



Consultancy Ref No: 93/BMZ/South/24-25

# **RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN**

SUBJECT:

**Evaluation of Different Approaches to Mangrove  
Reforestation and Rehabilitation in the Indus Delta**

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# HIRING OF CONSULTANT



WWF-Pakistan is looking for qualified and experienced consultants for the purpose of the project titled " **Evaluation of Different Approaches to Mangrove Reforestation and Rehabilitation in the Indus Delta**". Interested consultants who meet the eligibility criteria are encouraged to review the detailed Terms of Reference (TORs) available on the WWF-Pakistan website:

<https://wwf.org.pk/consultancy/>

To address any queries, please contact us at **mahmed@wwf.org.pk**.

The deadline for submission is **17<sup>th</sup> April 2025** at **17:00** hours.

**Sealed Technical and Financial Proposal shall be submitted by mentioning Title on Envelope on below Address**

**Manager Procurement & Consultancies  
WWF-Pakistan Head Office, Inside Ali Institute  
Ferozepur Road Lahore**

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## 1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	2 Months (April 15, 2025, to June 15, 2025)
Type:	Individual/Firms

### Background of Project & Assignment:

WWF Pakistan, founded in 1970, is the most significant independent nature conservation NGO in Pakistan, with over 20 offices nationwide and an average annual budget of 5.06 million euros, mainly financed by private and public funding. WWF Pakistan has a mission to preserve the country's incredible biodiversity and natural resources through the aforementioned practices. Since its inception, WWF Pakistan has implemented over 200 projects and programmes. WWF Pakistan collaborates closely with local and national partners, the government, private sector partners, researchers, and communities.

The World Wide Fund for Nature-Pakistan (WWF-Pakistan) has been implementing the "Sustainable Mangrove Management and Community Development in the Indus Delta II" project in 36 villages across Ketu Bunder, Khari Chan, and Shah Bunder. The project aims to restore mangrove ecosystems, enhance community resilience, and promote sustainable management of natural resources. As the project nears its completion in December 2024, an external final evaluation is required to assess the project's impact, sustainability, and lessons learned.

**Brief Project Description:** The Project "Sustainable Mangroves Management and Community Development in Indus Delta-II" is the continuation of phase I. The project is being implemented in 36 villages of the lower Indus delta, comprising the sites of Ketu Bunder, Khari Chan, and Shah Bunder. The inhabitants of the project area are extremely impoverished and vulnerable to the impacts of climate change. Most of them earn their livelihood exclusively from fishing and the natural resources of the mangrove ecosystem. The mangroves are used for firewood, construction timber, animal grazing and feed, the harvesting of crabs and mollusks, and other purposes. Decades of continuous overexploitation resulted in severe loss and degradation of the Indus Delta mangroves. Lack of resources and coordination between relevant authorities further hinder the adequate protection of mangroves, despite their legal guardian. Frequent climate-induced natural disasters like cyclones and, lately, the impact of the Covid-19 pandemic have exacerbated the local population's poor living conditions.

Community-based natural resource management was introduced in 8 mangrove areas the communities organized themselves

## 2) GENERAL CONDITIONS

to protect their mangroves. They introduced a rotating livestock grazing system to protect the mangroves from overexploitation and young mangrove sprouts from destruction for the first time. Alternative livelihood opportunities, improved value chains, and village development measures reduced poverty and increased the resilience of the local population.

- 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

#### **Objective of the Consultancy:**

This study aims to comprehensively evaluate the reforestation and rehabilitation efforts in the Indus Delta, identifying the successes and challenges of various approaches. It will assess the stabilization of mangrove ecosystems across eight project clusters by measuring changes in density classifications (dense, medium, or sparse). Additionally, the study will examine the effectiveness of reducing unsustainable mangrove use, specifically through a 15% reduction in grazing pressure on mangroves by camels and buffaloes, as well as the impact of alternative fodder sources on forage demand. The assessment will also focus on the rolling grazing system, including the development of eight cluster-based grazing plans and the integration of at least 7,000 hectares into the rotating grazing framework. Sustainable resource management efforts will be evaluated by examining the establishment of 35 hectares of alternative fodder plantations. The study will also investigate community participation and governance structures in mangrove rehabilitation, ensuring the engagement of local stakeholders in long-term conservation efforts.

