



RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Prepare a short video featuring Sheroes to showcase their stories at the Bam-e-Dunya (Roof of the World Film Festival) highlighting women's stewardship in protection and monitoring efforts using SMART-Collect.

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

<https://forms.office.com/e/sxNStCNxPM>

RFP – Consultancy Services

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	Three Months (1 st September – 30 th November 2025)
Type:	Individual/Firm

Spatial Monitoring and Reporting Tool (SMART) is a globally recognized conservation technology that combines software, standardized protocols, and capacity building to support rangers and conservation managers in collecting, analyzing, and responding to ecological data thereby enhancing wildlife monitoring and improving protected area management. Gilgit-Baltistan is considered the stronghold of Pakistan's Snow Leopard (*Panthera uncia*) population, supporting over 60% of the national total. Most of these elusive big cats are found within two major protected areas: Khunjerab National Park (KNP) and Central Karakoram National Park (CKNP). Despite being a WWF priority species and listed as vulnerable, Snow Leopards in these critical habitats face escalating threats including poaching, retaliatory killings, human-wildlife conflict, shrinking prey populations and growing competition with livestock. To address these challenges, WWF-Pakistan in collaboration with WWF-Italy, launched the SMART project in 2018 to strengthen conservation and monitoring efforts. Initially rolled out in KNP, the project was later expanded to key protected areas including Chitral Gol National Park (CGNP) and Central Karakoram National Park (CKNP) one of Pakistan's largest and most ecologically significant protected areas. Through these efforts, the project improved patrolling efficiency, introduced a standardized reporting system, data storage and enhanced the documentation of illegal activities and ultimately enabled the integration of SMART into the management systems of the Wildlife Departments of Gilgit-Baltistan and Khyber Pakhtunkhwa bolstering wildlife conservation and protected area management at the provincial level.

As part of the 2024 scaling-up component, WWF-Pakistan piloted the concept of Sheroes Pakistan's first women-led wildlife conservation group by engaging women from three Community Controlled Hunting Areas (CCHAs) in Gojal. These women play an active role in wildlife conservation by using SMART-Collect/citizen science tools to gather and report data on key wildlife sightings, human-wildlife conflicts, trophy hunting and natural hazards within their communities. The current assignment aims to develop a short video showcasing the impactful work of Sheroes at the Bam-e-Dunya (Roof of the World Festival), celebrating women's leadership in community-based conservation through the use of innovative tools like SMART.

- 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:

Prepare a short video featuring Sheroes to showcase their stories at the Bam-e-Dunya (Roof of the World Film Festival) highlighting women's stewardship in protection and monitoring efforts using SMART-Collect.

b. Specific Tasks:

1. Conduct a thorough review of background materials, reports and communication content related to the Sheroes initiative, SMART-Collect and women-led conservation efforts in Gilgit-Baltistan.
2. The service provider will develop a work plan, script and storyboard in accordance with the assigned theme and submit them to WWF-Pakistan for review and feedback. Additionally, the service provider will provide samples of previous videos or similar work to showcase relevant experience.
3. Document the origin, objectives and evolution of the Sheroes concept, focusing on its integration with the SMART project and the engagement of women from Community Controlled Hunting Areas (CCHAs) in Gojal.
4. Engage with key stakeholders, including WWF-Pakistan staff, members of Sheroes, community leaders and officials from the Gilgit-Baltistan Wildlife Department to collect relevant stories, visuals and context for the video.
5. Visit the project sites to capture high-quality footage of Sheroes in action documenting wildlife sightings, reporting conflicts and using SMART-Collect to contribute to conservation at the grassroots level.
6. Feature real-life stories, interviews and testimonials from Sheroes and local communities to showcase the impact of the initiative on wildlife protection, women's empowerment and data-driven conservation.
7. Produce a visually compelling short video of five minutes with (30 second-1 min teaser) of the film with English sub-titles that effectively communicates the role of Sheroes along with 40–50 high-resolution captioned photographs highlighting central characters from the film in action, along with landscapes, species and biodiversity.
8. Maintain close coordination with WWF-Pakistan teams to incorporate feedback during scripting, editing and production. Develop 3–4 edited clips from the main video featuring interviews, personal stories and landscape/B-roll footage as identified in consultation with the Communications team.
9. Submit the final video in high-resolution formats (4k) suitable for public screening and online platforms to WWFPakistan within specified deadline.

4) Deliverables

One short video featuring Sheroes to showcase their stories highlighting women's stewardship in protection and monitoring efforts using SMART-Collect.

5) REQUIREMENTS

1. Possess a minimum of a Master's degree in a relevant field such as Media Studies, Film Production, Communication or a related discipline.
2. Demonstrate at least 3 years of professional experience in documentary filmmaking, short video production, or multimedia storytelling preferably related to environmental conservation, community development or social impact themes.
3. Proven experience in developing high-quality video content for NGOs, development organizations or awareness campaigns with a strong understanding of visual storytelling in the context of biodiversity, conservation or natural resource management.
4. Excellent skills in visual communication, scripting, editing and post-production, along with strong proficiency in English (spoken and written). Knowledge of local languages and cultural contexts in Gilgit-Baltistan will be considered a plus.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

Application Submission: Interested consultants should submit the Proposal on the Application Form Available Online or can access through the following Link: <https://forms.office.com/e/sxNStCNxPM>

- 1.
2. 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)
Cc: Muzzammil Ahmed (mahmed@wwf.org.pk)
3. 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

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 work plan
- 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 300,000 PKR/.