



Consultancy Ref No: 188/GSK/25-26

RFP FOR CONSULTANCY
SERVICES WWF-
PAKISTAN

SUBJECT: Terms of Reference (ToRs) for Biodiversity Assessment and Conservation Planning of Three Ecologically Significant Wetlands; Keenjhar, Haleji, and Hadero, with Key Migratory Bird Flyways Identification, in the Context of The Freshwater Challenge (FWC)

Application Submission:

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>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	10 Months (15 th November 2025, to 15 th September 2026)
Type:	Individual/Firms

Background of Project & Assignment:

WWF Pakistan, founded in 1970, is the most significant independent nature conservation NGO in Pakistan, with over 20 offices nationwide and an average annual budget of 5.06 million euros, mainly financed by private and public funding. WWF Pakistan has a mission to preserve the country's incredible biodiversity and natural resources through the aforementioned practices. Since its inception, WWF Pakistan has implemented over 200 projects and programmes. WWF Pakistan collaborates closely with local and national partners, the government, private sector partners, researchers, and communities.

Under the Freshwater Programme, WWF-Pakistan, in collaboration with GSK, is implementing a five-year project across strategically important regions of the Indus River Basin, including Karachi, Lahore, Keenjhar Lake, and the Indus Delta. The project aims to protect and restore freshwater ecosystems through nature-positive solutions, aligned with global frameworks such as the Sustainable Development Goals (SDGs), the Global Biodiversity Framework, and the Freshwater Challenge.

Assignment Description:

The purpose of this consultancy is to provide specialised technical expertise to strengthen freshwater ecosystem conservation and migratory bird management in Sindh, aligned with national priorities and global commitments to protect and restore critical freshwater habitats and species. The consultancy will consist of two interlinked tasks:

Biodiversity Assessment and Strategic Conservation Planning for Ecologically Significant Wetlands; The consultant will conduct a comprehensive biodiversity assessment and develop site-specific strategic conservation plans for priority freshwater sites in Sindh, including Keenjhar Lake, Haleji Lake, and Hadhero Lake. The assessment shall focus on the ecological status of flora and fauna of these wetlands, with particular emphasis on their linkage with surrounding water resources and their role within migratory bird flyways, drawing upon secondary literature and existing studies. The strategic conservation plans will provide clear, practical recommendations for ecological protection and sustainable water management interventions that maintain or enhance wetland functions, biodiversity and the conservation of migratory bird habitats. This task should directly contribute to Pakistan's alignment with the global freshwater challenge, which calls for restoring 300,000 kilometres of degraded rivers and 350 million hectares of wetlands worldwide by 2030, while securing the protection of freshwater ecosystems that are crucial for biodiversity and ecosystem services.

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) GENERAL CONDITIONS

- 1) 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.
- 2) 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.
- 3) 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.
- 4) 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.
- 5) The RFP is not a binding agreement between the parties, submission of a proposal or response by a proponent is

voluntary.

6) 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

Objective of the Consultancy:

This consultancy aims to conduct a comprehensive biodiversity assessment of Keenjhar Lake, Haleji, and Hadero, focusing on both aquatic and terrestrial habitats. The assessment will establish an updated baseline of the current biodiversity status, identify key species and habitats critical for ecological integrity, and compare present conditions with historical data from the past decade to determine temporal trends. The assessment will also identify major threats to these ecosystems, including the impacts of climate change, water-related pressures, and human activities such as hunting, poaching, and land-use changes.

Building on these findings, the consultancy will develop detailed site-specific conservation and management plans for each wetland, setting clear short-term, medium-term, and long-term goals. These plans will serve as strategic frameworks for safeguarding biodiversity, integrating robust monitoring structures to ensure adaptive management and long-term ecological integrity.

