



Consultancy Ref No: 190/SMEP/25-26

RFP FOR CONSULTANCY SERVICES

WWF-PAKISTAN

SUBJECT:

Consultancy Services for the Development of Communication Material, Dissemination of Pakistan Leather Sector: Traceability, Cleaner Production, and Circularity Project

Application Submission:

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>

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1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	6 months (01 Nov 2025 - 30th June 2026)
Type:	Firm/individual(both)

Background of Project & Assignment:

The Pakistan Leather Sector: Traceability, Cleaner Production, and Circularity project is implemented by WWF-Pakistan in consortium with Punjab Agriculture & Meat Company (PAMCO), Pakistan Council of Scientific & Industrial Research (PCSIR), Information Technology University (ITU), and Leather Field Pvt Ltd. and funded by UK International Development through SMEP Programme. It is a forward-looking initiative aimed at transforming Pakistan's leather industry into a more sustainable, transparent, and environmentally friendly sector. Recognising the significant economic role of the leather industry and its environmental and social challenges, this project introduces solutions to enhance sustainability throughout the value chain.

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:

The main objectives of this training course are

- The primary objective of this consultancy is to develop and implement an effective communication and dissemination strategy that highlights the key achievements, lessons learned, and impact of the *Pakistan Leather Sector: Traceability, Cleaner Production, and Circularity Project*.

b. Specific Tasks:

The specific tasks of this activity are:

- Establish a **Designated Communications Team** to develop and implement annual and quarterly communication and visibility plans.
- **Develop and integrate** a dedicated project section on WWF-Pakistan's website featuring updates, resources, and visual storytelling.
- **Design and produce** communication materials including brochures, fact sheets, business cases, and event-specific banners/standees.
- Maintain an **active social media presence** through regular posts, campaigns, and event highlights across WWF platforms.
- **Create digital content** such as videos, infographics, and impact sheets showcasing project progress and sustainability outcomes.
- **Document and report** communication activities through quarterly updates, final reports, and an organized digital archive.

4) Deliverables

1. Designated Communications Team

- The team will assist in enhancing the project's visibility and designing communication products that effectively convey messages on traceability, cleaner production, and circularity.
- The team will contribute to developing an Annual Communication and Visibility Plan and finalize Quarterly Communication Plans in consultation with WWF-Pakistan's communications unit.

2. Integration of Dedicated Project Section on WWF-Pakistan's Website

A dedicated section shall be developed and integrated within WWF-Pakistan's official website to showcase comprehensive details of the Pakistan Leather Sector: Traceability, Cleaner Production, and Circularity Project.

This section will include:

- Project overview, objectives, and consortium information.
- Key milestones, publications, and digital resources.
- Updates on activities, news, and photo galleries.
- Visual storytelling elements highlighting achievements in sustainability, traceability, and cleaner production.
- Regular content updates will be ensured to maintain relevance and accuracy.

3. Designing and Development of Communication Materials

- A Project brief (brochure) will be produced to introduce the project's objectives, scope, partners, and expected impact, suitable for initial stakeholder engagements.
- Business Case Summaries, Fact Sheets, Handouts, and Resource Materials will be developed quarterly to communicate ongoing interventions, learnings, and policy relevance.

4. Designing and Development of Standees and Banners

- Generic Standees and Banners will be developed for WWF-Pakistan Lahore, Sialkot and Karachi offices for use throughout the project duration. These will display project title, partner logos, and taglines on sustainability and circularity.
- Customized designs will be developed for specific events, workshops, exhibitions, and environmental or

industry days relevant to the leather sector.

6. Ensuring Engaging and Active Social Media Presence

- The team will manage an active digital presence for the project across WWF-Pakistan's social media platforms (LinkedIn, Facebook, Instagram, X, and YouTube).
- Regular posts, campaigns, and event highlights will be designed to showcase project interventions, outcomes, and stories of change.

7. Press Releases, Featured Articles, and Blogs

- Prepare and disseminate press releases and featured articles in national and trade media focusing on the project's contribution to sustainability, traceability, and innovation in Pakistan's leather sector.
- Develop blogs and media pieces highlighting the project's environmental and social impact, best practices, and industry transformation potential.

8. Development of Short Video Clips and Digital Content

- Produce short video clips, interviews, and animations showcasing project interventions such as traceability systems, cleaner production practices, and stakeholder engagement stories.
- Videos will be suitable for dissemination through digital platforms, workshops, and policy dialogues.

9. Development of Impact Sheets, Reports, and Infographics

- Design and develop visually compelling infographics, impact sheets, and summary reports illustrating project progress, key outcomes, and sustainability linkages with global frameworks (e.g., SDGs, SMEP goals, and circular economy targets).
- Annual impact sheets will summarize results from different geographic clusters (e.g., Lahore, Karachi, and overall national impact).

10. Reporting and Documentation

- Submit a quarterly progress report summarizing communication outputs, reach, and outcomes.
- Maintain a digital archive of all creative assets (editable and final formats) for WWF-Pakistan's records.
- Provide final completion report with all deliverables, lessons learned, and recommendations for sustaining communication and visibility beyond project closure.

Project / Assignment timeline

The consultancy assignment must be completed within 6 months (01 Nov 2025- 30th June 2026).

5) REQUIREMENTS

The consultant should meet the following criteria:

- Master in degree of communications, journalisms, public relations, or a related field
- Experience: At least two years of similar work experience is required. Demonstrated and extensive social media experience will be an advantage.
- Skills: Excellent written and oral English and Urdu communication skills are required
- Other Desired Skills: Creativity, resourcefulness, and ability to pay attention to details and comprehend complex information

6) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. **Application Submission:**

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>

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: 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 GBP, 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

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 (lodging & boarding) are **4,371 GBP**.