



Ref No: 99/F&M/South/24-25

RFP for Consultancy Services-WWF Pakistan

Subject:

Impact Assessment Study of Regenerative Agriculture practices in Punjab (Bahawalpur): Evaluating Environmental Sustainability (Calculation & validation of GHG Emission, Soil Health, Biodiversity, use of Fertilizer and Pesticide) , Social Empowerment (Women empowerment, Children education and social fairness) Economic Viability, and Climate Resilience

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: 2nd June 2025 – 30th September 2025

WWF-Pakistan's Food & Agriculture Programme (F&A) was initiated in 2004 with the primary objective of enhancing the capabilities of approximately 200 farmers in adopting sustainable practices within the cotton landscape. Over the years, the program has experienced substantial growth and has evolved into one of the most extensive initiatives within WWF-Pakistan. The overarching goal of the Food & Agriculture Programme is to address and alleviate the environmental impacts associated with input-intensive crops, particularly in terms of water usage, agrochemicals, and synthetic fertilizers, as well as the sensitivity of crops to pests. This is achieved through a multifaceted approach, including empowering farmers with knowledge of economically efficient ecological farming solutions and cutting-edge technologies. The program also focuses on engaging various stakeholders and fostering the development of sustainable supply chains in the agriculture sector.

With a substantial increase in demand for organic cotton fiber products, both from global retail markets and farmers opting for organic cultivation, there is a growing trend toward sustainable agricultural practices. Certain naturally fertile and uncontaminated regions in Pakistan hold immense potential for large-scale organic cultivation.

WWF-Pakistan's Organic Cotton Projects, implemented under the Food and Agriculture (F&A) Programme, advocate for the adoption of internationally recognized organic farming standards. These standards strictly prohibit the use of synthetic fertilizers, synthetic pesticides, and genetically modified (GMO) seeds. Currently, WWF-Pakistan collaborates with approximately 12,000 farmers across Balochistan, Punjab, and Sindh provinces, covering over 100,000 acres of farmland, to promote sustainable and organic cotton cultivation.

Building on this foundation, the Regenerative Agriculture Project was launched in 2023 in Balochistan and expanded to Punjab in 2024. The project currently engages 700 farmers across 5,000 acres. Its core focus areas include regenerative crop production, livestock management, landscape restoration, environmental impact reduction, and the promotion of social equity. The initiative aims to equip farming communities with resilient, sustainable practices that enhance soil health, biodiversity, and agricultural productivity.

To evaluate the project's comprehensive environmental, social, and economic impact—including metrics such as greenhouse gas (GHG) emissions reduction, improvements in soil health and livelihoods—WWF-Pakistan seeks to engage a qualified consultancy. The selected firm will be responsible for conducting an in-depth impact assessment and progress tracking of both farmers and women beneficiaries. The assessment will also inform actionable recommendations to strengthen and scale regenerative agriculture practices, ensuring long-term sustainability and greater impact across project regions.

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 Consultant 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 (Annex 2) contained in the RFP, 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.

¹ Registered Industries are referred to as those industries that are registered with the Association of Trade & Industry of their respective industrial area/zone or with other sector specific association(s)

² Unregistered Industries are referred to as those industries which are not registered with the respective sector specific Association or association of Trade & Industry of their respective industrial area/zone

3) PURPOSE OF CONSULTANCY

This consultancy aims to conduct a comprehensive assessment of the environmental, social, and economic impacts of the Regenerative Agriculture Project implemented in Punjab (Bahawalpur). The assessment will evaluate key indicators such as greenhouse gas (GHG) emissions reduction, soil health enhancement, biodiversity conservation, and water use efficiency. Additionally, it will examine the economic viability of the interventions by analyzing improvements in farm profitability, the adoption of renewable energy technologies, and the outcomes of livestock management training.

The study will also assess the effectiveness of women empowerment initiatives and community education programs, tracking their influence on livelihood enhancement and income generation. Furthermore, the consultancy will be responsible for facilitating third-party GHG emissions validation through a recognized certification body to ensure data credibility and alignment with international standards.

The findings of this impact assessment will be instrumental in guiding the future direction of the project, supporting continuous improvement, and promoting the scalability and long-term sustainability of regenerative agriculture practices across similar landscapes.

Consultancy Outputs:

A comprehensive impact assessment report with findings on environmental, social, and economic outcomes, along with GHG validation and recommendations for enhancing regenerative agriculture practice

4) DELIVERABLES

Specific Tasks:

Following is the list of specific tasks under this consultancy:

Environmental Impact Assessment:

- Assess GHG emissions reduction and validate findings through a recognized certification body or relevant authority
- Evaluate soil health improvements, biodiversity conservation, and water efficiency through regenerative practices
- Analyze the reduction in synthetic inputs (chemical fertilizers and pesticides) and their impact on farm ecosystems

Social & Economic Impact Assessment:

- Assess the impact of women empowerment initiatives (sewing kits, stitching schools) and Children education programs.
- Evaluate the economic benefits of livestock management training, renewable energy adoption, and farm profitability
- Track the livelihood improvements of participating farmers and women beneficiaries

Future Planning & Recommendations:

- Capacity building of project staff on GHG Emission quantification

- Develop a 3-year improvement plan based on the RegenAgri Improvement Plan template and methodology
- Develop time-bound Plans for Soil Management, Livestock Management, Landscape Management, and other relevant areas
- Recommend scalable and sustainable solutions to enhance regenerative agriculture practices in the region

Deliverables:

- Conduct a field-level impact assessment of regenerative agriculture practices using a well-structured methodology
- Prepare a comprehensive impact assessment report covering **environmental, social, and economic** aspects
- Ensure **GHG** emissions reduction calculation and validation through a recognized certification body.
- Present the study results to WWF-Pakistan through an in-person PowerPoint presentation
- Provide a 3-year improvement plan based on the RegenAgri Improvement Plan template and methodology
- Provide time-bound Plans for **Soil Management, Livestock Management, Landscape Management**, and other key areas
- The consultant will provide a ready-to-publish research article/paper based on this study, which will be published afterward. WWF-Pakistan will bear any associated publication cost
- All relevant collected data, including, hard proformas, excel sheets, word documents, video, audio recording, and pictures acquired during this consultancy will be the property of WWF-Pakistan.

5) PROJECT/ ASSIGNMENT TIMELINE

The consultancy assignment must be completed within four months starting from June 2025 to September 2025

6) REQUIREMENTS

The interested consultant(s) should meet the following criteria:

Minimum requirements

- An individual or Firm having team members with 05 years of experience in research/field studies related to Environment, economic and social impacts etc.

7) 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. If Any Queries** may be sent 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.

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.

8) FORMAT OF THE PROPOSAL

- 1) **Application Form available at WWF-Website** - General information about the Bidder, covering ,qualification, experience and CV.
- 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 of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- 4) **Provide list of already developed portals**
- 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 must be exclusive of all types of 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.

9) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR, the prices shall be provided in Pak Rs, the total price must be exclusive of all types of applicable taxes.

The prices will include all the Travel, Boarding & Lodging and other expenses

The Payment Term: shall be defined by the contract to be concluded between WWF -Pakistan and the consultant.

10) 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%
- b) Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

Note: Late/ incomplete submissions will not be accepted. Only three (03) top-ranked firms will be included in the comparative process

11) 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.

12) BUDGET

The total Budget for this activity expenses **Budget is PKR 1.0 MILLION including all taxes. All other costs including accommodation, food, and field travel during this consultancy period will be borne by the consultant**