide access to information and reinforce credibility: Design, develop and disseminate different resource materials for target groups.

#### Target Audience

The main target audiences for the ILES project are

- Small and medium sized enterprises (SMEs) in the textile and leather sectors
- Public sector institutions of Federal and all four provincial governments
- Industrial Associations
- Chambers of Commerce

Other potential sources of audiences are:

- Professional/business groups
- Industry analysts
- Digital media (bloggers, etc.)
- Conventional media (print and electronic)

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## 4) Deliverables

### Target Audience: all stakeholders

This group represents the larger audience, and the tools which will have larger outreach will be used such as webpage, press release, awareness seminars etc.

1. **Webpage:**  
A dedicated section will be integrated into the WWF-Pakistan website to provide comprehensive details about the project and background information for easy access. This section will feature objectives, team profiles with contact details, publications, presentations, news updates, a photo gallery, and information about partners and associates. Regular updates, including publications, news, photos, and job postings, will ensure the content remains current and relevant.
2. **Logo of project:**  
A logo for ILES project will be developed with the combined consensus of WWF and ILO, and it will be used in all informational material. The logo will present a clear visual linkage of printed/presented material with the project.
3. **Letter Head:**  
For all official correspondences, a letter head for the project will be developed to make the communication streamlined.
4. **Brochure:**  
A concise project brief will be crafted to facilitate the dissemination of information at the project's outset, serving as a valuable resource during initial meetings with SMEs and stakeholders. This brochure will encompass essential details such as the project's background, introduction, target groups, objectives, and the theory of change, ensuring stakeholders gain a comprehensive understanding of the project's scope and purpose from the outset.
5. **Standee for project:**  
Standees will be printed for display at the events includes necessary information about the project. Standees will be developed for site offices as well as for the head office. It will include the complete name of the project along with logos and a tagline. These generic logos will be used during the life of the project.
6. **Social Media Updates:**  
Regular news and updates will be posted on the social media channels of WWF-Pakistan for the better outreach and visibility of the project. The social media channels include, Facebook, Instagram, Twitter and YouTube.
7. **Press releases of important events:**  
Electronic and print media will be targeted for regular news about the project and its activities.
8. **Workshop materials:**  
Relevant material such as business case summaries and fact sheets/hand-outs will be developed for dissemination at workshops to key stakeholders on improving the competitiveness of Pakistan's exports in the global market through the implementation of relevant labour and environmental standards in the textile and leather sectors.
9. **Training manuals:**  
Comprehensive training manuals will be developed for the implementation of ILES in SMEs selected for training workshops and on-the-job training. These manuals will provide instructions to apply ILES. Manuals will be developed upon lessons learnt during the implementation of ILES and in light of the business case model. These will be of critical importance for promoting replication of the project. Manuals will also be developed on certain technical issues with detailed descriptions for their adoption and implementation.
10. **Documentary:**  
Documentaries related to the project will be developed with the consent of ILES team.
11. **Featured Articles:**  
Featured Articles will be written and published in the newspapers about current and aggravating problem of water resources in different sectors.

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12. Environmental Days celebration:

Environment days like, World Water Day, World Environment Day, World Water Week etc. will be celebrated in collaboration with different organizations.

13. Other related tasks such as editing and designing of reports, invites etc. related to the project.

Target Audience: SMEs and trade organizations

1. A project folder will be created to disseminate documents effectively and serve as a tool for public relations. Aligned with the folder's design, a writing diary will be developed for distribution to stakeholders, further enhancing communication and public relations efforts. Additionally, ball pens featuring necessary logos will be printed and distributed to stakeholders, serving both as practical tools and as part of the project's public relations strategy.
2. Flyers/posters for display in industry:  
Posters will be developed, printed and distributed to the industries and with chambers along with trade organizations for display. The posters will have necessary information about the project along with management practices in industries.

Target Audience: Provincial and Federal Public administration

3. Media capacity building campaigns for journalists: Workshops will be organized for journalists to get a thorough introduction of the ILES project and interact with the project team
4. Capacity building seminars for government officials:  
Capacity building seminars will be conducted for the government officials, water policy makers, environment policy makers, for the better up-gradation of the policies and laws.
5. Field visit for media and government officials:  
Correspondents from electronic and print media will be invited to visit project sites. Interactive sessions will be held so that journalists get first-hand information regarding the on ground activities of the project.
6. All data regarding the website will be provided to project team.

Once a core group of journalists is created, they will be assigned to do targeted stories for their respective media houses regarding the ILES project. The core group will consist of journalists from both English and Urdu print media and electronic media.

## 5) REQUIREMENTS

(a) Qualification

Master in degree of communications, journalisms, public relations or a related field.

(b) Experience: At least two years of similar work experience is required. Demonstrated and extensive social media experience is an added average.

(c) Skills: Excellent written and oral English and urdu communication skills are required

## 6) 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](mailto:fakhan@wwf.org.pk))

**Cc:** Muzzammil Ahmed ([mahmed@wwf.org.pk](mailto: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.

## 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 and all related Information.
- 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

## 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 inclusive of all taxes and Out of Pocket expenses are **2.5 Million PKR**.