In alignment with global freshwater restoration targets, which aim to restore 300,000 kilometres of degraded rivers and 350 million hectares of wetlands by 2030, while conserving intact freshwater ecosystems, the strategic plans will directly contribute to addressing these global challenges by linking local conservation action with international commitments.

a. Scope of Work:

Task 1: Biodiversity Assessment and Strategic Conservation Planning for Three Ecologically Significant Wetlands

The consultant will conduct a comprehensive biodiversity assessment and develop strategic conservation plans for Keenjhar Lake, Haleji Lake, and Hadero Lake, with a strong emphasis on the relationship between ecological health and freshwater resource management. The scope includes:

- Conducting a detailed literature review to assess existing biodiversity and water resource data for the three sites.
- Identifying data gaps for both aquatic and terrestrial ecosystems and prioritising new data collection.
- Reviewing existing monitoring frameworks and conservation approaches used at these wetlands.
- Undertaking field surveys to assess flora and fauna, covering indigenous, invasive, and threatened species, using IUCN Red List criteria and field validation.
- Documenting species composition, habitat types, distribution, and ecological linkages between aquatic and surrounding terrestrial environments.
- Evaluating the health and functioning of freshwater ecosystems (wetlands, riparian zones) and their interaction with broader hydrological regimes.
- Identifying key threats to biodiversity, including climate change impacts (temperature rise, erratic rainfall), water scarcity, pollution, poaching, over-extraction of resources, and land-use changes.
- Analysing how human activities such as agriculture, fishing, pollution and water diversion affect freshwater resources and biodiversity.
- Developing a site-specific conservation and management plan for each lake, with clear short-term, medium-term, and long-term actions aligned with global freshwater restoration targets (restoring 300,000 km of rivers and 350 million ha of wetlands by 2030).
- Proposing practical habitat restoration measures, improved biodiversity monitoring systems, and threat mitigation strategies.
- Creating a robust monitoring framework with indicators to track biodiversity and water resource health over time. Ensuring that all outputs meet metadata standards for future mapping and data integration. Engaging local communities, authorities, and conservation stakeholders to validate findings and ensure ownership of the conservation plans.

Task 2: Identification and Assessment of Migratory Bird Flyways in Sindh

The consultant will focus on reviewing secondary literature and developing a practical conservation plan for migratory bird flyways in Sindh. The scope includes:

- Reviewing existing literature, national bird census reports, and global migratory data relevant to Sindh's flyways.
- Identifying and mapping principal migratory routes, stopover sites, and critical habitats for migratory bird species.
- Conducting targeted field surveys to validate flyway routes, resting points, and habitat conditions.
- Documenting species composition, migratory timing, and usage patterns at key flyway sites.
- Comparing current migratory bird data with historical records to analyze population trends and changes over time.
- Identifying threats to migratory birds along flyways, including habitat loss, disturbance, poaching, and climate-related risks.
- Recommending priority conservation measures to protect critical flyway habitats and minimise risks during migration periods.
- Providing geospatial outputs mapping the flyways, resting sites, and associated habitats.
- Proposing guidelines for the integration of flyway protection into broader biodiversity conservation and land-use planning at local and provincial levels.
- Engaging relevant stakeholders, including local communities, government wildlife departments, and conservation partners, to validate findings and ensure practical implementation.

b. Methodology

The consultancy will adopt an evidence-based, participatory, and science-led methodology, structured into two main tasks:

Methodology: Biodiversity Assessment and Strategic Conservation Planning

I. Literature Review & Data Gap Analysis

- Collect and review all available literature, scientific studies, project reports, and monitoring data related to Keenjhar Lake, Haleji Lake, and Hadero Lake, with a focus on biodiversity and freshwater resource conditions.
- Compile and catalogue existing datasets: species inventories, habitat maps, ecological surveys, hydrological studies, and related conservation assessments.
- Identify critical data gaps by comparing existing information with internationally accepted biodiversity assessment standards, focusing on missing data on species, habitats, ecological interactions, and water resource linkages.

