



Consultancy Ref No: 123/RP/North/24-25

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Tribal Elder Consultations and Awareness Raising Campaign

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

<https://forms.gle/zPZQxQb8xNNtyLWV8>

CONTENT

1) Introduction & Background..... 2

2) General Conditions 2

3) Purpose of Consultancy 2

4) Deliverables..... 3

5) Project/Assignment Timelines 3

6) Requirements..... 3

7) Correspondence and Submission of Proposal..... 4

8) Format of Proposal..... 4

9) Financial Proposal 4

10) Evaluation Process 5

11) Documentation and Confidentiality..... 5

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 strengthen local ownership and enhance the effectiveness of Recharge Pakistan's adaptation interventions, a closely linked set of community engagement activities will be conducted at each implementation site's select locations. These will begin with tribal elders' consultations to initiate dialogue on climate risks, and secure community-level support for their implementation. Following these consultations, awareness-raising sessions will be held for the wider community. To respect cultural norms, each identified village will host two simultaneous awareness sessions—one for women and one for men—ensuring inclusive and contextually appropriate participation.

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 the implementation of tribal elder consultations and community awareness-raising sessions across selected villages under the Recharge Pakistan project. These activities aim to increase local

understanding of climate change impacts and promote the uptake and sustainability of Ecosystem-based Adaptation (EbA) and green infrastructure interventions. The consultancy will ensure that culturally appropriate, inclusive, and context-specific communication and outreach strategies are employed—starting with the engagement of tribal elders and followed by awareness sessions for community members, including women and men in separate, simultaneous sessions. These engagements will also serve as opportunities to collect visual content and community feedback, helping shape future outreach efforts.

b. Specific Tasks:

The consultant will be responsible for planning, coordinating, and implementing the following activities across all identified sites:

1. Planning and Coordination

- Develop a detailed work plan and schedule for all consultations and awareness sessions, including travel, logistics, and contingencies.
- Coordinate with the Recharge Pakistan project team to finalize the sequence and timing of activities per site.

2. Design and Approval of Communication Materials

- Design and produce all Information, Education, and Communication (IEC) materials, info-as-aid, and modules tailored to the sociocultural and literacy levels of the communities.
- Ensure content is context-specific, inclusive, and sensitive to local norms and gender dynamics.
- Submit all materials (designs, scripts, formats) for prior approval from the project team.

3. Implementation of Tribal Consultations and Awareness Sessions

- Conduct tribal elder consultations in each village cluster to promote dialogue on climate risks and secure endorsement for EbA and green infrastructure interventions.
- Organize separate, simultaneous awareness sessions for men and women in each community after the consultations (with minimal gap between consultations and sessions).
- Ensure sessions are inclusive, interactive, and locally relevant in language and delivery.

4. Monitoring and Documentation

- Develop pre- and post-session comprehension/feedback survey tools in consultation with the project team.
- Administer these surveys before and after the awareness sessions, ensuring respondent confidentiality and informed consent.
- Attain documented consent from all participants for participation and content usage.

5. Content Capture

- Capture high-quality photos and short video clips of the tribal consultations and awareness sessions, ensuring both gender representation and contextual storytelling.
- Submit all visual content (photos, b-rolls, mini-interviews, if any) along with proper metadata (location, names, date, event type).
- Submission of a 3-minute video with highlights of all sessions, including short feedback interviews from tribal elders and community members.
- Submission of static posts for social media platforms, particularly those highlighting challenges and solutions (supported by statistics gathered through pre-post surveys and other contextual analysis of the sessions).

6. Reporting and Deliverables

- Provide a consolidated activity report for each district, summarizing consultations, awareness sessions, survey analysis, challenges, and recommendations.
- Deliver all final IEC materials, raw and edited visual content, and survey results in editable and accessible formats through cloud storage.

c. Geographic Coverage:

The consultant will carry out the above activities in the following districts and village clusters:

No.	District	Union Council	Name of Project Village/Cluster
1	Dadu	Tando Raheem Khan	Tando Raheem Khan
2	Dadu	Tando Raheem Khan	Behlail Shah
3	Dadu	Torr	Torr
4	Jamshoro	Bubak	Mola Bux Mallah

5	DIKhan	Billot Shareef	Badri
6	DIKhan	Billot Shareef	Badari
7	DIKhan	Paniala/ Band Kurai	Paniala/ Band Kurai and Surrounding Area
8	DIKhan	Paniala/ Band Kurai	Paniala/ Band Kurai and Surrounding Area
9	DIKhan	Paniala/ Band Kurai	Saidabad & Surrounding Area
10	DIKhan	Gilloti	Wanda Khan Muhammad Area
11	Jhal Magsi	Barija	New Mitho
12	Jhal Magsi	Barija	Barija
13	Jhal Magsi	Barija	Shambani
14	Jhal Magsi	Akbarabad	Missar
15	Jhal Magsi	Saifabad	Saifabad

