



Consultancy Ref No:217/RPLC/26-27

## RFP for Consultancy Services-WWF Pakistan

**Subject:**

**Developing a Business Case for Regenerative Agriculture based on a Case Study of Sustainable Cotton Production Systems in Punjab, Balochistan, and Sindh through Life Cycle Assessment.**

---

**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>

CONTENT

|  |   |
|--|---|
| 1) Introduction & Background .....                 | 2 |
| 2) General Conditions .....                        | 2 |
| 3) Purpose of Consultancy .....                    | 2 |
| 4) Deliverables .....                              | 3 |
| 5) Project/Assignment Timelines.....               | 3 |
| 6) Requirements .....                              | 3 |
| 7) Correspondence and Submission of Proposal ..... | 4 |
| 8) Format of Proposal .....                        | 4 |
| 9) Financial Proposal.....                         | 4 |
| 10) Evaluation Process .....                       | 5 |
| 11) Documentation and Confidentiality .....        | 5 |

## 1) INTRODUCTION & BACKGROUND

Contract type: Consultancy Services  
Duration of assignment: Three Months

RPLC-Pakistan, 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) Improves 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's Fraud and Corruption Prevention and Investigation Policy (Annex 2) contained in the RFP, 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) Objectives of the Study

#### Overall Objective:

The study aims to develop a business case for regenerative agriculture based on a case study of sustainable cotton production systems in Punjab, Balochistan, and Sindh through life cycle assessment. Through this study, the RPLC project intends to showcase that sustainable production of agricultural commodities can help improve communities' livelihoods, restore ecosystem services, and enhance sustainable sourcing.

#### Specific Objectives

1. To quantify and compare the environmental footprint of cotton cultivation and economic returns across Punjab, Sindh, and Balochistan, including conventional, organic, regenerative, and Better Cotton production systems, using a consistent and transparent life cycle assessment (LCA) framework.
2. To propose environmentally informed pricing or incentive mechanisms that support the promotion of regenerative cotton practices while enhancing the economic viability and profitability of primary producers.
3. To identify the potential for carbon in-setting opportunities for retailers and brands within the regenerative production landscape.

### 4) Scope of Work

#### 4. Scope of Study

##### 4.1 Geographical Scope

- **Primary focus:** Punjab, Sindh, Balochistan

##### 4.2 System Boundaries

- **Mandatory boundary:**
  - **Cradle-to-farm gate**, covering all processes from input production through cotton cultivation, harvesting and yield.
- **Included processes:**
  - Seed production and use
  - Land preparation and planting
  - Fertilizer and pesticide application
  - Irrigation (including energy use for pumping)
  - On-farm machinery and fuel use
  - Harvesting operations
  - Input costs
  - Yield
- **Excluded processes:**

- Ginning, spinning, textile processing, and downstream stages

#### 4.3 Functional Unit

- **Primary functional unit:**
  - **1 kg of seed cotton at farm gate**

*Any additional functional units must be transparently justified and consistently applied.*

#### 4.4 Temporal Scope

- Data should reflect recent and representative production years, capturing typical practices and inter-annual variability where feasible.

#### 4.5 Production Systems

The study should explicitly consider, where relevant and feasible:

- **Irrigated from groundwater versus canal/river-fed systems**
- **Smallholder-dominated systems**

Stratification should be clearly justified and methodologically sound

### **5. Methodological Framework**

#### 5.1 Standards and Guidance

The study must comply with:

- **ISO 14040 and ISO 14044** standards for Life Cycle Assessment
- Recognized **best-practice agricultural LCA guidance**
- Methodological alignment, where relevant, with:
  - **Better Cotton** principles and indicators
  - **Organic (EU Organic and USDA/NOP)**
  - **RegenAgri Standards**
  - **EU Product Environmental Footprint (PEF)** methodology
  - **GHG Protocol Scope 3** guidance for agricultural raw materials

#### 5.2 Life Cycle Inventory (LCI)

- Development of **region-specific LCIs** for Balochistan, Sindh and Punjab
- Emphasis on farm-level historical data
- Clear documentation of all data sources, assumptions, and data quality indicators

#### 5.3 Data Sources

- **Primary data:**
  - Historical farm data under different ongoing projects pertaining to sustainable cotton production systems
- **Secondary data:**
  - Peer-reviewed literature
  - International LCA databases
  - National statistics and institutional datasets

#### **5.4 Assumptions, Allocation, and Uncertainty**

- Transparent description of all assumptions
- Justification of **allocation methods**
- **Clear elaboration of uncertainty, if any**

### **6. Impact Categories to Be Assessed**

At a minimum, the assessment shall include:

- Crop water productivity
- Greenhouse gas emissions (carbon footprint)
- Soil health (Soil Organic Matter, Organic Carbon)
- Energy use
- EIQ (Environmental Impact Quotient)
- Eutrophication potential
- Acidification potential
- Ecotoxicity, particularly associated with synthetic inputs use
- Crop yield
- Farm income (RoI)

Impact assessment methods must be clearly specified and justified.

