



Ref: 97/FW/Central/24-25

# ToRs for Consultancy Services-WWF Pakistan

## Subject:

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**Consultancy Services for the Development of Communication Material, Dissemination of Information and Project Visibility for GSK-WWF Partnership for Pakistan Programme**

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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>

## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services  
Duration of assignment: 01 Years starting from 01 June 2025 to 31 May 2026

WWF-UK and GSK have partnered with a vision to **drive a transformation towards a nature-positive pharmaceutical sector which helps nature and people thrive** and a clear goal to **Catalyse the scale up of nature positive approaches to protect and restore freshwater ecosystems, benefitting biodiversity and local communities**. WWF-Pakistan has become a member of this partnership and has been awarded a place based project under the umbrella of same partnership titled as **“Building Water-Sensitive Societies: Collaborative Solutions for Freshwater Resilience and Sustainability”**. This project is focused on Indus Delta and Basin in Pakistan with major implementation in Karachi and Lahore.

This place-based project aims to restore and protect nature through better water management and sustainable industry practices. Enhance climate resilience and water use efficiency in Karachi and Lahore. For the benefit of people, nature and business resilience. The programme focuses in two key areas: Karachi city and the surrounds, (Sindh) and Lahore city (Punjab). It prioritizes water resource conservation through replenishment, nature-based water treatment solutions, the promotion of water stewardship and good WASH practices among vulnerable communities. In addition, it aims to drive Collective Action with participation from across sectors (Industry, government, academia and communities or civil society organisations [CSOs]) to address the shared water issues in both Karachi and Lahore and build scale and broader impact. The programme will be underpinned by research in order to guide the most effective interventions both on the ground and at a policy level.

## 2) PURPOSE OF CONSULTANCY

The purpose of this consultancy is to execute a comprehensive media and communication plan to assist the activities of this project as well as effective visibility of the project interventions, outcomes and achievements throughout the course of implementation of the project. For this, number of activities such as events, promotion of communication materials, exposure visits, interactions with print and electronic media, etc. will be performed. The media and communication strategy of the project will focus on increasing the awareness by Promoting and encourage understanding of the importance of the interventions, and the measure required for, the proper implementation of the project through formal and informational campaigns for broader public in general and relevant stakeholders in specific; Increasing engagement with stakeholders and providing access to information and reinforce credibility: design, develop and disseminate different resource materials for target groups.

## 3) DELIVERABLES

The consultant(s) is expected to complete the following deliverables in order to ensure maximum outreach of the project's communication material, information and visibility:

### 1. Designated Expert Communications Team / Personnel

- Communications expert team or personnel has to be designated as focal point and to stay in touch with the designated focal point from the project implementation team and the project activities;
- The designated team or personnel will assist the project teams in the visibility of project activities and the designing and development of communications related assignments and tasks in order to achieve desired impact, outreach and audience;
- The designated team or personnel will conduct monthly meetings with the project implementation team to discuss the communication plans for the following months and to explore the visibility / communication related opportunities from the project activities of the current / past month. The designated team will assist the project team in drafting the annual communications plans for the project and finalizing the quarterly communications plan at the start of each quarter.

### 2. Integration of Dedicated Section into the WWF-Pakistan's Website for the Project

- A dedicated section will be integrated into the WWF-Pakistan website to provide comprehensive details about the project and background information for easy access. This section will feature objectives, team profiles with contact details, publications, presentations, news updates, a photo gallery, and information about the project outcomes and achievements. Regular updates, including publications, news, photos etc will ensure the content remains current and relevant;

### **3. Designing, Development and Printing of Brochures, Flyers and Folders**

- One concise project brief will be crafted to facilitate the dissemination of information at the project's outset, serving as a valuable resource during initial meetings with the stakeholders. This brochure will encompass essential details such as the project's background, introduction, target groups, objectives, and the theory of change, ensuring stakeholders gain a comprehensive understanding of the project's scope and purpose from the outset;
- Relevant materials such as business case summaries (One in each quarter), fact sheets/hand-outs (One in each quarter), information and resource materials and manuals (one in each quarter) will be developed for dissemination at workshops to key stakeholders. These materials will be developed in the form of brochures and flyers as per need and requirement.
- A document folder will be designed and developed (one at the start of each year) with project theme for disseminating above mentioned materials to stakeholders during different events and meetings.

