



Reference No: 195/RPLC/25-26

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Production of 3D Animated Videos RPLC- Pakistan

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:	5 months (17 December 2025- 07 May 2026)
Type:	Firm

Background of Project & Assignment:

RPLC-Pakistan, which is supported by **Laudes Foundation** and convened by **WWF-Pakistan**, adopts a multi-stakeholder governance model that **brings together diverse stakeholders**, such as local communities, farmers, governments, financial institutions, businesses and NGOs to drive market transformation.

The collaborative works to advance **regenerative agriculture** at the **landscape level for ecosystem restoration**. **Regenerative Production Landscape Collaborative (RPLC)** aims to strengthen **agricultural systems to conserve and enhance natural resources, build community resilience to climate change** and secure a **long-term supply of agro-commodities**.

RPLC, therefore, aims to scale a model where,

- Producers grow agri-commodities using **regenerative farming principles** that **restore ecosystems**
- Smallholder farmers and communities thrive through **improved economic stability, enhanced livelihoods** and greater participation in decision-making
- Businesses secure long-term, responsible supply chains whilst **sourcing responsibly and sustainably**

RPLC focuses on six impact areas,

- 1) **Restores & Revitalises Soil Health**
- 2) **Improves water Management**
- 3) **Improving Smallholder Farmer Incomes**
- 4) **Preserves & Enhances Biodiversity**
- 5) **Reduces Greenhouse Gas Emissions**
- 6) **Improves Gender Equity**

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 of Consultancy

a. Objective of the Consultancy:

RPLC- Pakistan collaborative consists of three multi-stakeholder governing bodies, one at the federal level called '**National Council**' and two at the provincial level, called **Punjab Compact** and **Balochistan Compact**. These multi-stakeholder governance models bring together diverse stakeholders, such as local communities, farmers, governments, financial institutions, businesses and NGOs to drive market transformation. Through this approach, stakeholders align on the distinct challenges of each ecosystem and collaborate to identify systemic issues and implement targeted solutions. This focuses on a holistic approach to land management that creates long-term value for everyone.

- The mandate of the task is to (a) create understanding and buy-in of regenerative agricultural practices among diverse stakeholders of the landscape, (b) build the capacities of local communities and smallholding farmers to adopt regenerative practices through easy-to-understand advisories and animation (c) scale up the impact of regenerative practices among the general audience.

b. Scope of Work:

The scope of services required from the production/media house will be

- Develop illustrated animated videos of 2 to 2.5 minutes each on six RPLC's focused thematic areas that are,
 - a) Restores & Revitalises Soil Health
 - b) Improves water Management
 - c) Improving Smallholder Farmer Incomes
 - d) Preserves & Enhances Biodiversity
 - e) Reduces Greenhouse Gas Emissions
 - f) Improves Gender Equity
- Develop script, storyboard, illustration, graphics, animation, etc., based on the information/guidance provided by the project team.
- Produce high-resolution 3D animated videos, not using ready images, graphics, etc. from the web or graphic stock.
- Create high-quality soundtracks, voice-over, communication style, etc., as per situation demands.

Editing based on the review of the project team, as and when required.

c. Specific Tasks:

- The production/media house will draft the script, storyboard and illustration separately for each video based on the information/guidance provided by the project team.
- Script and 3D animated videos will focus on regenerative agriculture themes mentioned above.

- The production/media house will produce generic animated videos, making use of 'illustrative storytelling techniques to capture the audience's attention.
- The animated videos will consist of multiple characters as per the situation demand and requirements.
- Characters used in videos will have unique local voice-overs resembling the real-life situation. The characters will represent localised dressing, facial features & expression, communication style, voice pitch, etc. The production/media house will ensure synchronized movement of characters or objects with soundtrack, voice-over, background scenes, graphics, etc.
- The production house will create innovative, attractive background scenes of Punjab and Balochistan landscapes for animated videos according to the situation. However, these background scenes will not be obtained/copied from websites or other related sources.
- Animated video will be in the Urdu language with English subtitles.
- The duration of each video will range from 2 to 2.5 minutes. However, it may increase/decrease according to the requirements of the script or the importance of the theme (s), as guided by the project team.
- The production house/consultants are encouraged to make field visits to have enough familiarity with the landscape of Punjab and Balochistan. These visits (s) will be part of the consultancy service without any additional charge.
- The production house will ensure editing, sound mixing, voice-over correction, colour and graphic correction, etc., as suggested by the project team, as and when required.
- The production house will manage all necessary tools and equipment, including tapes, DVDs, etc., required for the production of 3D animated videos.
- The production house will use the latest high-quality animation software, voice-over/soundtracks/recording tools and equipment.
- No additional or accidental cost will be borne by WWF-Pakistan.

WWF-Pakistan reserves all the rights of video material, animation, background scenes, soundtracks, audio-visual material, etc.

4) Deliverables

- Share the technical and financial proposal, keeping in view the requirements specified above. The proposal needs to be submitted in English.
- Develop script, storyboard, illustration, graphics and animation.
- First, cut of animated video.
- Editing based on the review of the first cut by the project team.
- Full raw footage/data used for production of animated videos.
- Delivery of high-resolution 3D animated videos as per the timeframe specified by the project team.

Target Groups:

- 3D animation videos will be promotional documentaries for diverse stakeholders, including farmers, local communities, NGOs, government extension agents, agriculture service providers, students and the general audience

Language:

- Animated videos will be in the Urdu language with English subtitles

5) Project / Assignment timeline

The production/media house will produce 3D animated videos by 15 May 2026, as per the following outline and process

Sr. #	Deliverables/outputs	Timeline
1	Script, storyboard, illustration, etc.	Last week of February, 2026
2	First cut of 3D animated videos	Last week of March, 2026
3	Editing based on the review of the project team.	2nd week of April, 2026
4	Final version of 3D animated videos	First week of May, 2026

6) REQUIREMENTS

- Production/media houses, having high-level technical/professional expertise, creativity and required facilities, e.g. tools/equipment, software, etc., in developing 3D animated video.
- Experience in documentary production, specifically in the agriculture sector, and the production/media house will provide examples of past video/documentary (DVDs of at least two examples)

7) 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.

8) 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.

9) 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 (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

10) 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

11) 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.

12) BUDGET

Total budget for this activity inclusive of all taxes and out of pocket expenses (lodging& boarding) are 2,900,000/PKR.