



Ref No: 133/APWASI/North/24-25

RFP for Consultancy Services-WWF Pakistan

Subject:

Hiring of consultancy firm for designing and development of communication and visibility materials for the Australia-Pakistan Water Security Initiative

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

<https://forms.gle/zPZQxQb8xNNtyLWV8>

RFP – Consultancy Services

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and Services
Duration of assignment: 03 months, Days starting from 01 August 2025 till 31 October 2025

This document outlines the terms of reference (TOR) for the hiring of Consultant/s (hereinafter referred to as the consultant) by WWF Pakistan, hereinafter referred to as the Employer. The consultant is being hired for the 'Designing and development of communication and visibility materials for the Australia Pakistan Water Security Initiative'.

APWASI is a four year (2021-2025) Australian Aid funded project that aims to strengthen cooperation between Australia and Pakistan on urban water resources management. WWF-Pakistan is the main implementing partner of the project and other collaborating partners are the International Water Management Institute (IWMI) and Hydrology and Risk Consulting (HARC).

Pakistan is one of the most vulnerable countries due to climate change. Water resources of Pakistan have been subjected to instabilities due to unpredictable rains, snowfalls, droughts and other changes in weather patterns. Contextually, APWASI aims at drawing on a broad range of Australian good practices on Water Sensitive Urban Design (WSUD)/ Water Sensitive Cities approach (WSCs) for Pakistan. WSCs is a nature-based approach that focuses on holistic management of the integrated water cycle in order to make cities liveable, resilient, sustainable, and productive.

In particular, the project aims to; (a) Improve access to safe water and sanitation services for two disadvantaged communities in the twin cities of Islamabad and Rawalpindi, (b) Ensure community resilience to climate change and other water related shocks, and (c) Build capacity of key stakeholders about the water use and conservation.

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 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 OF CONSULTANCY

The main objective of the consultancy is to support the design and delivery of a compelling communications and visibility strategy that captures APWASI's impact, enhances stakeholder engagement, and aligns with donor visibility requirements.

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. Organizing journalist/influencer visits with field itineraries and media coverage.
2. Producing a podcast episode and drafting press releases with DFAT and WWF inputs.
3. Designing case cards with intervention highlights, visuals, and testimonials.
4. Coordinating video screenings with Q&A sessions and promotion.
5. Developing monthly social media posts aligned with impact stories and awareness days.
6. Planning and executing public service messaging campaigns through billboards/poll streamers, school/college/university, café, corporate, and mall engagements

Technical Requirements:

The consultancy should have expertise in graphic design, multimedia production, content management, and responsive design, ensuring high-quality, across digital and print formats.

Final Deliverables:

1. One journalists/influencers visit
2. One podcast
3. One press release
4. Casecards
5. One video screening
6. Three social media posts
7. Public service messaging

5) PROJECT/ ASSIGNMENT TIMELINE

The assignment must be completed as per the following timelines:

Deliverables	August	September	October
One journalists/influencers visit			
One podcast			
Press release			
Casecards			
One video screening			
Three social media posts			
Public service messaging			

6) REQUIREMENTS

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

Minimum requirements

- **Education:** The consultant should have a Bachelors Degree in Media Studies, Communication Studies, Journalism Studies, Computer Arts, Social Sciences or any other related field.
- **Experience:** Minimum five years or more experience in producing visibility materials for organizations, international NGOs, development sector or donor agencies with the aim of reaching out to both local and international audiences.
- **Skills/ language:**
 - Professional experience of graphic designing, and familiarity with different formats.
 - Professional experience with software such as Adobe Illustrator, Adobe Photoshop, Corel Draw, etc. for designing and editing.
 - Good local knowledge of regions in Pakistan and proficiency in English and Urdu.
- Additional experience in development sector communication will be an added advantage.

7) 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:
2. <https://forms.gle/zPZQxQb8xNNtyLWV8>
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. Enquiries after the foregoing deadline will not receive a response.

8) 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, experience and 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 of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- 4) **Provide list of already developed portals**
- 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 must be exclusive of all types of 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.

9) FINANCIAL PROPOSAL

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.

The prices will include all the Travel, Boarding & Lodging and other expenses

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%
- b) Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

Qualifications (maximum 30 points)

- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

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

Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are Budget is **AUD 15,000**.