



Consultancy Ref No: 191/WRAP/NORTH/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

**Designing of Living Planet Report – Youth Edition
and associated creative assets**

Application Submission:

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

<https://forms.gle/XpZyoSsjK4HfR4af6>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	<u>2 weeks</u>
Type:	<u>Individual/Firm</u>

Background of Project & Assignment:

WWF's Living Planet Report (LPR) - Youth Edition is a flagship publication aimed at providing an assessment of the state of the world's biodiversity, ecosystems, human well-being, and role of youth in building a future where people can live in harmony with nature. In an effort to foster greater youth engagement and amplify their voices in environmental conservation, WWF is seeking the involvement of young people aged 11-17 years as contributors for the upcoming edition of the report. The primary objective of engaging young contributors is to infuse the Living Planet Report- Youth Edition with fresh perspectives, innovative ideas, and actionable insights from the next generation. This initiative aims to empower young people to actively contribute to global conservation efforts and inspire others to take meaningful actions to address climate change and biodiversity loss.

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

a. Objective of the Consultancy:

The consultant shall be responsible for the designing and overall layout of the following:

- 1 x LPR Youth Report (raw design file),

- 1 x A3 size poster summary, explaining the key points of the LPR 2024 for Youth
- 1x conversation starter pack - helping young people talk to each other and their families about the LPR 2024 for Youth and action they could take.
- 1 x LPR 2024 background for Youth launch webinar, to feature the young people who have helped bring this to life (subject to young people's desire to take part).
- 1 x communications asset pack, including all deliverables above, and imagery/video content for various platforms.
- Any other visual assets (TikTok style videos etc) that young people on the project feel would be beneficial.

b. Specific Tasks:

The consultant shall be responsible for designing and submitting an editable template of the above-mentioned creative assets including;

- The entire layout of the report, setting the theme of the report
- Designing the illustrations/infographics to fit the overall theme of the report and creative assets
- Adhering to the WWF branding guidelines including logos, color palette, and placement
- Editing and refining the graphics where needed as per feedback from the team

5) REQUIREMENTS

- At least 5 years of prior experience designing visually appealing and innovative designs
- Have excellent knowledge of recent trends in graphic designing
- Proficient in leading industry software (Adobe Photoshop, Adobe Illustrator, Adobe InDesign, Adobe Premier, Adobe After Effects, etc.) and similar technologies

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

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

https: <https://forms.gle/XpZyoSsjK4HfR4af6>

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.

1. 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 **PKR 400,000/-**