



Ref No: 168/COMMS/CENTRAL/24-25

RFP for Consultancy Services-WWF Pakistan

Subject:

Recharge Pakistan Photography and Videography Assignment

Application Submission:

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

<https://forms.gle/MMLqx64xJdH7mdkQ8>

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: 1 August 2024 – 15 August 2024

WWF-Pakistan is embarking on the Recharge Pakistan project, aimed at addressing climate change, water security, and ecosystem restoration. This project is set to enhance the resilience of communities and ecosystems across the Indus Basin.

To document and promote this landmark initiative, WWF-Pakistan requires the services of a professional videographer/photographer to capture media assets for the project which will be used to supplement information, inform storytelling, and contribute to communication products by enhancing the visuals and imagery of the messaging.

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.

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

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 engage a professional videographer/photographer to produce high-quality videos and photographs that will document the sites of the Recharge Pakistan project, showcasing the diverse ecosystems, landscapes, wildlife, communities and cultures. This content will be used for promotional, educational, and archival purposes.

Consultancy Outputs:

Collection of Raw Footage:

- Capture raw footage from three project sites, including aerial drone footage.
- Record interviews with community members, beneficiaries, WWF-Pakistan staff, and relevant stakeholders.
- Film the water bodies, wildlife, landscapes, ecosystems, communities, cultural practices, etc.

Photography:

- Take high-resolution photos (close ups and zoomed out) of water bodies, landscapes, ecosystems, wildlife, community members, routine/day to day practices, cultural practices, and any WWF presence on ground.
- Ensure that all photos are captioned with titles describing event/action/site, locations, and relevant details.

Video Production:

- Produce a 3-minute video detailing the history of the Recharge Pakistan project. This should include archival footage of floods in Pakistan, Pakistan's participation at COPs, and other relevant historical events.
- Create 1-minute trailers for each of the three project sites, highlighting key aspects and impacts of the project at each location.
- Develop a consolidated "trailer" (~1 minute), summarizing the project's objectives.

Archival Footage Integration:

- Incorporate archival footage into the 3-minute video to provide historical context and showcase the evolution of the project.

Storyboard and Script:

- Develop the storyboard and script for the videos in English. The script must be reviewed and approved by the WWF-Pakistan team before execution.
- Ensure that all content adheres to WWF-Pakistan's branding guidelines.

4) DELIVERABLES

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

Complete versions of the following:

- Three 1-minute site-specific trailers, shot in HD resolution (in both English and Urdu).
- One 3-minute video on the history of the Recharge Pakistan project, incorporating archival footage (in English and Urdu).
- One consolidated 1-minute trailer for social media and promotional use (in English and Urdu).

- Raw footage from all three sites, including drone footage.
- ~150-180 high-resolution photographs capturing water bodies, community members, wildlife, landscapes, cultural practices/sites and project activities/WWF presence, with appropriate captions.

5) PROJECT/ ASSIGNMENT TIMELINE

1 August 2024 – 15 August 2024

6) REQUIREMENTS

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

Minimum requirements

- Education: Bachelor's in Media Sciences, Production, or a related discipline.
- Skills/Language: Proficiency in verbal and non-verbal communication in English and local languages. Expertise in video editing, drone operation, and photography.
- Experience: At least 5 years of experience in videography and photography, preferably with a focus on wildlife/environmental projects. Prior experience with WWF-Pakistan is a plus.

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/MMLqx64xJdH7mdkQ8>

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

- 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 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 450,000.**

