



Consultancy Ref No: 237/NC4Y/26-27

# **RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN**

**SUBJECT: Consultancy Services for Documentary  
(Photographer/Videographer) under Nature Clubs  
for Youth (NC4Y) initiative**

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**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: 4 months

Type: Individual/Firm

### Background of Project & Assignment:

World Wide Fund for Nature-Pakistan's (WWF-Pakistan) Nature Clubs for Youth (NC4Y) is a 14-month programme engaging 1,000 young people (between 15 and 22 years) across 5 project sites. As part of this initiative, participants first undergo the Eco Leaders of Tomorrow and Green Entrepreneurship Skills workshop. Eco Leaders of Tomorrow workshop which builds awareness of region-specific environmental issues, their root causes and impacts, and introduces basic leadership and project planning skills. Participants are required to develop a draft concept proposing a solution to a local environmental problem while Green Entrepreneurship Skills workshop builds on this foundation by equipping participants with practical entrepreneurial skills to refine their project ideas into financially viable, sustainable, and implementable community service projects. The primary objective of hiring a photographer/videographer is to comprehensively document the Nature Clubs for Youth (NC4Y). The documentation will visually capture the full journey of youth engagement, from capacity-building workshops to project implementation and final outcomes.

## 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 purpose of the consultancy is to produce high-quality visual content that:

1. Showcases training sessions, workshops, and engagement activities at individual, institutional, and community levels.
2. Highlights active participation, learning processes, and leadership development among youth.

3. Document of youth-led environmental projects and on-ground landscape transformations. Captures behavioral change, community involvement, and real-world impact.
4. Supports communication, donor reporting, advocacy, and outreach efforts.
5. The visual storytelling should reflect the project's core themes of youth empowerment, environmental stewardship, innovation, and sustainability, while aligning with WWF-Pakistan's branding and communication standards.

**b. Specific Tasks:**

The consultant shall be responsible for coverage of:

**a. Training & Workshop Documentation (15–20 sessions)**

- Eco Leaders of Tomorrow workshops
- Green Entrepreneurship Skills workshops

**Coverage includes:**

- Facilitator-led sessions
- Interactive activities and group work
- Youth engagement and participation
- Key learning and collaboration moments

**b. Youth Engagement & Participation**

- Youth discussions and idea generation
- Teamwork and peer learning
- Leadership roles
- Diversity and inclusion representation

**c. Project Development & Pitching**

- Concept development sessions
- Proposal presentations (including at WWF regional offices)
- Jury interactions and feedback

**d. Project Implementation (Field Documentation)**

- On-ground implementation of selected projects
- Community engagement and stakeholder collaboration
- Before-and-after environmental conditions
- Practical solutions addressing local environmental challenges

**1. Photography Requirements**

- Capture high-resolution images (minimum 24 megapixels)
- Ensure a mix of:
  - Candid and posed shots
  - Multiple angles and perspectives
  - Inclusive representation of participants

**Content must include:**

- Training sessions and activities
- Participant and facilitator portraits
- Group work and engagement
- Venue setup and materials
- Environmental and landscape visuals

**Editing Requirements:**

- Color correction and exposure adjustment
- Cropping and basic retouching
- Maintain authenticity

**2. Videography Requirements**

**2.1 General Video Coverage**

- Record high-quality footage of:
  - Training sessions
  - Key activities and interactions
  - Environmental context
- Ensure:

- Proper framing and lighting
- Stable shots using professional equipment
- Clear audio

## 2.2 Video Production

The Photographer/Videographer will produce:

### a. Short Social Media Videos

- 5–10 videos (30–60 seconds each)
- Focus on:
  - Key highlights
  - Youth voices
  - Quick impact stories

### b. Thematic / Workshop Videos

- 3–5 videos (2–3 minutes each)
- Cover:
  - Training sessions
  - Project development journeys

### c. Location-Based Documentary Videos

- One 2–3 minute documentary per location
- Include:
  - Purpose of training
  - Youth participation
  - Key highlights
- Must follow structured storytelling (beginning, middle, conclusion)

### d. Final Programme Documentary

- One comprehensive 2–3 minute documentary covering:
  - Project overview and context
  - Youth journey (training → ideation → implementation)
  - Community impact
  - Interviews/testimonials
  - Before-and-after visuals

### e. Testimonial Videos

- 2–3 videos per location (2–3 minutes each)
- Participants and facilitators
- Ensure prior consent, clear audio, and proper framing

### f. Vertical (Reel-Friendly) Videos

- 30–60 second vertical version of each documentary
- Optimized for social media platforms

## 3. Deliverables

### a. Photography

- 50–100 edited high-resolution photos per major activity/workshop
- Web-optimized versions
- All raw (unedited) photographs

### b. Video

- 5–10 short social media videos
- 3–5 thematic/workshop videos
- 1 documentary per location
- 1 final programme documentary
- 2–3 testimonial videos per location
- Vertical versions of key videos
- All raw video footage

### 3.1 File Specifications

- Photos: JPEG (high-resolution, print-ready) + RAW

- Videos: MP4

**c. Duration and geographic scope of the consultancy:**

The consultancy services are required for a period of five months (April to August 2026). The expected frequency of training is four-day workshop in 3 to 6 institutions located at each project site i.e Nathiagali, Hyderabad, Gligit, Skardu, and Taunsa.

## 5) REQUIREMENTS

1. Minimum bachelor's degree in media studies/ communication studies/journalism studies/ computer arts/ social sciences or any related field.
2. Minimum two years of experience in producing development work related documentaries for NGOs/ INGOs/ Donor agencies etc.
3. Professional experience of filming, graphic designing, animation and editing and familiarity with different video formats, conversions and sharing skills.
4. Professional experience with software such as Photoshop, Premiere, Avid, Flash, AfterEffects etc.
5. Good skills of video lighting, color grading, rendering and sound design.
6. Good local knowledge of Pakistan and proficiency in English, Urdu, Punjabi, Sindhi, Saraiki, Shina and Balti.
7. Strong technical capacity (state of art photography and filming equipment) to ensure smooth and high-quality production of the documentary.
8. Additional experience in development sector communication will be an added advantage.

## 6) 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 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 mentioned on WWF-Website.

- 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.

## 7) 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, portfolio 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.

## 9) EVALUATION PROCESS

Applicants' 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 for 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 (including travel and accommodation at the project sites) are PKR 122,192