



Consultancy Ref No: 228/LRI/26-27

RFP for Consultancy Services-WWF Pakistan

Subject:

Baseline Biodiversity Assessment Levi's Regenerative and Resilient Landscape Initiative (LRI)

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: **08 Weeks**

Type: **Firm/Individual**

WWF-Pakistan, under the Regenerative Production Landscape Collaborative (RPLC-Pakistan), is implementing the **Levi's Regenerative and Resilient Landscape Initiative (LRI)** in core cotton-growing areas of the Punjab Compact. The initiative adopts a **mini-landscape** approach covering approximately **10,000 hectares**, integrating regenerative agriculture, water stewardship, soil health improvement, and biodiversity conservation.

Key biodiversity-related interventions include establishment of **small-scale biodiversity clusters**, promotion of agroforestry, enhanced cropping diversity, and reduction in pesticide risk through eco-friendly crop protection practices.

To ensure credible, science-based measurement of biodiversity outcomes and to meet donor requirements for substantiated impact reporting, WWF-Pakistan intends to engage an independent consultant/consultancy firm to conduct a baseline biodiversity assessment prior to large-scale implementation of project interventions.

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 (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) PURPOSE

➤ The mandate of the task is to;

The overall objective of this assignment is to establish a robust baseline of biodiversity status within the project landscape, which will serve as a reference point for measuring changes resulting from project interventions over the project lifecycle.

Specific Objectives

- Assess current biodiversity status at soil, farm, and landscape/off-farm levels within the project area
- Identify key biodiversity features, habitats, and indicator species relevant to cotton agro-ecosystems
- Establish measurable baseline indicators for long-term biodiversity monitoring and reporting

- Provide practical recommendations to strengthen biodiversity conservation outcomes under the LRI project

➤ **Scope of Work:**

The consultant will undertake a baseline biodiversity assessment covering representative sites across the mini landscape, including farms, waterways, field margins, degraded lands, and proposed biodiversity cluster locations.

➤ **Specific Tasks:**

Levels of Assessment

The assessment shall cover biodiversity at the following interlinked levels:

Soil Biodiversity

- Visible soil fauna and indicators of biological activity
- Soil cover and basic indicators linked to soil ecological health
- Natural pest control agents (predators, parasitoids)
- Soil engineers (earthworms, termites)
- Pollination service indicators

On-Farm / Crop-Level Biodiversity

- Crop diversity and cropping patterns
- Field margins and non-cropped habitats
- Pollinators, beneficial insects, and common bird species

Off-Farm / Landscape-Level Biodiversity

- Waterways, degraded lands, and non-farm habitats
- Proposed and potential sites for biodiversity clusters
- Connectivity between habitats within the mini landscape

Methodology Development

- Develop a scientifically sound and field-feasible methodology aligned with WWF biodiversity assessment standards
- Define sampling design, indicators, tools, and data collection protocols
- Ensure methodologies allow for comparability with an endline biodiversity assessment planned in Year 3 of the project
- Indicator / Focal Species Identification
- Identify a limited and relevant set of indicator or focal species/groups (e.g. birds, pollinators, beneficial insects, vegetation groups)
- Selection shall be based on ecological relevance to cotton agroecosystems and sensitivity to the anticipated impacts of planned regenerative agricultural interventions

Linkages with Agricultural Practices

- Analyse linkages between prevailing farming practices (e.g. pesticide use, cropping diversity, habitat availability) and observed biodiversity status
- Highlight key drivers of biodiversity loss and opportunities for biodiversity enhancement through regenerative practices

Spatial Mapping

- Conduct basic GIS-based geo-referencing of:
 - Sampling locations
 - Major habitat types
 - Indicative locations for biodiversity clusters

4) DELIVERABLES

Following is list of specific tasks:

The consultant is expected to deliver the following:

Inception Report

- Final methodology, sampling framework, indicators, and workplan

Baseline Biodiversity Assessment Report, including:

- Executive summary
- Description of study area
- Methodology and limitations
- Baseline findings at soil, farm, and landscape levels
- Photo documentation
- Geo-referenced maps (as applicable)

- Clearly defined baseline biodiversity indicators
- Recommend structures for establishment of small-scale biodiversity clusters
- Practical recommendations aligned with LRI interventions
- Presentation of Findings to WWF-Pakistan project team and donor

All deliverables shall be submitted in English, in both editable and PDF formats. In addition, the consultant shall prepare a PowerPoint presentation summarizing key findings for result sharing with WWF-Pakistan and the donor.

5) PROJECT/ ASSIGNMENT TIMELINE

The consultants/consultancy firm will start from working from 10/02/2026 and complete consultancy till 31/03/ 2026 as per following outline and process

Sr. #	Deliverable/outputs	Timeline
1	Methodology for assessing agrobiodiversity in cotton landscape	1 st Week
2	Field visits, Baseline findings at soil, farm, and landscape levels	2 nd to 4 th Week
3	Package of regenerative practices, Monitoring tools to assess agrobiodiversity improvement, Agrobiodiversity management plan	5 th Week
4	First draft of comprehensive report of consultancy and geo-referenced maps	6 th Week
5	Final comprehensive baseline report on consultancy	7 th to 8 th Week

6) REQUIREMENTS

The consultants/consultancy firm is expected to demonstrate possession of following;

- Advanced degree in Ecology, Biodiversity Conservation, Environmental Sciences, or a related discipline
- Minimum 7 years of professional experience in biodiversity or ecological assessments
- Demonstrated experience in agricultural or production landscapes, preferably cotton-based systems
- Familiarity with Pakistan's agro-ecological and biodiversity context
- Experience working with international NGOs and/or donor-funded projects

Conditions:

- WWF-Pakistan reserves the right to accept any proposal or reject all proposals.
- Only shortlisted consultants will be contacted for further consideration.

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. 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.

8) FORMAT OF THE PROPOSAL

The BID submitted by the participant must be structured as per the below provided instructions:

- a. **Application Form available at WWF-Website** - General information about the Bidder, covering, qualification and experience, CV.
- b. **Experience:**
 - i. **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.
- c. **Proposal outlining scope consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions;
- d. **Provide template of already complete similar type of reports-** the WWF-PAKISTAN may request additionally;
- e. **Service Provision Timeline** – Provide Detailed Work Plan as per Deliverable and TORs.
- f. **Financial Proposal-** the prices shall be provided in Pak Rs, the total price shall include all costs related to service provision including applicable taxes. The boarding and lodging (travel, accommodation and food etc) will be provided by WWF-Pakistan.

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

- g. 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.
- h. 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, Sindh.

The Payment Term: shall be defined by the contract to be concluded between WWF -Pakistan and the consultant.

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 work plan
 - Expression of interest (EOI)
 - Consultant's Profile
 - Detailed methodology
- B) Financial Proposal (30%)
 - Detailed financial proposal which should be inclusive of all applicable taxes. The financial proposal should follow a breakdown structure i.e., specifying cost(s) to each head and subhead
 - Consultant's registration certificate
 - NTN detail(s)

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

The maximum available budget for this assignment is PKR 1,400,000 inclusive of tax and out-of-pocket expenses