



Consultancy Ref No: 96/Feshwater/Central/24-25

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

## **SUBJECT:**

**Mapping of Stakeholders in Faisalabad, Lahore and Rahim Yar Khan and devising a communication strategy for Citywide Partnership Forum**

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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:	From signing of Contract (25 April 2025 to 25 June 2025)
Type:	Individual

### Background of Project & Assignment:

WWF-Pakistan is supporting the Inditex in collaboration with WWF-International in implementing the transformational plan through collective actions. The transformation plan is a contribution and support to sustainability road map for Inditex supply chain. It is based on increase in the environmental requirements focusing on reduction in water, energy and chemicals and associated impacts to the environment rolled out through Green to Wear standard for 2024-2027 and Care for Water Program. WWF-Pakistan will be working in the catchment areas important for Inditex supply chains for promoting nature-based solutions for water challenges and provide training for the sustainability of initiatives. The assignment is part of initial stakeholder analysis and need assessment in connection to existing forum of Citywide partnership in Lahore, Faisalabad and Rahim Yar Khan.

## 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:

- The objective of the consultancy is Mapping and training need assessment of the Stakeholders in catchment areas of Faisalabad, Lahore and Rahim Yar Khan and developing a theory of change along with required communication strategy for achieving the results.

### b. Scope of Work:

- The consultant will be responsible for the following activities
- Mapping of stakeholders for Citywide Partnership Forum in Lahore, Faisalabad and Rahim Yar Khan

- SWOT analysis of stakeholders in targeted locations
- Develop theory of change and Communication strategy of Citywide Partnership Forum
- Training need assessment of Citywide partnership stakeholders

#### 4) DELIVERABLES

- Inception Report
- Stakeholder Mapping
- Training Need Assessment
- Theory of Change and communication strategy

#### 5) REQUIREMENTS

##### a) Qualification

- The candidate should be fresh graduate or enrolled in a relevant Bachelors Degree Programme in a recognized University. Experience in drafting reports, content writing, SWOT analysis and case study development on water issues will be preferred

##### b) Eligibility

- Proficient in different outreach and communication tools
- Familiarity with digital presentation tools and software for creating engaging and interactive presentations.
- Excellent communication skills, both written and verbal.
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#### 6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

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. Interested consultants should submit the Proposal and can send their Queries 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))
3. The RFP submission deadline mentioned on WWF-Website.
4. 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 Punjab.

**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)
- 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
- Any legal or technical certification required for the task

Note: Late/ incomplete submissions will not be accepted. Only three (03) top-ranked consultants 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

Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are: 250,000/- PKR