



Ref No: 142-WRAP-25-26

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

**Development of Assessment Plan/ Management Plan for
Ecotourism Promotion and Awareness for Potential Sites of
Soon Valley**

Application Submission:

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

<https://forms.gle/Mr6EeFsPHYtky9F9>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	1.5 Months
Type:	Individual

Background of Project:

The World-Wide Fund for Nature-Pakistan (WWF-Pakistan) is a leading conservation organization in the world and has a mission to stop the degradation of the planet by conserving biodiversity, and renewable natural resources for a sustainable environment, and Nature-based solutions to the challenges. WWF-Pakistan with the financial support of Foreign Commonwealth Development Office (FCDO) of UK Government, aims to Scale-up Nature-based Solutions for Improving Integrated Water Resources Management and Enhanced Water Security in Pakistan.

The project proposes to undertake demonstrations of Nature-based Solutions (NbS), including Ecosystem-based Adaptation (EbA) interventions that will improve water security and governance, build the resilience of communities to climate change at the target sites in Punjab (PB), Gilgit-Baltistan (GB) and Khyber Pakhtunkhwa (KP), and enable the Government and relevant stakeholders to implement and replicate NbS in Pakistan for building climate change resilience.

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:

1. To raise awareness among residents of Soon Valley about ecotourism promotion and livelihood generation in the plan.
2. Strengthen community through ecotourism modelling to mitigate the negative impact of tourism in the plan.
3. Promote ecological conservation and climate-resilient practices relevant to local livelihoods & Eco-friendly interventions in the plan.
4. Build capacity of local men and women to take part in community-based ecotourism activities in the plan.
5. Improve understanding of ecotourism and Ecological restoration among the visitors to mitigate the impact of pollution caused through tourism activities in the plan.

b. Scope of the Consultancy:

The Consultant/Trainer will be responsible for the following tasks:

- Conduct the initial assessment of the potential sites for ecotourism promotion in Soon Valley.
- Develop a plan for ecotourism modelling which enhances:
 - Understanding the concept of ecotourism among the visitors and communities in Soon Valley.
 - Develop eco-friendly interventions to reduce the negative impact of tourism on ecology, ecosystems, and infrastructure.
 - Initial assessment of communities about their responsible participation for their livelihood enhancement.
 - Community based environmental awareness and education about ecotourism.
 - Conservation of local flora and fauna through ecotourism approaches to mitigate the impact of Climate Change.
 - Creating Opportunities for the research work which creates opportunities for researchers to gain new ideas from the concept of ecotourism.
 - Practical demonstrations and group exercises on community action planning.
 - Engagement of different stakeholders and their coordination in generating the environment friendly approach.
- Enhancement of ecotourism modelling and its idea implementation globally.

4) DELIVERABLES

1. Final Report Plan for ecotourism modelling at potential sites of ecotourism in Soon Valley.
2. Incorporate the final comments in the report raised by WWF P team.

5) REQUIREMENTS

a. Qualification

- Master's degree in Tourism, Urban Planning, Architecture, Climate Change, or related fields.
- Minimum 5-7 years of experience in Ecotourism Modelling/ Specialization, Urban Planning, Architecture & Urban Design, Tourism/ Archeology, Environment Sector Plan, Tourism Management Plan
- Familiarity with local languages and cultural sensitivities.
- Must have the advanced knowledge and skills in ecotourism promotion through livelihood generation.

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/Mr6EeFsPHYytky9F9>

1. Interested consultants should submit the Proposal and can send their Queries through Email by attention to the Following:

To: Faiza khan (fakhan@wwf.org.pk)

2. 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 Punjab.

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: PKR 150,000/-