



Consultancy Ref No: 108IWT/North/2024-25

RFP for Consultancy Services-WWF Pakistan

Subject:

“Develop a short documentary regarding Illegal Wildlife Trade in Pakistan to create awareness”

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>

RFP – Consultancy Services

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1) INTRODUCTION & BACKGROUND

Contract Type	Consultancy and Services
Duration of assignment:	45 days (1 st June 2025 – July 15 th 2025)
Consultant	Firm/ Individual (Both)

WWF-Pakistan initiated the project, “Countering Illegal Wildlife Trade in Pakistan” aiming to (i) Improve the awareness and capacity of rangers to effectively intercept, investigate, and combat wildlife trafficking, (ii) Enhance awareness, skills, and the ability of the judiciary to prioritize wildlife crimes and convict perpetrators of illegal wildlife poaching and trafficking and (iii) Enhance inter-provincial and inter-agency coordination among front-line law enforcement agencies

In order to raise awareness among masses, highlight the extent of problems and bring it on spotlight, WWF – Pakistan requires the services of a consultant for professional videography and short documentary production which will be used to supplement information, inform storytelling, and contribute to communication products by enhancing the visuals and imagery of the messaging regarding illegal wildlife trade in Pakistan.

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 (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.

3) PURPOSE

The purpose of this consultancy is to produce;

1. A short 10 minutes documentary detailing the (i) context of illegal wildlife trade and its drivers in Pakistan, (ii) impacts of IWT on species, people and ecosystem and (iii) WWF – Pakistan’s effort to curb the IWT.

The breakup will be as;

Illegal Wildlife Trade and its drivers in Pakistan	4 minutes
Impacts of IWT on species, people and ecosystem	3 minutes
WWF- Pakistan and Wildlife Department’s efforts to Curb illegal Wildlife trade in Pakistan	3 minutes

2. Three (03) shorter, edited snippets (01 minute each) for independent release on social media etc. as well of the above-mentioned documentary.

3. Three (03) edited short interviews/testimonials with appropriate B roll footage

The aim is to develop impactful knowledge products, such as photos, videos, and audio narratives, that highlight the extent of the issue and drivers of illegal wildlife trade in Pakistan.

Specific Tasks: Under this assignment, the consultant will be required to;

1. Have a closer liaison with WWF Pakistan team during the course of this exercise to review and set forth on agreements in terms of site visits, script, storyboard and further will keep them updated with the progress of work as required.
2. Review literature, and available print and digital media to develop a strong knowledge base regarding IWT issues and their drivers in Pakistan
3. Develop the storyboard and script for the documentary and get the script reviewed and approved by the WWF-Pakistan team before execution
4. Conduct field photography, videography and interviews in context of IWT at project source and consumer sites, and other important sites as agreed with WWF Pakistan team to generate the documentary visuals
5. The consultant will ensure the voice over in Urdu language with English subtitles
6. Consultant will ensure that all the video content adhere to the WWF – Pakistan guidelines / policies.
7. Consultant will ensure the inclusion of WWF – Pakistan logo, US Flag and the logo of Bureau of International Narcotics and Law Enforcement Affairs (INL) in documentary as per provided guidelines.
8. All videos and photos should be optimized for presentation on large screens at conferences as well as for digital media platforms such as YouTube, Facebook, Instagram, Tiktok and other mobile internet applications
9. The consultant will adhere to WWF Pakistan's brand characteristics, which are: Knowledgeable, Optimistic, Determined and Engaging.

4) DELIVERABLES

The consultant(s) is expected to perform the following tasks and submit the following deliverables as per the timelines mentioned in clause 5 of this RFP:

1. Short Documentary on IWT as per clause 1 Section 3 – Duration: Ten (10) minutes (Urdu narration and English Sub titles)
2. The documentary covers three (03) short teasers (01 minute each) focusing on the different aspects, the documentary covers

5) PROJECT/ ASSIGNMENT TIMELINE

3. HD photos/ shots taken during field visits at source and consumer sites (60 photos, labelled and captioned)

The consultants will be responsible to deliver the assignment in 45 days and time line is w.e.f. 1st June 2025 – 15th July 2025)

6) REQUIREMENTS

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

1. **Minimum requirements:**
 - Members of the team should hold a Bachelor's or a Master's degree (Journalism, Digital Video Production, Film, Communications, or Multimedia Arts, or related), or relevant field
2. **Language:**
 - Proficiency in verbal and non-verbal communication in Urdu and English,
3. **Experience:**
 - Minimum three years or more experience in producing documentaries for organizations, International NGOs, development sector or donor agencies with the aim of reaching out to both local and international audiences.
4. **Skills**
 - Proficient in video and photography with video editing, documentary production, script writing and

narration preferably with a focus on wildlife/environmental projects.

- Professional experience of filming, graphic designing, animation, voice over and familiarity with different video formats, conversions and sharing skills.
- Professional experience with software such as Premiere, Avid, Flash, After Effects, Photoshop etc. for editing.
- Good skills of video lighting, color grading, rendering and sound design
- Good local knowledge of regions in Pakistan and proficiency in English, Urdu, and Punjabi.
- Strong technical capacity
- Prior experience with WWF-Pakistan will be a plus point.

5. Conditions:

- WWF-Pakistan reserves the right to accept any proposal or reject all proposals.
- Only shortlisted consultants will be contacted for further consideration.

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.

3. If Any **Queries** may send 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.

4. Any information and responses to enquiries will be made in writing and distributed by email to all proponents.

8) FORMAT OF THE PROPOSAL

Enquiries after the foregoing deadline will not receive a response.

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.
- 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 Pakistani Rupees (PKR), the total price shall include all costs related to service provision including applicable taxes.

Note: Templates of all Information is provided on the Application form available at WWF-Website. Any Additional Information related to the RFP can be attached along with the application Form.

consultant.

Financial Proposal				
Description	Units	Quantity	Rate	Total Amount
1. Remuneration: • Field • Office	Man Days [MD] / Man Months [MM]			
2. Air Travel				
3. Road Travel				
4. Boarding/Lodging				
5. Others (Please specify) Training Material, Printing, Photocopies, Colour printing, practical demonstration equipments e.g candling				
Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses				

Note:

- If there is not Air, Road Travel/Boarding and Lodging and others then simply Write Not applicable.
- In case Road travel cost for trainer and trainees will be paid on actual basis.
- In case Boarding and lodging cost for trainer and trainees will be paid on actual basis.

9) FINANCIAL PROPOSAL

1. 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.
2. The consultant will submit the cost of the assignment in a lump sum, including all applicable taxes according to the Government of Pakistan
3. The prices will include all the Travel, Boarding & Lodging and other expenses
4. 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%)

- Detailed work plan
- Expression of interest (EOI)
- Consultant's Profile
- Detailed methodology

B) Financial Proposal (30%)

Detailed financial proposal which should be inclusive of all applicable taxes. The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead.

Consultant's registration certificate

- NTN detail(s)

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

Maximum Budget ceiling for this activity is PKR 1,100,000 (1.1 million PKR) inclusive of all taxes and out of pocket expenses.