



Consultancy Ref No: 90/FW/South/24-25

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

## **SUBJECT:**

Technical Expert for the study on Repurposing Agricultural Subsidies in Pakistan: Key Crops Case Study for Nature-Positive Impact

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**Application Submission:** 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>

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## 1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	<u>4 months</u>
Type:	<u>Individual</u>

### Background of Project & Assignment:

Pakistan's agricultural sector, while critical for food security and livelihoods, continues to rely heavily on subsidies that contribute to ecological degradation and unsustainable practices. These Environmentally Harmful Subsidies (EHS) particularly those associated with key crops such as wheat, rice, and maize encourage excessive use of water, fertilizers, and fossil fuels. This results in soil erosion, groundwater depletion, methane emissions, and the displacement of traditional, more sustainable crop varieties.

Despite global commitments under frameworks such as the Convention on Biological Diversity (CBD) and the Kunming-Montreal Global Biodiversity Framework (GBF) which call for reform of EHS by 2025, to reduce them by at least \$500 billion each year by 2030. Pakistan's existing strategies, including the National Biodiversity Strategy and Action Plan (NBSAP) and updated Nationally Determined Contributions (NDCs), noted the EHS but provided only limited reference to it.

The current assignment is part of a broader effort to generate empirical evidence for informing policy reforms and aligning Pakistan's agricultural subsidy system with sustainability targets. By grounding advocacy in robust data and localized analysis, this assignment aims to support long-term reforms that repurpose harmful subsidies to reduce emissions, promote biodiversity, and enhance resource 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 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 intends to on-board a consultant to provide technical expertise in analyzing the environmental, social, and economic impacts of subsidies on wheat, rice, and maize in Pakistan. The consultant will support the development and implementation of the study design including but not limited to the data analysis apply econometric models, and contribute to the development of a policy-ready final case study and repurposing recommendations.

#### b. Specific Tasks:

##### Study Design and Methodological Guidance

- Lead the co-design of the overall study research methodology, including sampling strategy, data collection instruments, and mixed-methods approach.
- Ensure alignment of study design with project objectives related to environmentally harmful subsidies, biodiversity, and emissions.

##### Tool Development and Pre-Testing Oversight

- Develop survey questionnaires, FGD guides, and stakeholder consultation templates focused on input and output use, subsidy structures, and ecological impacts, in consultation with the team.
- Provide technical input during pre-testing and refine tools based on field feedback for consistency and depth.

##### Data Analysis and Econometric Modelling

- Lead the analytical process using SPSS and Stata, including regression analysis and other econometric models to assess the impact of subsidies on environmental indicators.

##### Knowledge Product Development

- Co-author key analytical sections of the final case study, ensuring robust interpretation of findings.

##### Stakeholder Engagement and Workshop Support

- Provide technical input into the design and delivery of the national stakeholder consultation workshop.
- Support synthesis of stakeholder insights and integration into the final policy brief and recommendations.

##### Quality Assurance and Advisory Support

- Offer continuous advisory support to ensure scientific integrity and methodological soundness throughout the project lifecycle.
- Participate in regular coordination meetings with WWF-Pakistan to review progress and validate interim outputs.

### 4) Deliverables

- **Study Design Framework:** A finalized study design document detailing methodology, sampling frame, tools, and analytical approach for assessing the impact of subsidies on wheat, rice, and maize.
- **Validated Data Collection Tools:** Final versions of survey questionnaires, FGD guides, and stakeholder consultation instruments, refined through pre-testing and expert review.
- **Draft Analytical Sections:** Consultant-contributed sections for the case study report covering key findings, econometric analysis, and quantitative extrapolations for repurposing subsidies.
- **Stakeholder Workshop Materials:** Technical materials for the validation workshop including presentation slides, synthesis notes, and a feedback integration summary.
- **Final Technical Inputs to Case Study & Policy Brief:** Reviewed and finalized technical content for both the donor-ready case study report and associated policy brief, including impact visuals and actionable recommendations. Field

### 5) REQUIREMENTS

- Advanced degree (MS or PhD) in Environmental Economics, Agriculture, Public Policy, or a related field.
- At least 10-12 years of experience in agricultural policy, subsidy analysis, and environmental sustainability, with a focus on biodiversity and nature-positive approaches.
- Proven expertise in designing and implementing research methodologies, including FGDs, surveys, and KIIs, for complex policy studies.
- Strong understanding of Pakistan's agricultural sector, including its subsidy frameworks, environmental impacts, and alignment with national and international sustainability goals (e.g., NBSAPs, NDCs).
- Ability to synthesize technical information into accessible, policy-relevant reports and presentations for diverse

### 6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

stakeholders.

1. **Application Submission:** 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>

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.

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

The total budget for this activity, inclusive of all taxes and out-of-pocket expenses, amounts to PKR 850,000/-. Payments will be made according to the deliverables, and after the applicable taxes are deducted, the net payment will be provided to the Consultant.