## **7. Data Collection and Field Work**

### 7.1 Farm-Level Data Requirements

- Input quantities (seed, fertilizers, pesticides, water, energy etc.)
- Crop yields and by-products
- Irrigation practices and energy sources
- Machinery use and fuel consumption
- Labor involvement
- Crop yield, economic return (RoI)

### 7.2 Sampling Strategy

- Statistically and practically sound sampling design
- Adequate representation of key production systems in Sindh, Balochistan and Punjab

### 7.3 Stakeholder Engagement

- Engagement with farmers, local institutions, and relevant technical bodies, where required
- Coordination with the RPLC team and relevant stakeholders for data collection

### 7.4 Ethical Considerations

- Informed consent of participants
- Data confidentiality and anonymization

Sensitivity to smallholder contexts and gender considerations, where applicable

## 8) Key Deliverables

1. **Inception Report**
  - Methodology, work plan, sampling strategy
2. **Life Cycle Inventory (LCI) Datasets**
  - Documented and transparent
3. **Final LCA Report**
  - Thorough interpretation of each segment of LCA
4. **Executive Summary**
  - Non-technical, policy- and market-oriented
5. **Policy-Relevant Briefing / Presentation**

## 6. Environmental pricing and investment

- All models, assumptions, and datasets must be sufficiently transparent to allow review and future updating.

## 7. Result sharing workshop (to share findings of the study)

## 9) PROJECT/ ASSIGNMENT TIMELINE

Three (3) Months starting from the signing of the agreement.

Indicative milestones:

- Inception and methodology approval
- Data collection, analysis, and graphical interpretation
- First draft report submission
- Review and revision
- Final report and dissemination
- Organize a workshop to share findings of the study with relevant stakeholders

## 10) REQUIREMENTS

The consulting team/firm must demonstrate:

- Experience in **ISO-compliant agricultural LCAs**
- Specific expertise in conducting similar studies on agricultural commodities, including **cotton**
- Working experience in **South Asia or similar agricultural landscapes**
- A **multidisciplinary team with** LCA, agronomic and environmental impact assessment expertise
- Track record of work for **international organizations or donor-funded projects**

## 11) 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. Queries, if any, may be sent 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 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.

## 12) FORMAT OF THE PROPOSAL

- 1) **Application Form available at the WWF-Pakistan Website** - General information about the Bidder, covering  
qualification, experience, and CV.
- 2) **Experience:**  
**Description of the complete projects:** the list and general information about the completed projects, description of the role in the project, and other accomplishments of the Consultant.
- 3) **Proposal outlining scope of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- 4) **Service Provision Timeline** – Provide a detailed Work Plan as per Deliverables and TORs.
- 5) **Financial Proposal-** the prices shall be provided in PKR, the total price must be exclusive of all types of applicable taxes

**Note:**

Templates of all information are provided on the Application form available at WWF-Pakistan's Website. Any additional information related to the RFP can be attached along with the application Form.

## 13) FINANCIAL PROPOSAL

The proposed prices shall be provided in PKR. The total price must be exclusive of all types of applicable taxes.

The prices will include travels, boarding & lodging and other expenses

**The Payment Term:** shall be defined by the contract to be concluded between WWF -Pakistan and the consultancy firm/institution.

## 14) EVALUATION PROCESS

Applicant's proposal shall be evaluated based on the Quality and Cost Based Selection (QCBS) method. Under QCBS both technical and financial proposals shall be evaluated as per the following criteria against a maximum score of 100 points.

- a) Technical Proposal 70%
- b) Financial Proposal 30%

The following criteria shall be used as a basis for evaluation of technical proposals:

- Qualifications (maximum 30 points)
- Experience relevant to the assignment (maximum 30 points)
- Adequacy of the proposed methodology and work plan (maximum 20 points)
- Skills & Competencies for the assignment (maximum 10 points)
- Prior experience with WWF-Pakistan (maximum 10 points)

Note: Late/ incomplete submissions will not be accepted. Only three (03) top-ranked firms will be included

in the comparative process

## 15) DOCUMENTATION AND CONFIDENTIALITY

All documents completed based on the 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.

## 16) BUDGET

The total Budget for this activity is **PKR 3,300,000/- (Three Million and Three Hundred Thousand)**.