



Ref No: 114/Conservation/South/2024-2025

RFP FOR CONSULTANCY SERVICES

WWF-PAKISTAN

Subject:

Creative Artist for Underwater Immersive Experience at WWF's Taunsa Conservation and Information Centre, Kot Addu.

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:	May 25, 2025- June 30, 2025
Type:	Individuals

Background of Project & Assignment:

The Taunsa Barrage, located on the Indus River in Pakistan, is a Ramsar-designated wetland of international importance and a key ecological site within the Indus Basin. It supports a wide range of aquatic biodiversity, including several endemic and threatened species. However, public understanding and appreciation of the aquatic life in this ecosystem remain limited, partly due to the lack of engaging educational tools and experiences. To bridge this gap, an immersive underwater exhibit is being developed at the Taunsa Information Centre. The goal is to promote environmental awareness, foster a deeper connection between visitors and the aquatic ecosystem, and support conservation messaging by showcasing the diversity, ecological roles, and conservation needs of species found in the wetland. The exhibit will combine science, storytelling, and cutting-edge technology to deliver a memorable and informative experience.

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. The objective of the Consultancy:

To conceptualize, design, and install a high-quality underwater-themed immersive experience featuring 3D illustrations, renders, and animations of 18 aquatic species found in the Indus ecosystem, accompanied by engaging educational content.

b. Specific Tasks:

The consultant will

- Conceptualize a visually immersive underwater experience tailored to the Taunsa wetland ecosystem.
- Create detailed illustrations and 3D renders of 18 identified aquatic species.
- Develop animated scenes that simulate the natural underwater environment and species interactions.
- Incorporate educational information (species names, habitat, ecological role, conservation status) into the experience.
- Design the layout and visual flow of the display within the existing infrastructure of the Information Centre.
- Procure materials and technology required for execution (screens, projection, lighting, sound, etc.).
- Execute and install the immersive experience on-site, ensuring durability and user engagement.

4) Deliverables

- Provide documentation for maintenance and user instructions.
- **Concept Designs:** Mood boards, initial sketches, sample renders, storyboard of animations.
- **Final Visual Assets:** 18 species illustrations, high-resolution 3D renders, and looping animations and workable files.
- **Educational Content:** Integrated visual/text content for each species (in English/Urdu as required).
- **Installation & Execution:** Complete setup of the immersive display at Taunsa Information Centre.
- **Post-Execution Report:** Photos/videos of the completed setup, lessons learned, and maintenance guidelines.

5) REQUIREMENTS

a. Qualification

- Bachelor's degree in Fine Arts, Visual Communication, Multimedia Arts, or a related field.
- Demonstrated experience in 3D illustration, animation, and immersive design.
- Strong portfolio of similar environmental, museum, or educational installations.
- Proficiency in relevant 3D and animation software.
- Ability to manage on-site installation and collaborate with technical teams.
- Prior work with conservation or educational institutions is a plus.

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>

1. 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.

2. 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.

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, Color printing, practical demonstration equipment's e.g candlering				
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) 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

Total Budget for this activity exclusive of all taxes and Out of Pocket expenses is **PKR 350,000 PKR**

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