II. Field Surveys & Primary Data Collection

- Conduct detailed surveys of flora and fauna, emphasising endemic, threatened, and invasive species, and referencing IUCN Red List criteria.

III. Threats and Risk Assessment

- Conduct site visits to identify direct and indirect threats: climate stressors (temperature shifts, erratic rainfall), water resource pressures (pollution, diversion, scarcity), and anthropogenic pressures (encroachment, poaching, over-extraction).
- Use stakeholder consultations, key informant interviews with local communities to gather insights on human dependency, practices, and risks to freshwater ecosystems.
- Analyse socio-economic factors affecting ecosystem pressures, including demographic trends and livelihood dependencies.

IV. Conservation Planning

- Develop site-specific, actionable Strategic Conservation and Management Plans for each wetland, clearly detailing short-term, medium-term, and long-term goals.
- Align plans with global freshwater restoration targets (restoring 300,000 km of rivers and 350 million hectares of wetlands by 2030).
- Integrate climate change adaptation measures, ecosystem restoration actions, and robust monitoring indicators.
- Produce a final comprehensive plan including practical implementation frameworks.

Task 2 Methodology: Identification and Assessment of Important Migratory Bird Flyways

I. Review and Collation of Existing Flyway Data

- Compile and analyse secondary literature, national and international bird census data, wetland monitoring reports, and flyway datasets (e.g., Ramsar, BirdLife International).
- Develop a database of migratory routes, resting sites, and species relevant to Sindh using existing data and reports.

II. Flyway Identification and Mapping

- Identify and map key migratory routes, stopover sites, and habitats for migratory birds using existing info and secondary sources.
- Provide a geospatial map of flyways and resting sites from literature, satellite imagery, and GIS tools.

III. Historical Population Trends and Threat Assessment

- Conduct a historical comparison of migratory bird populations to detect changes in flyway use over time.
- Assess threats like habitat loss, disturbance, poaching, and climate impacts with secondary data and literature.

IV. Flyway Protection Recommendations

- Propose priority conservation actions for critical flyway zones based on data, ensuring practical, actionable recommendations within the project timeline.
- Provide policy suggestions for incorporating flyway protection into regional biodiversity and land-use planning.
- Develop measures such as awareness campaigns, habitat restoration, and policy improvements that require minimal fieldwork.

4) Deliverables

- Separate site-specific reports for Keenjhar Lake, Haleji Lake, and Hadero Lake, summarizing current biodiversity status (aquatic and terrestrial), historical trends, data gaps, and recommendations for further data collection.
- Site-specific strategic conservation and management plans with short-, medium-, and long-term goals, habitat restoration priorities, species recovery actions, water resource linkages, and alignment with global freshwater targets.
- A report on central migratory flyways, resting sites, staging areas, and population trends from secondary data. Incorporating risks to routes and stopovers, with a gap analysis of conservation efforts and suggested mitigation measures.

5) REQUIREMENTS

- Masters in GIS/RS, Zoology, Botany, Forestry, Rural Development, Environmental Sciences, or any other relevant discipline
- Demonstrated experience of 5-7 years in biodiversity conservation, forestry project evaluations, strategies in environmental conservation, community development or natural resource management projects.
- Expertise in participatory approaches and stakeholder engagement, especially with local communities and government, and non-government organizations.
- Strong analytical skills and familiarity with GIS and remote sensing or any other relevant tools.
- Fluency in English, Urdu and Sindhi languages.
- Cultural awareness and sensitivity to gender issues.
- Experience in providing quality technical reports.
- Knowledge of WWF's work globally and regionally is an asset
- Expertise in coastal ecosystem management and mangrove conservation.
- Experience in ecological field assessments and socio-economic research.
- Proficiency in GIS and remote sensing applications for ecosystem monitoring.
- A track record of publishing in peer-reviewed scientific journals.

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. **Application Submission:**

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

11) BUDGET

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 Total Budget for this activity inclusive of all taxes and Out of Pocket expenses are PKR 4,000,000/-.