



Consultancy Ref No: 185/PSL/25-26

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

Development of Communication Products for the project titled DESIGN AND TESTING OF EFFECTIVE RESPONSE MECHANISMS TO REDUCE HUMAN-SNOW LEOPARD CONFLICT

Application Submission: Interested consultants should submit the Proposal on Application Form Available Online or can access through 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:	1 st November, 2025 to 30 th June, 2026
Type:	Individual and Firm

Background of Project & Assignment:

The Pakistan Snow Leopards (PSL) Phase III project builds upon the success of earlier interventions, particularly the innovative AI camera traps initiative, by introducing and testing deterrence systems to reduce human-wildlife conflict (HWC). This phase emphasizes strengthening community awareness, building ownership, and promoting coexistence practices by providing locally relevant tools, knowledge products, and communication platforms. The overall aim is to foster a deeper understanding of Snow leopard conservation challenges while enhancing the role of communities and rangers as active custodians of their ecosystems.

To achieve this, the project focuses on developing creative and accessible communication materials for diverse audiences, including community members, students, and field staff. These include branded items for awareness-building, fact sheets explaining early warning systems (EWS) and wildlife conflict drivers, and a series of short videos highlighting the functioning of AI systems, community roles, and conflict mitigation practices. Additionally, a professional documentary will showcase the broader journey of the project, bringing together community stories, technological innovation, and policy-level impacts to inspire wider replication and support.

Engagement and outreach remain central to this phase, with the design of a communication strategy to ensure cohesive messaging across platforms. Social media campaigns, reports, and awareness posts will help amplify the conservation message beyond the project landscapes. Furthermore, community events, ranger trainings, and stakeholder workshops will serve as participatory platforms to distribute materials, strengthen networks, and celebrate significant conservation days. Collectively, these efforts will help reinforce conservation values, increase local participation, and demonstrate the effectiveness of innovative deterrence measures for protecting both livelihoods and Snow leopards.

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:

To develop and design communication materials for Strengthening awareness and engagement of communities and stakeholders in HWC mitigation through AI EWS

b. Specific Tasks:

- i. Social Media posts
- ii. Branding materials (Caps, bottles, label, diary, calendar)
- iii. Design of reports and factsheets
- iv. Short videos and photography produced and launched.
- v. Community engagement events conducted.
- vi. Develop and execute communications strategy

4) Deliverables

- I. Branded material (with Snow Leopard & WWF) for community members, rangers, students (Caps, bottles, label, diary, calendar)
- II. 2-page illustrated fact sheet on AI EWS, HWC drivers (wolf, lynx, snow leopard), and community role
- III. 3 short videos (2–3 min each) on: (1) AI EWS functioning, (2) Role of communities, (3) HWC mitigation
- IV. 30 photographs of the key biodiversity species in project sites and surrounding areas
- V. Develop and execute communications strategy
- VI. Design and disseminate awareness messages, news and info throughout the project cycle
- VII. Printing, logistics, and distribution of materials at village meetings, trainings, and stakeholder workshops

S. No.	Activity / Product	Description	Quantity / Duration	Estimated Budget (PKR)
1	Branding Material	Branded material (with Snow Leopard & WWF) for community members, rangers, students (Caps, bottles, label, diary, calendar)	Caps: 50 Bottles: 20 Diaries: 100 Calendar: 100	350,000
2	Fact Sheet	2-page illustrated fact sheet on AI EWS, HWC drivers (wolf, lynx, snow leopard), and community role	250 copies	50,000
3	Short Awareness Videos	3 short videos (2–3 min each) on: (1) AI EWS functioning, (2) Role of communities, (3) HWC mitigation	3 videos	360,000
4	Photography	Photography series capturing key biodiversity species in project sites and surrounding areas	At least 3 species x 10	250,000
5	Communication Strategy	Develop and execute communications strategy	1	150,000
6	Social Media posts, Reports	Design and disseminate awareness messages, news and info	1	240,000
7	Community Launch Events & Significant days	Printing, logistics, and distribution of materials at village meetings, ranger trainings, and stakeholder workshops	4 Significant days/ events	200,000
	Total			1,600,000

5) REQUIREMENTS

- a. Proficient in the English language
- b. Experience - Min 10 years of experience in communications and design work
- c. Work experience at WWF-Pakistan focusing on Snow Leopard-related initiatives.
- d. Sound portfolio of communications and design related work.

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.office.com/e/sxNStCNxPM>

2. If Any **Queries** may send through Email by attention to the Following:

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

Cc: Assadullah (assadullah@wwf.org.pk)

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 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 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 1,600,000/-