



Consultancy Ref No: 118/F&M/SOUTH/23-24

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**Consultancy Services for communication Material development
along with editorial support, website Maintenance and Content
Design for the Project Visibility**

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:	1 Month
Type:	Firm/Individual both

WWF-Pakistan's Food & Markets Programme (F&M) started its journey in 2004 by building the capacities of around 200,000 farmers on sustainable practices in the cotton landscape. Gradually this small initiative grew up and made a significant impact on the ground. Now it is one of the largest programmes within WWF-Pakistan having 17 field offices across four provinces of Pakistan with more than 100 well-experienced professionals and around 700 field staff who are working for the sustainability of agricultural commodities.

Food & Markets Programme intends to continue to mitigate the environmental impacts of input-intensive (water, agrochemicals, synthetic fertilizers) & pest-sensitive crops through farmers' capacity building on economically efficient ecological farming solutions and technologies, stakeholders' engagement and supply chain development.

Food & Markets Programme has adopted a holistic approach to tackle socio-economic and environmental challenges associated with agricultural commodities. Therefore, projects under F&M Programme are focusing on themes related to climate-smart agriculture, reduction of greenhouse gases in the farming operations, agricultural water stewardship, soil health improvement, commodities' value chain development, digital tools for information collection, dissemination, and learning, preservation of agrobiodiversity, enhancing green cover through agroforestry, and a special focus on gender empowerment and livelihood improvement.

WWF-Pakistan and IKEA joined hands to initiate the Pakistan Sustainable Cotton Initiative to promote sustainable production and responsible sourcing of raw materials. The partnership evolved with the passage of time and worked on broader themes for the sustainability of the cotton landscape. The seventh phase of the partnership is working to promote water stewardship, sustainable land use management and reduced greenhouse gas emissions; enhancing green infrastructure, agrobiodiversity conservation, livelihood improvement and creating sustainable supply chain for the benefit of people and planet. The following projects are being implemented under this workstream;

Climate-Smart Production System (CSPS), Agroforestry Biodiversity Conservation and Cotton Value Chain Development.

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 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

- The overall objective of this consultancy of communications includes following specific tasks:
- Well documented project visibility material for major public-private stakeholders, donor organizations, general audience, etc.
- Website and social media maintenance for project outreach among viewers

Scope of work:

The consultant will develop communication material for the project outreach, visibility and access of information for the public-private stakeholders, general audience, etc.

4) Deliverables

Following is the list of specific tasks under this consultancy:

1. Social Media Post Creation:

- Develop engaging and informative social media posts highlighting key Climate Smart Agriculture (CSA) statistics and achievements in Pakistan.
- Design visually appealing graphics and infographics to accompany the posts.
- Publish posts on various social media platforms.

2. Print Material Creation:

- Design print materials such as brochures and flyers showcasing CSA initiatives and their impact in numbers.
- Ensure consistency with WWF-Pakistan branding guidelines.
- Coordinate with printing vendors for production.

3. Field-Based Short Videos:

- Create field-level videos illustrating the on-ground impact of CSA projects in specific regions.
- Ensure videos are shareable across multiple social media platforms.

4. Field Stories for Donor Engagement and WWF-Pakistan/ International:

- Gather and document success stories from the field related to CSA projects.
- Develop written narratives and multimedia content to showcase the CSA and Climate Change impacts.
- Share these stories with donors to strengthen their connection with the cause.

5. Coordination and Collaboration:

- Coordinate with field teams and project managers to gather accurate data and real-time updates.
- Meetings with farming communities to empower locals to share their stories effectively.
- Conduct video interviews with farmers, showcasing their journey with CSA.
- Capture testimonials highlighting the positive impact of sustainable agriculture on their lives and the environment.

All the necessary expenses of design, photography, editorial support, printing and publishing will be covered under the given consultancy amount.

1. Expected Outputs/Deliverables:

- Prepare and submit initial drafts of the above-mentioned content before commencing the design work and digital formats.
- Printable version of pre-decided material will be provided by the consultant according to required quality and quantity.
- Digital formats of the content should be according to the latest presentation styles, versions and accessible through electronic devices.

2. Duration:

- The consultancy will be undertaken over a period of four months (March 2024 – June 2024). Work will commence immediately after contract signing.
- This consultancy is office as well as field-based and would involve active participation in meetings with the F&M technical team.

3. Responsibilities of WWF-Pakistan's F&M team

- Sharing of technical material, reports, pictures, etc.
- Provide support for technical reviews and content accuracy.
- Monthly review meetings between consultant and F&M.

5) REQUIREMENTS

- Experienced masters' degree holder communication studies, media design, graphic design, etc.
- Proven capacity to develop similar content.
- Ability to plan, prioritize and produce quality results on time
- Adhere to WWF's values, which are: Courage, Integrity, Respect and Collaboration

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 allproponents. 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, and 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, and 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 Taxes and Out of Pocket Expenses is 1 million.