### **4. Designing and Development of Standees and Banners**

- Generic Standees and Banners will be designed and developed to be printed or displayed on digital screens / SMDs for display at the events includes necessary information about the project. Standees and banners will be developed for Karachi office as well as for the head office (one banner and standee for Karachi and one banner and standee for Lahore at the start of each year). It will include the complete name of the project along with logos and a tagline. These generic standees and banners will be used during the life of the project.
- Customized banners and standees will be designed and developed for specialized events, activities and environmental days.

### **5. Designing and Development of Customized Merchandizes and Souvenirs**

- During the implementation of the project various merchandizes and souvenirs will be designed and developed to give away to the stakeholders at various events and meetings featuring the information about WWF-Pakistan, Freshwater Programme, the Project and Project Interventions (three designs in each year).

### **6. Ensure Engaging and Active Social Media Presence**

- Regular news and updates will be posted and result oriented campaigns for general public and targeted stakeholders will be conducted on the social media channels of WWF-Pakistan for the better outreach and visibility of the project. The social media channels include, LinkedIn, Facebook, Instagram, X (formerly Twitter) and YouTube.
- At least one social media post or campaign will be posted every month to ensure active and engaging presence of the project on social media.

### **7. Press Releases, Featured Articles and Blogs**

- Featured Articles and blogs will be written and published in the newspapers, blogs and electronic media about current and aggravating problem of water resources, nature and biodiversity with input of the technical project team.
- Electronic and print media will be targeted for regular news and press releases about the project and its activities (once in each quarter).

### **8. Development of Short Video Clips**

- At various stages of the project implementation various short video clips and demonstrations of different interventions will be developed and disseminated on social media platforms and displayed on various project events.

### **9. Impact Sheets, Reports and Infographics**

- Concise infographics will be developed with the consent of the project team and WWF-UK team which are to be used and incorporated into the presentations and reports providing clear understanding of the project's theory of change in a comprehensive manner and representing project's linkages with the overarching goal of the GSK-WWF partnerships, outcomes, biodiversity goals, nature positive business objectives and other nationally and internationally important standards, frameworks and goals.
- Project and intervention focused infographics will be developed for usage in presentations and reports providing clear understanding of the outcomes, benefits and impacts (three impact sheets per year, one for Karachi, one for Lahore and one collective sheet for the whole project). Also, annual impact sheets will be developed and updated.
- The project team will be assisted by the communications team / personnel in representing data and information in the reports and presentations in concise yet visually attracting manners or infographics.

### **10. Any other communications and project visibility related tasks such as editing reports and event invites etc.**

#### 4) TIMELINE

These services will be provided throughout the implementation of the project starting from 01 June 2025 till 31 May 2026.

#### 5) QUALIFICATION / REQUIREMENTS

The interested consultant(s) should meet the following criteria

- 1) Master in degree of communications, journalisms, public relations or a related field.
- 2) Experience: At least two years of similar work experience is required. Demonstrated and extensive social media experience will be an advantage.
- 3) Skills: Excellent written and oral English and Urdu communication skills are required
- 4) Other Desired Skills: Creativity, resourcefulness and ability to pay attention to details and comprehend complex information

#### 6) APPLICATION SUBMISSION

**1. Application Submission:**

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

1. <https://forms.gle/HD8x6J1EoQUyByXx6>

**2. Application Submission:**

Interested consultants should submit the Proposal on the Application Form Available Online

- 3.** For Any Queries may be sent through Email to the Following:

To: Faiza khan ([fakhan@wwf.org.pk](mailto:fakhan@wwf.org.pk))

Cc: Muzammil Ahmed ([mahmed@wwf.org.pk](mailto:mahmed@wwf.org.pk)) and Syed Ali Larosh Zaidi ([salzaidi@wwf.org.pk](mailto:salzaidi@wwf.org.pk))

- 4.** The RFP submission deadline mentioned on WWF-Website.

- 5.** 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 and works - 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.

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

C) Company's registration

- 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

Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are PKR 400,000/-