



Consultancy Ref No: 121/RP/North/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

**SUBJECT: Development of Long-form Video for Recharge
Pakistan**

Application Submission:

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

<https://forms.gle/zPZQxQb8xNNtyLWV8>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	4 months
Type:	Firm/Individual

Background of Project & Assignment:

Recharge Pakistan is a flagship initiative aligned with the Government of Pakistan's 2021 Nationally Determined Contributions (NDCs), leveraging natural systems to reduce flood and drought risks in the Indus Basin. The project focuses on Ecosystem-based Adaptation (EbA) and green infrastructure (GI), including watershed restoration, channel desilting, and 127 green infrastructure interventions like embankments and recharge basins. These measures aim to enhance resilience, benefit 687,336 people directly and 7 million indirectly, while showcasing cost-effective climate solutions for sustainable water management and disaster risk reduction.

To highlight the importance of the project, one long-form video (5–8 minutes) will be developed, with at least one human-interest story from each implementation site. This will showcase the daily lives, struggles, and resilience of local communities, illustrating their connection with climate change and the interventions being introduced under Recharge Pakistan. The video will also have a shorter version (1 – 2 minutes) with highlights.

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 regard 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 the 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 full compliance with 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 & Safeguarding 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 the video is to highlight the people and communities that Recharge Pakistan is working for, demonstrating their daily routines, livelihoods, struggles, and joys. It will:

- Feature multiple storylines per site to ensure inclusivity.
- Highlight indigenous practices for coping with climate change impacts.

- Illustrate the role of NbS and EbA in addressing local climate vulnerabilities.
- Create a compelling visual narrative linking communities and the project’s objectives.

b. Specific Tasks:

The consultant will be responsible for:

- Develop a production work plan for the assignment, including traveling days.
- Visit the selected project sites (DI Khan, Chakar Lehri, and Manchar Lake), to identify and select (in coordination with WWF-Pakistan) community members per site to feature in the video.
- Interview selected/nominated participants for the video project.
- Develop the script and storyboard for the video in coordination with WWF-Pakistan.
- Capturing high-quality footage, including interviews, daily activities, and scenic visuals of the project sites.
- Integrating indigenous practices and traditional coping mechanisms in the storytelling.
- Showcasing Recharge Pakistan’s work and the anticipated project benefits.
- Capturing and submitting a series of short videos and images/stills for digital promotion with a focus on communities and the region (to be used either before the launch of the video, or later during the project lifecycle).
- Developing a pre-launch teaser (10-30 seconds) to generate audience interest ahead of the full release.
- Present draft teaser (10-30 seconds), highlights video (1-2 minutes), and a long-form video (5-8 minutes) for comments on content.
- Editing and delivering the final three videos, in both high-resolution landscape and portrait formats, with subtitles in English and Urdu.
- Develop captions for social media posts (YouTube, Instagram, Facebook, LinkedIn, X, and the WWF-Pakistan website) to complement the videos.
- Deliver the final products through a cloud storage platform; final files will include completed videos in MP4 format and open files (raw project files).

4) Deliverables

Deliverable	Description	Timeline
Work Plan & Script	Finalized production schedule, script, and storyline development	July 11, 2025
Raw Footage	Submission of high-quality raw footage from all three sites of short videos and images/stills	August 4, 2025
Draft submissions	Submission of draft videos (10-30 teaser, 1–2-minute highlights, 5-8 minute long-form video) for review and feedback	August 18, 2025
Final submissions	Submission of final videos in landscape and portrait format (10-30 teaser, 1–2-minute highlights, 5-8 minute long-form video) with captions.	September 8, 2025

5) REQUIREMENTS

The consultant must have:

- 5+ years of experience in video production and filmmaking.
- A strong portfolio of previous work in climate, development, or community storytelling.
- Proficiency in Urdu and regional languages spoken in the project sites.
- Experience working in remote and rural areas of Pakistan.
- Expertise in scriptwriting, editing, and post-production.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. Application Submission:

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

<https://forms.gle/zPZQxQb8xNNtyLWV8>

2. If Any **Queries**, may send them 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 is mentioned on the 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 instructions provided below:

- 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, and other accomplishments of the Consultant.
- 3) **Proposal outlining scope consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions.
- 4) **Provide a template of already completed similar types of reports-** the WWF-PAKISTAN may request additionally.
- 5) **Service Provision Timeline** – Provide a Detailed Work Plan as per deliverables 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 are provided on the Application form available at the WWF website. Any Additional Information related to the RFP can be attached along with the 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 the maximum 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 & provincial Governments.

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 the Quality and Cost Based Selection (QCBS) method. Under QCBS, both technical and financial proposals shall be evaluated as per the following criteria against a maximum score of 100 points.

- A) Technical Proposal (70%)
 - Detailed work plan
 - Expression of interest (EOI)

- Company's Profile
- Detailed methodology

B) Financial Proposal (30%)

- A detailed financial proposal that 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
- The company's registration certificate
- NTN detail(s)
- Any legal or technical certification required for the task
- Audited Accounts Report (if available) of the 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 the 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, is PKR 1.3 M.