



Consultancy Ref No: 26/CEP/Central/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**SUBJECT: Climate Visionaries Programme - South
Asia**

(Consultant - Graphic Designer Required)

Application Submission:

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

<https://forms.gle/yMFQT4YfWGU7tBB36>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	<u>13 Months</u>
Type of Consultant:	<u>Individual/Firms</u>
Type: Its	

Background of Project & Assignment:

The South Asian region is home to around 1.92 billion people and has a diverse range of topography, and ethnic and cultural norms. Despite the increasing GDP of the region, in 2023 by 5.8%; the World Bank's outlook for The South Asian region, home to 1.92 billion people, faces escalating climate challenges despite GDP growth. With frequent disasters impacting 750 million individuals, urgent global climate action is crucial. A holistic approach involving governments, civil society, and regional cooperation is imperative. The current program will empower 20 civil society leaders from 4 South Asian countries, providing them with skills and knowledge for effective advocacy and collaboration on climate change issues. The program includes capacity-building workshops, formation of working groups, conferences, media outreach during COP proceedings, and post-event webinars. A virtual network will sustain collaboration beyond the program's timeline.

Through the designed agenda and plans the program will support the establishment of a cadre of likely COP participants, through capacity enhancement and strengthening South Asian Civil Society participation & climate advocacy at COP, and other public engagement activities.

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. The objective of the Consultancy:

WWF-Pakistan intends to hire a consultant to develop and design project communication-related deliverables/materials for its Climate Visionaries Program – South Asia.

b. Specific Tasks:

- Implement WWF-Pakistan’s branding policy in all communications material related to the Climate Visionaries Program (CVP).
- Support the Communications team with other branding-related tasks.
- Ensure that all publications, reports, and products are produced in line with WWF’s graphic guidelines;
- Coordinate with external partners, programs, and departments to keep track of all designing work related to the program;
- Deliver creative and innovative ideas for campaigns including the design and layout of communication materials such as banners, posters, booklets, leaflets, books, calendars, bulletins, flyers, cards, reports, etc.
- Design reports and other communication materials for printing as required. Ensure timely printing of all communications material as decided with relevant departments and programs.
- Cater to the creation of multiple design samples as per the need of the project requirements.
- Any other communications-related work required for the successful completion of the project.
- Willingness to attend 3 per week in-person consultations at the WWF-Pakistan Office in Islamabad.

4) Deliverables

- November 2024:
 1. Branding and Theme Finalization
 2. Orientation Session Preparation
 3. Development of Training Material
 4. Development of Working Group Protocols
 5. Media outreach posts design and development
- December 2024:
 1. Lightning Conversation Sessions
 2. Participant-led Sessions
 3. Application Launch Posts
 4. Media outreach posts design and development
- January to March 2025:
 1. Post-training session posts
 2. Media outreach posts design and development
- April to July 2025:
 1. Lightning Conversation Sessions designs
 2. Media outreach posts design and development
 3. Working groups & Workshops communication material development
 4. COP-30 side events communication material development
- August to September 2025:
 1. Regional and National workshops communication material development
 2. White papers and case studies design
 3. Media engagement for regional and national events
 4. Media outreach posts design and development
- October to December 2025:
 1. Regional Conference communication material
 2. Pre and Post COP sessions design and development
 3. Media engagement, posts development and outreach
 4. Final report development

5) REQUIREMENTS

- Bachelors Degree in Communication Design with majors in subjects of Advertising, Publicity and Communication Design or a degree in Graphic Designing from a recognized University;
- A minimum of 3-6 years work experience in advertising, publicity, graphic designing, or web designing preferably in conservation-related organizations;

- Strong theoretical and practical background in graphic design, including the use of design software such as Adobe Illustrator, Adobe Photoshop, In-Design, CorelDraw, Freehand and In page;
- Work experience in the development sector is desirable.
- Strong communication skills and ability to collaborate effectively with stakeholders (such as experts to co-create the learning material).
- Shows a clear and mature style of design, demonstrating an understanding of the communication requirements of WWF.
- Proven experience of graphic production from start to printed product with knowledge of printing processes (offset and digital) and color management;
- Sensitivity to climate, gender and other current social issues in Pakistan.

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/yMFQT4YfWGU7tBB36>

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.

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 2,544,000/-** However Monthly payment shall be made in equivalent Amount at the End of Each month by generating Invoice by the Consultant for the Duration of 13 Month accordingly after deduction of all taxes net payment shall be given to the Consultant.