



Consultancy Ref No: 229/LRI/26-27

RFP for Consultancy Services-WWF Pakistan

Subject:

Baseline Survey Levi's Regenerative and Resilient Landscape Initiative (LRI) 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: **8 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** and focuses on promoting **regenerative agriculture, improving water and soil management, enhancing biodiversity, reducing pesticide risk, and strengthening community resilience.**

To measure progress against agreed Key Performance Indicators (KPIs) and to meet donor requirements for evidence-based reporting, WWF-Pakistan intends to engage an independent consultant/consultancy firm to conduct a Baseline Assessment Study. The study will generate baseline values at project inception and measure changes at project completion to assess the effectiveness and impact 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 baseline values for agreed environmental, agronomic, and socio-economic indicators under the LRI project, which will serve as a reference for measuring impact at the end of the project.

Specific Objectives

- Establish baseline values for agreed project indicators prior to full scale implementation
- Document prevailing practices and conditions related to environment, agriculture, and livelihoods
- Generate evidence to support project planning, target setting, and donor reporting
- Provide recommendations to strengthen implementation and future impact measurement

➤ **Scope of Work:**

The consultant will design and implement a comprehensive baseline and endline assessment covering representative farms and sites across the project mini landscape.

➤ **Specific Tasks:**

Indicator Framework

The assessment shall cover indicators aligned with the project log frame and donor requirements, including but not limited to:

Environmental and agronomic indicators: Crop water productivity; cropping patterns and rotations; soil organic matter and key soil health indicators; application of synthetic fertilizers (kg a.i./ha) following the 4R stewardship model; greenhouse gas (GHG) emissions; pesticide usage along with Environmental Impact Quotient (EIQ) field-use ratings; and the adoption of regenerative agricultural practices.

Biodiversity and ecosystem indicators (high-level, non-duplicative biodiversity study) cropping diversity and habitat features, presence of pollinators and beneficial insects (indicator-based)

Socio-economic indicators: Farmer adoption rates of recommended practices, changes in input costs (fertilizers, pesticides, water), perceived resilience to climate-related risks

Methodology Development

- Develop clear and field-feasible baseline and endline methodologies
- Define sampling strategy, sample size, tools, and data collection protocols
- Ensure consistency between baseline and endline surveys
- Align methodology with WWF-Pakistan MRV framework and donor reporting needs

Data Collection

- Conduct field surveys, farm assessments, and record reviews as required
- Use structured questionnaires, checklists, and measurement tools
- Ensure data quality, consistency, and traceability

Data Analysis

- Analyze baseline data to establish reference values for all agreed indicators
- Identify gaps, risks, and opportunities relevant to project implementation
- Provide practical recommendations to improve effectiveness of planned interventions

4) DELIVERABLES

The consultant shall provide the following deliverables:

1. Inception Report

- Final methodology, indicators, sampling framework, and workplan

2. Baseline Assessment Report, including:

- Baseline values for all agreed indicators
- Analysis of prevailing conditions and practices
- Key risks, gaps, and opportunities
- Current situation of regenerative agriculture in national policy.
- Recommendations to inform implementation and future endline assessment

3. Presentations of Findings

- PowerPoint presentations for WWF-Pakistan and donor result sharing

All deliverables shall be submitted in English, in both editable and PDF formats.

5) PROJECT/ ASSIGNMENT TIMELINE

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

Sr. #	Deliverable/outputs	Timeline
1	Inception report and develop clear and field-feasible baseline and endline methodologies	1 st Week

2	Conduct field surveys & farm assessments	2 nd to 4 th Week
3	Analyze baseline data to establish reference values for all agreed indicators & Identify gaps, risks, and opportunities relevant to project implementation	5 th Week
4	Presentations of findings of study Final comprehensive report of consultancy Provide practical recommendations to improve effectiveness of planned interventions.	6 to 8 Week

6) REQUIREMENTS

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

- Advanced degree in Agriculture, Environmental Sciences, Development Studies, Economics, or related fields
- Minimum 7 years of experience in baseline/endline or impact assessment studies
- Proven experience with donor-funded agriculture or landscape-level projects
- Strong quantitative and qualitative data analysis skills
- Familiarity with Pakistan's agricultural and rural context

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:

- Application Form available at WWF-Website** - General information about the Bidder, covering, qualification and experience, CV.
- Experience:**
 - 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.
- 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

Maximum Budget ceiling for this activity is PKR 1.4 million /- inclusive of all taxes and out of pocket expenses