



Consultancy Ref No: 112/ILES/Central/23-24

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Consultancy Services for the development of a documentary on water-related impacts of water stewardship initiatives on textile value chain

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:	3 Months (March – May, 2024)
Type:	Firm and Individual Both

Background of Project & Assignment:

In order to increase the textile and leather sector's competitiveness and the public sector's ability to implement multilateral environmental agreements (MEAs), national environmental laws, and standards in Pakistan, WWF-Pakistan has partnered with the European Union and the International Labour Organisation (ILO) to implement the project titled "International Labour and Environmental Standards Application in Pakistan's SMEs (ILES)".

The ILES project aims at enhancing capacities of the textile and leather sector SMEs to adopt Smart Environmental Management Practices (SEMPs) to reduce water and energy use as well as hazardous chemicals, in addition to addressing other relevant environmental issues such as air and noise pollution, and solid waste management. The initiative also focuses on improving social protection and livelihoods, building capacity of SMEs, and fostering multi-stakeholder city-wide partnerships in Lahore, Karachi, Sialkot, and Faisalabad.

WWF-Pakistan invites proposals for a documentary to highlight the impacts of the water stewardship efforts undertaken by the textile factories within their fence line and in the communities around their manufacturing units.

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, 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 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:

1. Produce a compelling video documentary that highlights the achievements, impacts, and success stories of the Alliance for Water Stewardship Standard's implementation in the textile factories in Lahore & Karachi

2. Illustrate the tangible benefits and positive outcomes resulting from the project's interventions concerning water quantity, quality, governance and WASH, both within the factory and in the catchment
3. Engage the stakeholders to craft stories/content in a way that highlights the principles of water stewardship; use of water that social, environmental and economic benefits.

b. Specific Tasks:

1. Conduct thorough research and gather relevant information, data, and visual materials related to the project's activities, achievements, and impacts.
2. Develop a detailed script outlining the narrative arc, key messages, and storylines to be covered in the documentary.
3. Coordinate with project stakeholders, including project managers, beneficiaries, industry representatives, public sector stakeholders and environmental experts to schedule interviews and gather testimonials.
4. Plan and organize filming schedules, locations (Lahore & Karachi), and logistics for on-site filming of project activities, interventions, and success stories.
5. Utilize creative storytelling techniques, visual elements, and multimedia assets including 4k camera with an array of focused, wide and drone shots to enhance the documentary's impact and appeal.
6. Ensure accuracy, objectivity, and ethical standards in presenting information and portraying stakeholders' perspectives.
7. Incorporate feedback and revisions as necessary to meet the project's objectives and expectations.
8. Deliver a high-quality, professional video documentary in accordance with agreed-upon timelines and specifications.
9. Voice overs and background music added will need to be reviewed and approved by the WWF Communications Team prior to use.

4) Deliverables

1. A comprehensive script and storyboard outlining the narrative structure, key themes, and content of the video documentary.
2. Raw footages and interviews conducted during the filming process, organized and labeled for easy access and editing.
3. A comprehensive documentary of 10 minutes showcasing the journey and impact of the AWS Standard's implementation, highlighting key achievements and contributions to the textile supply chains. Subtitles must be included for broader accessibility.
4. A concise and impactful short video of five minutes, encapsulating the essence of the AWS standard's implementation in the textile value chain, emphasizing key success stories and highlighting the importance of sustainable practices in the textile industry. Subtitles must be incorporated for wider understanding.
5. Two short snippets of video with two to three minutes each that can be used independently as standalone products. Subtitles must be incorporated for wider understanding.
6. A minute long highlights video, with and without voiceover.
7. A curated collection of 50 captioned, high-quality and original photographs capturing key moments, activities, and beneficiaries of the water stewardship interventions. These will serve as a visual narrative, complementing the documentary and short video.

5) Requirements

a. Qualification/Experience

1. Four years or more experience in producing development work related documentaries for organizations, International NGOs, development sector or donor agencies with the aim of reaching out to both local and international audiences
2. Good local knowledge of regions in Pakistan in order to identify best shooting locations pertaining to textile supply chains.
3. Strong technical capacity (state of art filming equipment) to ensure smooth and high-quality production of the documentary.
4. Additional experience in development sector communication will be an added advantage.

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)

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 the 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.

1) 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.

- 2) **Proposal outlining scope consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions;
- 3) **Provide template of already complete similar type of reports-** the WWF-PAKISTAN may request additionally;
- 4) **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- 5) **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 **PKR 1.7 million**.