



Consultancy Ref No: 28/TNC/Central/24-25

RFP FOR CONSULTANCY SERVICES

WWF-PAKISTAN

SUBJECT:

National Consultant— TNC Report design, print and disseminate

Application Submission:

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

<https://forms.gle/yxHwjHDpSsNHszD37>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	3 Months
Type:	Individual

Background of Project & Assignment:

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:

Pakistan's Third National Communication (TNC) on Climate Change Report serves as an essential communication tool, documenting the country's climate strategies, actions, and commitments to both national and international audiences. To maximize its impact, the TNC report requires professional design, high-quality printing, and effective distribution to key stakeholders, supporting transparency and engagement under the Paris Agreement obligations. Outcome would be a successful distribution of the printed TNC report to all identified stakeholders, with a digital version made available for a broader audience.

b. Specific Tasks:

The TNC Reporting Designer and Printing Service will be responsible for the following tasks:

1. Report Design and Layout

o Quote Requirement: Provide a quote for the design of an approximately 180–200-page report (Letter size).

o Design Development: Create a professional and visually cohesive layout that enhances readability and engagement. The design should be adaptable for both digital and print formats, maintaining quality across all mediums.

o Consistency in Formatting: Ensure uniformity in headers, subheadings, tables, and visual elements, applying best practices for readability and compliance with international standards.

o Graphic Elements: Use relevant graphics, charts, and images to present data clearly and compellingly, supporting the narrative of Pakistan’s climate actions.

o Sample Work: Submit samples of similar work previously completed to demonstrate proficiency in report design, particularly for environmental or government publications.

2. Report Printing Specifications

o Print Specifications:

§ Size: 8.5" x 11" (Letter size)

§ Pages: Approximately 180–200 pages

§ Inner Pages: Full-color printing on 128 gsm matte paper for a professional finish and durability.

§ Title Page: Full-color cover printed on 300 gsm art card with matte lamination to enhance visual appeal and durability.

§ Binding: Gum binding for durability and ease of handling.

o Quantity and Quote Requirement:

§ Provide a quote for two print quantities: 200 copies and 300 copies.

o Quality Assurance: Coordinate with the printing vendor to ensure adherence to specifications, conduct a quality check on the first batch, and adjust as necessary before full-scale printing.

3. Dispatch and Distribution of Printed Copies

o Dispatch Requirement:

§ Distribute 100 copies to a specified list of stakeholders across Pakistan, ensuring timely and reliable delivery.

o Logistics and Record-Keeping: Maintain detailed records of dispatch to ensure accountability and follow up with stakeholders as necessary.

o Digital Accessibility: Prepare a digital version optimized for online viewing, ensuring layout consistency in the digital format. Collaborate with the Ministry’s digital team to upload the report to official platforms, expanding accessibility for a wider audience.

4) DELIVERABLES

Deliverable 1: Design and Layout of TNC Report

Scope

This deliverable focuses on producing a professional and engaging design for the TNC report, enhancing readability and coherence. The design should reflect the report’s significance and ensure it is accessible to both technical and general audiences.

Key Tasks

• Design and Quote Submission: Provide a quote for the design of a 180–200-page report and submit samples of similar work to demonstrate design quality.

- Report Layout: Develop a visually appealing and cohesive layout with consistent formatting and professional graphics, charts, and images.
- Finalization for Print and Digital: Prepare the report layout for both print and digital formats, ensuring high-quality results across mediums.

Expected Outcome

A professionally designed TNC report ready for final review, reflecting the country's climate narrative and adhering to design best practices.

Payment Weightage: 30%

Approval Required: National Project Director, Ministry of Climate Change and Environmental Coordination (CC&E Wing)

Deliverable 2: Finalized Printed Copies of TNC Report

Scope

The second deliverable entails producing high-quality printed copies of the TNC report according to specified requirements and ensuring they meet the expected standards for stakeholder engagement.

Key Tasks

- Print Specifications Compliance:
 - o Size: 8.5" x 11" (Letter size)
 - o Inner Pages: Full-color, 128 gsm matte paper
 - o Title Page: Full-color on 300 gsm art card with matte lamination
 - o Binding: Gum binding for durability
- Quantity and Quote Submission: Provide quotes for both 200 and 300 copies.
- Quality Control: Review the first printed batch to ensure adherence to specifications, adjusting as necessary before completing the full print run.

Expected Outcome

High-quality printed copies of the TNC report, produced and ready for distribution, with approval from the Ministry of Climate Change and Environmental Coordination (MoCC&EC).

Payment Weightage: 35%

Approval Required: National Project Director, Ministry of Climate Change and Environmental Coordination (CC&E Wing)

Deliverable 3: Distribution and Dissemination of TNC Report to Stakeholders

Scope

This deliverable focuses on the organized distribution of printed TNC reports to identified stakeholders, ensuring timely delivery and accessibility to key national and international entities involved in climate action.

Key Tasks

- Dispatch to Stakeholders: Distribute 100 copies to a list of specified stakeholders across Pakistan, ensuring timely and documented dispatch.
- Digital Accessibility: Prepare and support the digital dissemination of the report for broader accessibility, coordinating with the Ministry's digital team to upload on official platforms.
- Record-Keeping and Reporting: Maintain comprehensive records of distribution activities, including dispatch confirmation, delivery tracking, and follow-up communication as needed.

5) REQUIREMENTS

The consultant should meet the following criteria:

- Demonstrated experience in designing, printing, and distributing professional reports, ideally in the environmental or government sector.
- Proficiency in design software, such as Adobe InDesign and Illustrator, with experience in preparing high-quality print-ready and digital documents.
- Proven ability to coordinate with printing vendors, ensuring compliance with quality and timeline requirements.
- Strong organizational and logistical skills for managing report distribution to stakeholders across 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/yxHwjHDpSsNHszD37>

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: **USD 4,330/-**