In addition, the research will provide actionable recommendations for scaling up mangrove restoration and conservation initiatives, covering policy, technical, and financial considerations. Best practices and lessons learned from the project will be identified to inform future efforts. The study will also evaluate the impact of erosion on mangrove plantations, particularly at the BMZ plantation site, and estimate the annual erosion rate of the Indus Delta. Furthermore, the impact of estuarine set bag nets on mangrove regeneration will be analyzed. A biodiversity assessment will also be conducted to calculate the actual percentage of four key mangrove species and associated biodiversity, while also identifying potential threats to the entire mangrove ecosystem of the Indus Delta. The study will further assess the impact of large-scale plantation campaigns, identify potential sites for further mangrove restoration, and recommend effective plantation methods. Lastly, a comprehensive evaluation report will be developed for dissemination to stakeholders, informing future conservation strategies.

Another key focus will be the expansion and effectiveness of community-based mangrove management, including the inclusion of 18 new villages, the formation of two new Mangrove Management Units (MMUs), and the overall increase in participating communities to 36, organized into eight MMUs. The study will analyze the functionality of these MMUs, assessing member elections, training sessions, official recognition by the Sindh Forest Department, and monitoring consistency as documented in MMU and WWF-Pakistan records. Furthermore, the research will evaluate the long-term management of 17,000 hectares of mangroves from the first project phase, in conjunction with the community-led expansion to an additional 13,000 hectares across eight clusters.

#### **a. Scope of Work:**

- Develop a list of past, present, and planned Mangrove projects in the Indus Delta and species-wise number of plants planted by each project.
- Conduct field visits to selected mangrove conservation sites to assess current status and impacts, meet with local communities, project stakeholders, and conservation organizations to gather information and insights.
- Identify and document best practices, lessons learned, and success stories from mangrove conservation initiatives.
- Review and analyse the project's key performance indicators as outlined in the proposal, ensuring alignment with the objectives developed for the consultancy. This includes evaluating the effectiveness of mangrove conservation, community-based management, and sustainable resource utilization.
- Assess the stabilization and health of mangrove clusters, reduction in unsustainable use, expansion of management units, implementation of grazing systems, and the effectiveness of alternative fodder and firewood plantations.
- Findings should be based on both qualitative and quantitative data, incorporating field assessments, stakeholder consultations, and documentary evidence.

- Assess the impact of increased mangrove cover on the livelihood of the local community (e.g. Shrimps, crabs, fish spp, etc) associated with mangroves.
- Provide recommendations for future mangrove conservation initiatives based on evaluation findings, and identify areas for improvement and suggest strategies for addressing these areas.
- Prepare a comprehensive evaluation report detailing findings, conclusions, and recommendations, and present evaluation findings to WWF-Pakistan staff and stakeholders.
- Assess the success of various reforestation and rehabilitation approaches employed in the Indus Delta and identify the drivers of any failures.
- Assess the stabilization of mangroves across eight project clusters, measuring improvements in overall health based on density classifications (dense, medium, or sparse).
- Evaluate efforts to reduce unsustainable mangrove use by assessing grazing pressure, verifying a 15% reduction in grazing days for camels and buffaloes, and analysing the impact of alternative fodder sources on forage demand.
- Assess the expansion and effectiveness of community-based mangrove management by evaluating the inclusion of 18 new villages, the formation of two new Mangrove Management Units (MMUs), and the overall increase in participating communities to 36, organized into eight MMUs.
- Analyse the functionality of all eight MMUs, including member elections, trainings received, official recognition by the Sindh Forest Department, and the consistency of mangrove monitoring as documented in MMU and WWF-Pakistan records.
- Evaluate the continued management of 17,000 ha of mangroves from the first phase and the expansion of community-led management to an additional 13,000 ha across eight clusters.
- Assess the maintenance and expansion of the rolling grazing system by evaluating the development of eight cluster-based grazing plans and the inclusion of at least 7,000 ha within the rotating grazing system.
- Evaluate the establishment of 35 hectares of alternative fodder plantations for stall feeding and the cultivation of fast-growing trees for firewood and timber as part of sustainable resource management efforts.
- Assess community participation and governance structures in mangrove rehabilitation, including the role of local stakeholders in long-term conservation.
- Provide actionable recommendations for scaling up mangrove restoration and conservation initiatives, including policy, technical and financial considerations.
- To identify best practices and lessons learned from the project.
- Identify the impact of erosion on the planted mangroves, particularly the BMZ plantation site, and in general, all the plantation sites of the Indus Delta, and evaluate the annual erosion of the Indus Delta.
- Evaluation of the impact of "Estuarine Set bag nets on the regeneration potential of mangroves.
- Calculate the actual percentage of the four mangrove species and their associated biodiversity, including the relevant potential threats for the entire mangrove area of the Indus Delta.
- Assess potential impacts of massive plantation drives/campaigns in the Indus Delta.
- Identify potential sites for further mangrove plantation and provide effective methods for implementation.
- Develop a comprehensive evaluation report for further dissemination to stakeholders.

