



Consultancy Ref No: 76/CEP/Central/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Technical Training Session on Communications and
Media Engagement

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

<https://forms.gle/HD8x6J1EoQUyByXx6>

RFP – Consultancy Services

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: 6 months
Type: Individual

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 25 mid-senior to senior level civil society climate leaders from 4 South Asian countries [Bangladesh, India, Pakistan and Sri Lanka], providing them with skills and knowledge for effective advocacy and collaboration on key climate change issues. The program includes capacity-building workshops, formation of working groups, conferences, media outreach during international events, and post-event webinars. Select participants will attend COP 30. A virtual network will be developed to sustain collaboration beyond the program's timeline.

The current activity is part of the 8 scheduled training sessions that have been designed to develop the capacities of cohort members on key thematic areas on climate change.

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:

WWF-Pakistan seeks a consultant to design and deliver a training session on **communications and media engagement**, focusing on strategies for effectively communicating climate issues and engaging with media and other stakeholders to raise awareness and drive action. The training will be delivered to 25 to 30 mid-senior to senior level climate leaders from Bangladesh, India, Sri Lanka and Pakistan.

b. Specific Tasks:

1. Develop Training Materials

• Research and Content Development:

PowerPoint or other multimedia presentations to explain complex climate-related concepts. Include relevant visuals (graphs, charts, infographics) to help explain data trends and patterns. Develop quizzes and interactive questions for engagement.

• Create Handouts and Reading Materials:

Prepare comprehensive handouts summarizing key concepts and takeaways from the training. Design worksheets or infographics that participants can use as quick references. Coordinate with WWF-Pakistan's communication's team to design final material.

2. Develop a Post-Training Assessment

- Develop assignments/questions that assess participants' understanding of the training session concepts.
- Design practical tasks where participants must analyze information and provide recommendations based on their findings.
- Develop a clear criterion for evaluating the assignments and scoring participant submissions.

3. Deliver Virtual Training

- Lead the virtual session by presenting the materials in a clear, engaging, and structured manner.
- Encourage participant interaction through live polls, Q&A, and group activities.
- Guide discussions to ensure a deep understanding of session objectives.
- Respond to participant questions and comments promptly.
- Use breakout rooms or a segment of the session for hands-on activities to deepen engagement on specific topics.

4) Deliverables

- **Develop Training Materials:** Create tailored presentations, handouts, case studies, data exercises for the training session focused on communications and media engagement.
- **Develop a Post-training Assessment:** Create and mark an assignment to be completed by the cohort members after the training session.
- **Deliver Virtual Training:** Lead an engaging and interactive session on communications and media engagement, tailored to the needs of the participants.

Deliverable	Timeline
Training Material Content Outline	26 February 2025
Training Material [Presentations, Handouts, Case Studies, Audio-visuals] & Assessment Material - First Draft	12 March 2025
Training Material [Presentations, Handouts, Case Studies, Audio-visuals] & Assessment Material - Final	19 March 2025

Virtual Training Delivery	29 April 2025
Scoring of the Post-training Assessment Submitted by Participants	2 May 2025

5) REQUIREMENTS

- a. MS or PhD in Communications, Journalism, Public Relations, Environmental Advocacy, or a related field.
- b. 12-14 years of experience in communication strategies, media engagement, and public relations, particularly in the context of climate change.
- c. Proven track record in designing and delivering media and communication training, with an understanding of digital and traditional media landscapes.
- d. Expertise in messaging, media relations, social media strategies, and building effective narratives around climate change.
- e. Ability to simplify complex climate issues for non-expert audiences.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

- f. Strong facilitation skills for leading virtual training sessions and encouraging interactive discussions.

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

<https://forms.gle/HD8x6J1EoQUyByXx6>

1. 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.

2. 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

The total budget for this activity, inclusive of all taxes and out-of-pocket expenses, amounts to USD 2,500/-. Payments will be made according to the deliverables, and after the applicable taxes are deducted, the net payment will be provided to the Consultant. Please note that international fund transfers may take longer to process due to conventional banking systems, and delays should be expected.