



Ref No: 160/BMZ/SOUTH/24-25

RFP for Consultancy Services-WWF Pakistan

Subject:

Firm/individual for tasks to design, facilitate and conduct four awareness-raising events utilizing a theater group to engage local communities and sensitizing them to the significance of mangroves and other natural resources”

Application Submission:

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

<https://forms.gle/Qss92rUBpqE3T9D88>

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1) INTRODUCTION & BACKGROUND

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

Background of Project & Assignment:

The World-Wide Fund for Nature-Pakistan (WWF-Pakistan), the global conservation organization, has a mission to stop the degradation of the planet's natural environment and to build a future in which humans live in harmony with nature by

- Conserving the world's biological diversity;
- Ensuring that the use of renewable natural resources is sustainable; and
- Reducing pollution and wasteful consumption

Under its global mission, WWF-Pakistan works with central and local government agencies, the private sector, civil society organizations (CSOs), and the local communities to implement its various conservation programmes in the six thematic areas, including energy and climate, forest, freshwater, wildlife, food and market, and ocean. WWF Pakistan has substantial experience in working with international donors.

WWF Pakistan, founded in 1970, is Pakistan's most significant independent nature conservation NGO, with over 20 offices nationwide. WWF Pakistan has a mission to preserve the country's incredible biodiversity and natural resources through the practices above. Since its inception, WWF Pakistan has implemented over 200 projects and programmes. WWF Pakistan works closely with local and national partners, government, private partners, research, and communities.

Brief Project Description:

In the continuity of phase I, 'Sustainable mangrove management and community development in the Indus Delta II' is being implemented in 36 villages of the lower Indus delta, comprising the sites of Keti Bunder, Kharo Chan, and Shah Bunder. The inhabitants of the project area are impoverished and vulnerable to climate change. Most of them earn their livelihood exclusively from fishing and the natural resources of the mangrove ecosystem. The mangroves are used for firewood, construction timber, animal grazing and feed, the harvest of crabs and mollusks, etc. Decades of continuous overexploitation have resulted in severe loss and degradation of the Indus delta mangroves.

Alternative livelihoods, improved value chains, and village development interventions reduced poverty and increased the resilience of local people. Nevertheless, success is still fragile. The second phase of the project aims to consolidate what has been achieved to extend sustainable mangrove management to a further 18 villages in two additional mangrove areas.

Awareness raising, mobilization and coordination sessions will be organized in project area to improve local communities' understanding of the existing natural resources and sustainability that need to be preserved for the future generation of coastal communities. To this end, 12 such events will be organized during the project period linking nearby villages (workshops, theatre performances, traditional festivals, etc.) with the participation of local communities, local government, representatives of academia, media and partner NGOs. All villages will be invited to participate in at least one event. This will also strengthen collaboration in mangrove management and help minimize conflict. The events will be organized by a consultant in collaboration with the project team.

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.

¹ Registered Industries are referred to as those industries that are registered with the Association of Trade & Industry of their respective industrial area/zone or with other sector specific association(s)

² Unregistered Industries are referred to as those industries which are not registered with the respective sector specific Association or association of Trade & Industry of their respective industrial area/zone

3) PURPOSE OF CONSULTANCY

Objectives of the Assignment:

The objective of the task is to design and conduct at least four awareness-raising events engaging local communities and sensitizing them about the importance of mangroves and other natural resources, and their role in sustainable management and protection of the pristine. The consultant is expected to utilize innovative means and tools to plan and conduct these events, including audiovisual support and different mediums, such as storytelling and engagement of interactive theater groups, to effectively achieve the objective of the activity

Specific Tasks:

- Design specific and interactive event components and contents addressing key threats to mangroves and other natural resources, the role of communities in their sustainable management and protection, and the importance of working in close collaboration with key partners including WWF and the government;
- Develop awareness messages and deliver these to the community during the course of the events;
- Ensure engagement of an appropriate and reputable theater group in each event and develop relevant content for the interactive theater;
- Support school students in preparation for their speeches regarding mangroves and other natural resources, the importance of plantation, the impact of livestock grazing under the mangrove forest, etc.;
- Ensure all plans and content are shared with the WWF-Pakistan team and executed after review and finalization by the said team;
- Submit a final event report to the Project Coordinator and Manager Marine programme, WWF-Pakistan within ten days of completion of the event/activity.
- Maintain a neutral and professional approach during the workshops.

4) DELIVERABLES

- Design and conduct at least four awareness events in various locations around the project area;
- Provide an event organization plan and contents in the Sindhi language;
- Develop & submit relevant content/ scripts for the interactive theater;
- Submit the final event reports with the appropriate suggestions.

5) PROJECT/ ASSIGNMENT TIMELINE

The assignment must be completed as per the following timelines:

S#	Task	Tentative Plan
1	Signing of contract	3 rd week July 2024
2	Develop & submit event plans & relevant content/ scripts for the interactive theaters.	4 th week July 2024
3	Conduct 1 st Event and submission event report	4 th week July 2024
	Conduct 2 ND Event and submission event report	4 th week Sep 2024
4	Conduct 3 rd Event and submission event report	2 nd Week Oct 2024
5	Conduct 4 th Event and submission event report	3 rd Week Nov 2024

6) REQUIREMENTS

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

Minimum requirements

- The consultant/applicant should have at least a Bachelor's degree (in the natural sciences, anthropology, art, or sociology) from any recognized university;
- Minimum 5 years of experience is mandatory whereas preference will be given to 7 years of relevant experience;
- Thorough understanding of the dynamics of coastal communities;
- Knowledge/information regarding mangroves and other natural resources, their associated threats, particularly for the Indus Delta;
- Basic knowledge about WWF-Pakistan and its conservation efforts for coastal communities; and an
- Understanding of gender and cultural aspects of community engagement and awareness events.
- Identifies and aligns with the core values of the WWF organization: Courage, Collaboration, Respect & Integrity;
- Demonstrates WWF behaviors in way of working: Strive for Impact, Listen Deeply, Collaborate Openly, Innovate Fearlessly;
- Adheres to WWF's brand characteristics, which are: Knowledgeable, Optimistic, Determined and Engaging
- Know-how of local languages whereas English & Sindhi language is mandatory;

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/Qss92rUBpqE3T9D88>

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:

Application Form available at WWF-Website - General information about the Bidder, covering , qualification, experience and CV.

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 of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology

3) **Provide list of already developed portals**

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 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 following criteria against a maximum score of 100 points.

- a) Technical Proposal 70%
- b) Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

Qualifications (maximum 30 points)

- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

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

Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are Budget is **PKR 400,000/**