4) Deliverables

Deliverable	Description	Timeline
Inception Work Plan	Detailed work plan including finalized schedule, sequencing of consultations and sessions by district, travel plan, and staffing plan.	By July 31, 2025
IEC and Info-as-Aid Content (Draft)	Draft versions of all IEC material, including awareness-raising content, surveys, and modules (print and visual), developed in consultation with the project and tailored by site.	By August 15, 2025
IEC and Info-as-Aid Content (Final)	Final, approved IEC materials in English, Urdu, and Sindhi (as relevant), incorporating project feedback.	By August 29, 2025
Survey Tools (Pre and Post)	Pre- and post-session comprehension/feedback survey tools finalized and translated after validation with project team.	By August 29, 2025
Tribal Elder Consultations (Field Report)	Documentation of tribal elder consultations in each village/cluster, including attendance records, key discussion summaries, photos, videos, and consent forms.	Rolling submissions from September 1, 2025 to November 7, 2025
Awareness Sessions (Field Report)	Documentation of all awareness sessions, including photos, short video clips, gender-segregated participant data, session summaries, and consent records.	Rolling submissions from September 1, 2025 to November 7, 2025
Visual Content Submission	Folder of edited and raw visual material (photos and b-roll clips) from each consultation and session, labelled and tagged by village and district.	Rolling submissions from September 1, 2025 to November 7, 2025
Submission of draft Highlights Video and Static Posts	Submission of draft 3-minute video with highlights of the sessions and feedback interviews from tribal elders and community members to be submitted to the project for feedback and changes. Submission of draft static posts (with captions) for social media platforms.	By November 10, 2025
Submission of final Highlights Video and Static Posts	Submission of the final 3-minute video with highlights of the sessions feedback interviews from tribal elders and community members to be submitted to the project. Submission of draft static posts (with captions) for social media platforms.	By November 14, 2025
Survey Analysis Report	Analysis and summary of pre- and post-session survey results by site and district, highlighting key trends and areas for improvement (these will be used for external disseminations as well)	By November 17, 2025
Draft Consolidated Activity Report	Submission of the draft comprehensive narrative report summarizing all activities, results, lessons learned, and recommendations, with annexes for each site.	By November 21, 2025
Final Consolidated Activity Report	Submission of the final comprehensive narrative report summarizing all activities, results, lessons learned, and recommendations, with annexes for each site.	By December 5, 2025

5) REQUIREMENTS

The consultant must meet the following requirements:

- Minimum 5 years of demonstrated experience in community engagement, awareness raising, or participatory development work, particularly in rural and tribal contexts of Pakistan.
- Proven experience in designing and implementing gender-sensitive outreach activities, especially in conservative and socio-culturally complex environments.
- Demonstrated capacity to develop and produce IEC materials and info-as-aid tools for low-literacy, multilingual audiences in climate adaptation, disaster risk reduction, or natural resource management.
- Familiarity with local governance structures, tribal leadership systems, and community dynamics in at least one of the targeted districts (Dadu, Jamshoro, DI Khan, or Jhal Magsi).
- Ability to deploy multilingual field teams, with fluency in Urdu and relevant regional languages (Urdu and Sindhi).
- Proven ability to conduct pre- and post-activity feedback or comprehension surveys, including qualitative and quantitative data collection and analysis.
- Prior experience working with or for development sector organizations, especially GCF, USAID, or WWF-funded projects, will be considered an asset.
- Access to professional photography and videography capacity for field-level documentation.
- Strong coordination and logistical capacity to plan and execute field activities across multiple provinces within tight timelines.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. **Application Submission:** Interested consultants should submit the Proposal on Application Form Available Online or can access it through following Link:
<https://forms.gle/zPZQxQb8xNNtyLWV8>

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	N/A	N/A	N/A	0
3. Road Travel	Road travel cost for trainer and trainees will be paid by WWF on actual basis.			
4. Boarding/Lodging	Boarding and lodging cost for trainer and trainees will be paid by WWF on actual basis.			
5. Others (Please specify) Training Material, Printing, Photocopies, Colour printing, practical demonstration equipments 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

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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 estimated to be between **PKR 3,200,000 to PKR 4,000,000/-**