



Ref No:52/APWASI/North/24-25

# **RFP for Consultancy Services-WWF Pakistan**

## **Subject:**

**Hiring of Consultancy Firm/ Individual for Photography and Video  
Production for the Australia-Pakistan Water Security Initiative**

### **Application Submission:**

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

<https://forms.gle/zGq2gRUHyuFRCxhM9>

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## RFP – CONSULTANCY SERVICES

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## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: 02 months, Days starting from 15 January 2025 till 15 March 2025

This document outlines the terms of reference (TOR) for the hiring of Consultant/s (hereinafter referred to as the consultant) by WWF Pakistan, hereinafter referred to as the Employer. The consultant is being hired for the 'Photography and Video Production for the Australia Pakistan Water Security Initiative'.

APWASI is a four year (2021-2025) Australian Aid funded project that aims to strengthen cooperation between Australia and Pakistan on urban water resources management. WWF-Pakistan is the main implementing partner of the project and other collaborating partners are the International Water Management Institute (IWMI) and Hydrology and Risk Consulting (HARC).

Pakistan is one of the most vulnerable countries due to climate change. Water resources of Pakistan have been subjected to instabilities due to unpredictable rains, snowfalls, droughts and other changes in weather patterns. Contextually, APWASI aims at drawing on a broad range of Australian good practices on Water Sensitive Urban Design (WSUD)/ Water Sensitive Cities approach (WSCs) for Pakistan. WSCs is a nature-based approach that focuses on holistic management of the integrated water cycle in order to make cities liveable, resilient, sustainable, and productive.

In particular, the project aims to; (a) Improve access to safe water and sanitation services for two disadvantaged communities in the twin cities of Islamabad and Rawalpindi, (b) Ensure community resilience to climate change and other water related shocks, and (c) Build capacity of key stakeholders about the water use and conservation.

## 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 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.

### 3) PURPOSE OF CONSULTANCY

The purpose of this consultancy is to visually and effectively document and communicate the outcomes of the project's implementation of the Water Sensitive Cities (WSCs) approach in Farash Town (Islamabad) and James Town (Rawalpindi). The aim is to develop impactful knowledge products, such as photos, videos, and audio narratives, that highlight the project's success and value in enhancing community resilience to climate-induced hazards.

### 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:

1. **Video Documentary**

Produce one (1) 10-minute video documentary about the project. The documentary should be created in two versions:

- Version 1: English voiceover with Urdu subtitles
- Version 2: Urdu voiceover with English subtitles

2. **Teaser Video**

Produce one (1) 30-second teaser video for the 10-minute documentary. The teaser should also be created in two versions:

- Version 1: English voiceover with Urdu subtitles
- Version 2: Urdu voiceover with English subtitles

3. **Behind-the-Scenes (BTS) Videos**

Produce three (3) BTS videos showcasing the WWF-Pakistan team working in the field. Each video should be between 30 and 60 seconds. English and Urdu subtitles will be included in all videos.

4. **Photography**

Capture 80 high-resolution photos, each with a caption. The photos should effectively document the impact and results of the project and will be used for project visibility materials. Branding must be ensured in all photographs.

- At least 5 photos per intervention, including wide angle shots, top/overhead/aerial shots, and close-up shots.
- 5–10 photos that tell human-interest stories
- 5–10 photos documenting community-based organization (CBO) meetings, awareness sessions, and water club sessions.

5. Consent forms must be signed by people featured in photos and videos.

**Technical Requirements:**

All videos and photos should be optimized for presentation on large screens at conferences as well as for digital media platforms such as YouTube, Facebook, Instagram, Tiktok and other mobile internet applications.

**Final Deliverables:**

1. One 10-minute Video Documentary (Urdu & English Versions)
2. One 30-second Teaser Video (Urdu & English Versions)
3. Three 30 to 60 seconds long BTS Videos
4. 80 High-Resolution Photos

## 5) PROJECT/ ASSIGNMENT TIMELINE

The assignment must be completed as per the following timelines:

Month	One Documentary	One Teaser	Three BTS Videos	80 HR Photos
January				
February				
March				

## 6) REQUIREMENTS

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

Minimum requirements

- **Education:** The consultant should have a Bachelors Degree in Media Studies, Communication Studies, Journalism Studies, Computer Arts, Social Sciences or any other related field.
- **Experience:** Minimum two years or more experience in producing development work related documentaries for organizations, International NGOs, development sector or donor agencies with the aim of reaching out to both local and international audiences.
- **Skills/ language:**
  - Professional experience of filming, graphic designing, animation and editing and familiarity with different video formats, conversions and sharing skills.
  - Professional experience with software such as Premiere, Avid, Flash, AfterEffects, Photoshop etc. for editing.
  - Good skills of video lighting, color grading, rendering and sound design.
  - Good local knowledge of regions in Pakistan and proficiency in English, Urdu, and Punjabi.
  - Strong technical capacity (state of art filming equipment) to ensure smooth and high-quality production of the documentary.
- Additional experience in development sector communication will be an added advantage.

## 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/zGq2gRUHyuFRCxhM9>

### 2. If Any Queries may send through Email by attention to the Following:

**To:** Faiza khan ([fakhan@wwf.org.pk](mailto:fakhan@wwf.org.pk))

**Cc:** Muzzammil Ahmed ([mahmed@wwf.org.pk](mailto:mahmed@wwf.org.pk))

The RFP submission deadline mentioned on WWF-Website.

5. 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

- a. **Application Form available at WWF-Website** - General information about the Bidder, covering  
,qualification, experience and CV.
- b. **Experience:**
  - i. **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.
- c. **Proposal outlining scope of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- d. **Provide list of already developed portals**
- e. **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- f. **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.

- i. Technical Proposal 70%
- ii. Financial Proposal 30%

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

Qualifications (maximum 30 points)

1. Experience relevant to the assignment (maximum 30 points)
  2. Adequacy of the proposed methodology and work plan (maximum 20 points)
  3. Skills & Competencies for the assignment (maximum 10 points)
  4. 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 1.8 Million**