



Consultancy Ref No: 120/PD/Central/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

**CONSULTANCY SERVICES TO SUPPORT DEVELOPMENT OF
PROJECT ON GENDER EQUALITY AND YOUTH EMPOWERMENT
IN PAKISTAN**

Application Submission:

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

<https://forms.gle/9Z76gcuSCZ8NrLw27>

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: One Month
Type: Individual

Background of Project & Assignment:

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 primary objective of this consultancy is to support WWF Pakistan in the preparation and submission of a high-quality, competitive proposal in response to the EU call for proposals: "Promoting Gender Equality and Youth Empowerment in Pakistan." This involves ensuring the proposal aligns with the EU Gender Action Plan III (GAP III), meets the eligibility and evaluation criteria outlined in the EU guidelines, and maximizes scoring potential based on the EU's evaluation grid.

The consultant will guide the proposal development process from concept note through to the full application, using the EPO guidelines and a results-based approach. This includes reviewing structure, coherence, strategic alignment, and technical quality to ensure the application is competitive and well-positioned for EU funding.

b. Specific Tasks:

Phase 1: Concept Note Development (5 working days)

- Kick-off meeting with WWF Pakistan’s proposal writing team to:
 - Support the development of a problem analysis and intervention logic aligned with the EU's logframe methodology.
 - Facilitate a partner workshop to define targeted outputs and integrate them into the proposal strategy.
 - Agree on a timeline and review checkpoints.
- Annotate the Concept Note (CN) template based on EPO guidelines and adapt it to this specific EU call.
- Conduct a brief review of workshop outputs to ensure consistency and relevance.
- Perform an in-depth review of the Concept Note:
 - Structure and repackage content to align with EU templates.
 - Evaluate the quality of intervention logic and the delivery of objectives.
 - Assess argument strength, positioning, and clarity.

Conduct a review using the EU evaluation grid, providing recommendations and scoring assessments using a traffic light system.

All work will be carried out using a shared Google Drive environment managed by the WWF proposal writing team.

4) Deliverables

- Annotated Concept Note templates adapted to the call’s requirements.
- Feedback reports on Concept Note including:
 - Structural and content revisions.
 - Strength of argument and alignment with EU objectives.
 - Quality of intervention logic and coherence across sections.
- Traffic light scoring analysis for both Concept Note against the EU evaluation grid.
- Recommendations for improving competitiveness and alignment with funding criteria.
- Final review comments and scoring assessment before concept note submission.

5) REQUIREMENTS

a. Qualification

- Advanced university degree in a relevant field such as international development, gender studies, social sciences, public policy, or a related discipline.
- Proven training or certification in project design, results-based management, or EU proposal development (desirable).

b. Eligibility:

- Legally eligible to work as an independent consultant or under a registered entity able to enter into a contract with WWF Pakistan.
- Available to commit to the proposed timeline: approximately 5 working days over the duration of the concept note development.

c. Experience

Demonstrated experience in successfully supporting or leading EU-funded project proposals, particularly those aligned with the EU Gender Action Plan III (GAP III) or other gender equality frameworks.

Familiarity with EU logframe methodology, evaluation criteria, and proposal templates.

Experience developing or reviewing proposals related to:

- Women’s empowerment and gender equality
- Civil society strengthening
- Social and economic rights in development contexts, especially in Pakistan or South Asia.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. **Application Submission:**

Interested consultants should submit the Proposal on [Application Form Available Online](#) or can access through

following Link:

<https://forms.gle/9Z76gcuSCZ8NrLw27>

2. 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.

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.

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.

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 inclusive of all taxes and Out of Pocket expenses are GBP 2750.