



Consultancy Ref No: 215/RPLC/26-27

**RFP FOR CONSULTANCY SERVICES**

**WWF-PAKISTAN**

**SUBJECT:**

**Consultancy Services for Visibility and Communication Material for the Project  
“Regenerative Production Landscape Collaborative-Pakistan”**

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**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:	3-Months (1 <sup>st</sup> March 2026- 31 <sup>st</sup> May 2026)
Type:	Firm/individual(both)

### Background of Project & Assignment:

The Laudes foundation has supported a programme and developed a joint strategy with its partners to enable regenerative production landscapes. Over the past years, 04 RPLCs have been set up in India, Pakistan, Brazil and Tanzania. These RPLCs are all based on the same innovative model to foster agricultural ecosystems which conserve and enhance natural resources and build community resilience whilst enabling businesses to source responsibly. To grow the RPLC model, increase the impact and make it sustainable, collaboration between the different RPLC partners is imperative.

RPLC-Pakistan is being convened by WWF-Pakistan. It adopts a multi-stakeholder governance model that brings together diverse stakeholders, such as local communities, farmers, governments, businesses and NGOs to drive market transformation. The collaborative works to advance regenerative agriculture at the landscape level for ecosystem restoration.

RPLC, being the part of global forum of '1000 Landscape for 1 billion People (1000L)' which is a radical collaboration of change agents working together to accelerate landscape efforts, requires development of quality visibility and communication material to disseminate its actions/interventions and impacts among its partners and national as well as international stakeholders.

## 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 primary objective of this consultancy is to develop and implement a tailored communication and dissemination strategy targeting relevant stakeholders, partners and suitable social media platforms, and highlight significant achievements, lessons learned and impacts under the RPLC-Pakistan.

**b. Specific Tasks:**

1. Develop and implement RPLC-P's communication strategy
2. Regularly update and integrate content on the designated page of RPLC-Pakistan.
3. Develop logo, tagline, branding toolkit and infographics
4. Design and produce communication materials related to RPLC-Pakistan. Ensure that content is customized to resonate with different stakeholders while maintaining coherence across the RPLCs
5. Develop and design RPLC quarterly newsletter
6. Maintain an active social media presence through regular posts
7. As and when required, create digital and printed content showcasing RPLC progress in stakeholders' events, meetings, etc.

### 4) Deliverables

- a) Development of a tailored communication strategy to align the project's visibility with the communication standard of RPLCs and enhance project's outreach.
- b) Development of a communication matrix to strategically plan, organize, and track project information flow
- c) Create engaging and informative content focused on partnerships under the RPLC and their contributions to social, financial and environmental sustainability
- d) Development of a project brief, fact sheet and other necessary brochures suitable for initial stakeholders' engagements
- e) Designing and branding of generic standees and banners for use throughout the project duration
- f) Managing an active digital presence of the project across social media platforms (LinkedIn, FB, Instagram, YouTube, X, etc.)
- g) Prepare and disseminate press releases and featured articles on national and international media, focusing on sustainability and farm/farmers' resilience
- h) Produce short videos showcasing project interventions and success stories for workshops, policy dialogues and digital media platforms
- i) Host stakeholder dialogues and roundtable/closing events for commitments beyond RPLC.
- j) Submission of the final report summarizing overall performance and impact at the end of the consultancy period.

### 5) project / Assignment timeline

The consultancy assignment must be completed within 03 months starting from 1<sup>st</sup> March 2026 to 31<sup>st</sup> May 2026.

### 5) REQUIREMENTS

The consultant should meet the following criteria:

- Master's degree in communications/journalism/public relations or relevant fields
- Ability to conduct field visits and communicate with the stakeholders, including the farming community
- Proficiency in graphic design and multimedia content creation to develop visually appealing and informative digital content.
- Familiarity with digital presentation tools and software for creating engaging and interactive communication material/presentations.
- Ability to work within a specified timeline and deliver high-quality, polished, and professional deliverables.
- Experience of working with WWF- Pakistan would be an added advantage.

### 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. 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](mailto:fakhan@wwf.org.pk))

**Cc:** Assadullah ([assadullah@wwf.org.pk](mailto:assadullah@wwf.org.pk))

The RFP submission deadline is mentioned on the WWF website.

3. Any information and responses to enquiries will be made in writing and distributed by email to all proponents. Enquiries received 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 instructions below:

- 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.

Financial Proposal				
Description	Units	Quantity	Rate	Total Amount

1. Remuneration: • Field • Office	Man Days [MD] / Man Months [MM]			
2. Air Travel	N/A	N/A	N/A	0
3. Road Travel	N/A			
4. Boarding/Lodging	N/A			
5. Others (Please specify) Training Material, Printing, Photocopies, Color printing, practical demonstration equipment, e.g., candling				
<b>Grand Total Inclusive of All direct or indirect Taxes and Out-of-Pocket Expenses</b>				

## 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 1,300,000**.

