



Consultancy Ref No: 56/Conservation/Central/24-25

# RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**Subject:**

**Development of the knowledge products success stories, infographics, case studies, and scientific reports of the ranger community DRR project**

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**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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## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: January 15, 2025- February 28, 2025  
Type: Individuals

### **Background of Project & Assignment:**

WWF-Pakistan, through its "Community Disaster Rescue Centre Pakistan" project, focuses on enhancing the resilience and adaptive capacity of vulnerable communities and wildlife rangers in flood-prone areas along the Indus River belt in Punjab, Pakistan.

The current assignment aims to engage consultants to develop case studies, stories, fact sheets, and report summaries. It also seeks to improve the content's quality, structure, readability, consistency, and accuracy.

Additionally, the consultancy will create case studies and stories that address gender-specific challenges, emphasizing the human-interest aspect.

## 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 the 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, 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:**

The main goal of this assignment is to ensure that all written materials meet the highest editorial standards. The consultant will be responsible for the development of case studies, fact sheets, research articles, and success stories, and summarizing the research report and findings. Additionally, the consultant will compile research data and enhance the content's overall quality, structure, readability, consistency, and accuracy, ensuring it aligns with WWF's tone and style.

**b. Specific Tasks:**

The consultancy firm/company or individual is expected to undertake the following tasks:

- Draft case studies and stories related to the conservation projects.
- Draft stories and updates for the newsletters, Natura, and Panda Post carrying key success of the project
- Develop a case study on the training of wildlife and fisheries departments on DRR and the first aid responses
- Compile and collate research data and findings.
- Fact sheets of selected projects, summarizing project objectives, methodologies, outcomes, and impacts.
- Write success stories highlighting the project's achievements.
- Write, edit, and proofread research reports, and articles.
- Any other tasks assigned by the project manager

#### 4) Deliverables

The editor will be responsible for delivering the following:

- Compiled and collated versions of research data and findings.
- Drafting case studies and success stories of projects focused on conservation and biodiversity
- Draft report and case studies using the data and interview responses the project provided.
- Stories and updates for the newsletters, Natura, and Panda Post carrying key success of the project
- Develop a case study on the training of wildlife and fisheries departments on DRR and the first aid responses
- Edited and proofread versions of research reports, stories, and case studies
- A summary report or visual presentation of key research findings (e.g., infographics, charts).
- Fact sheets of selected projects, summarizing project objectives, methodologies, outcomes, and impacts.

All information generated will be the exclusive property of WWF, with the consultant prohibited from using or sharing it beyond the assignment's scope. This work serves WWF's conservation efforts and remains confidential, with strict copyright and confidentiality agreements in place.

The consultant must be in the office two days a week to collaborate and work closely with the project team.

#### 5) REQUIREMENTS

**a. Qualification**

The ideal candidate should possess the following qualifications:

- Well-reputed individual capable of undertaking the desired assignment as described in the Scope of work.
- Excellent skills in conveying complex concepts through impactful design elements, creating an immersive learning experience.
- Prior experience working with WWF would be an advantage.

**b. Eligibility**

- Excellent writing and editing skills
- Strong abilities of qualitative and quantitative skills
- Prior experience in writing research articles, case studies, stories, developing knowledge and visibility material

### c. Experience

- Experience in editing and summarizing the project reports
- Proven and demonstrated experience in complex writing.
- Experience working in a team.

### Required documents

Interested individual consultants/consultancy must submit the following documents/information to demonstrate their qualifications:

- Proposal: Explaining why they are the most suitable for the work, and previous work experiences;
- Profile of the applicant
- Financial proposal (including fee, travel cost (if any), and other relevant expenses)
- Curriculum Vitae of the team lead engaged in the Project

## 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/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 is 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 work plan
  - 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 fulfillment of the Project. All documents issued and information given to the BIDDER shall be treated as confidential.

## 11) BUDGET

The total Budget for this activity inclusive of all taxes and Out-of-pocket expenses is **PKR 200,000/-**