**b. Methodology**

- Literature review of previous studies, reports, and project documents.
- Field surveys and sampling to assess mangrove health and survival rates.
- Surveys to evaluate community involvement and benefits.
- GIS and remote sensing techniques to analyse land cover changes.
- Key informant interviews and focus group discussions with stakeholders.
- Conduct meeting with the Sindh Forest Department and other relevant stakeholders

**c. Review of Project Documents and Baseline Data:**

- Review project documents, reports and baseline data to understand project objectives, activities and achievements.

**d. Data Collection:**

- Collect data in the Indus Delta from the Sindh Forest Department and other relevant stakeholders using historical data (up to 2 to 3 decades).
- Conduct focus group discussions (FGDs) and key informant interviews (KIIs) with community representatives, local government agencies, CSOs and project partners.
- Gather qualitative and quantitative data on mangrove cover, as well as qualitative data on community resilience, socio-economic conditions, and institutional and management arrangements.

**e. Data Analysis:**

- Analyse the collected data to assess changes in mangrove cover and best practices

**f. Stakeholder Consultations:**

- Conduct consultations with key stakeholders, including community representatives, local government agencies, CSOs and project partners to gather qualitative insights and feedback.
- Present preliminary findings to stakeholders and incorporate their feedback into the final report.

#### 4) Deliverables

- Outline of the study methodology, work plan and timeline.
- Draft report will be shared with preliminary findings and recommendations
- A Comprehensive Mangrove Project Inventory detailing past, present, and planned mangrove projects in the Indus Delta, including species-wise plantation data and total trees planted.
- A Best Practices and Lessons Learned Report summarizing successful reforestation efforts, key lessons, best practices, and factors contributing to project failures.
- An Assessment of Mangrove Stabilization, Resource Use, and Community Management evaluating mangrove health, reduction in unsustainable practices, MMU expansion and functionality, grazing systems, and alternative fodder and firewood plantations, based on field data, stakeholder consultations, and document reviews.
- An Evaluation of Mangrove Expansion's Impact on Local Livelihoods, analysing its effects on shrimp farming, crab harvesting, fish species diversity, and alternative conservation-driven income sources.
- An Analysis of Erosion and Environmental Impacts focusing on the BMZ plantation site and broader Indus Delta, estimating annual erosion rates via field data and remote sensing, and assessing the effects of estuarine set bag nets on mangrove regeneration.
- A Species Composition and Biodiversity Assessment calculating the percentage of four key mangrove species, analysing biodiversity, and identifying ecological threats to long-term sustainability.
- A Community-Based Conservation and Governance Review tracking MMU expansion to 36 communities, evaluating governance, Sindh Forest Department recognition, and the effectiveness of mangrove monitoring.
- A Strategic Recommendations Report providing policy, technical, and financial strategies for scaling mangrove conservation, identifying new plantation sites, and improving reforestation methods.
- A Final Evaluation Report and Stakeholder Presentation consolidating findings into a structured document with maps, graphs, and data visualizations, alongside a PowerPoint presentation for WWF-Pakistan and stakeholders.
- Comprehensive report including detailed analysis, conclusions and recommendations.

#### 5) REQUIREMENTS

- Master's in GIS/RS, Forestry, Rural Development, Environmental Sciences, or any other relevant discipline
- Demonstrated experience of 5-7 years in forestry project evaluations, strategies in environmental conservation, community development or natural resource management projects.
- Expertise in participatory approaches and stakeholder engagement, especially with local communities and government and non-government organizations.
- Strong analytical skills and familiarity with GIS and remote sensing or any other relevant tools.
- Fluency in English, Urdu and Sindhi languages.
- Cultural awareness and sensitivity to gender issues.
- Experience in providing quality technical reports.
- Knowledge of WWF's work globally and regionally is an asset
- Expertise in coastal ecosystem management and mangrove conservation.
- Experience in ecological field assessments and socio-economic research.
- Proficiency in GIS and remote sensing applications for ecosystem monitoring.
- A track record of publishing in peer-reviewed scientific journals.

#### 6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

**Application Submission:**

Interested consultants who meet the eligibility criteria are encouraged to review the detailed Terms of Reference (TORs) available on the WWF-Pakistan website:

<https://wwf.org.pk/consultancy/>

To address any queries, please contact us at **mahmed@wwf.org.pk**.

The deadline for submission is **17<sup>th</sup> April 2025 at 17:00** hours

1. 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.

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

## 11) BUDGET

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 Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are