



Ref No: 241/F&M/26-27

# RFP for Consultancy Services-WWF Pakistan

## **Subject:**

**GIS and Remote Sensing Support for Baseline Development, Feasibility Study, and Monitoring of RSC Agroforestry Carbon Project (South Punjab).**

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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: **1<sup>st</sup> May 2026 – 31<sup>st</sup> December 2026**

WWF-Pakistan's Food & Agriculture Programme (F&A) was initiated in 2004 with the primary objective of enhancing the capabilities of approximately 200 farmers in adopting sustainable practices within the cotton landscape. Over the years, the program has experienced substantial growth and has evolved into one of the most extensive initiatives within WWF-Pakistan. The overarching goal of the Food & Agriculture Programme is to address and alleviate the environmental impacts associated with input-intensive crops, particularly in terms of water usage, agrochemicals, and synthetic fertilizers, as well as the sensitivity of crops to pests. This is achieved through a multifaceted approach, including empowering farmers with knowledge of economically efficient ecological farming solutions and cutting-edge technologies. The program also focuses on engaging various stakeholders and fostering the development of sustainable supply chains in the agriculture sector.

With increasing emphasis on climate-resilient and nature-based production systems, WWF-Pakistan under the RSC initiative is promoting agroforestry interventions in the cotton-growing landscapes of South Punjab, including Multan, Bahawalpur, and Khanewal. Effective implementation of these interventions requires strong GIS and Remote Sensing support for baseline development, feasibility assessment, spatial planning, monitoring of plantation sites, and development of geo-referenced databases. The GIS consultancy will support mapping of new and retention plantation sites, site suitability analysis, field data verification, and capacity building of field teams for GPS-based data collection to strengthen monitoring, reporting, and long-term project planning.

## 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.

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<sup>1</sup> Registered Industries are referred to as those industries that are registered with the Association of Trade & Industry of

their respective industrial area/zone or with other sector specific association(s)

<sup>2</sup> Unregistered Industries are referred to as those industries which are not registered with the respective sector specific Association or association of Trade & Industry of their respective industrial area/zone

### 3) PURPOSE OF CONSULTANCY

The consultancy aims to conduct GIS mapping and spatial analysis for the support of the baseline and feasibility study.

- **Consultancy Outputs:**

To provide GIS and remote sensing support for baseline development and feasibility assessment of the agroforestry carbon project in South Punjab, including spatial analysis, site suitability assessment, carbon estimation, development of geo-referenced datasets, field data validation, and capacity building of field teams for GPS-based monitoring and MRV system design.

### 4) DELIVERABLES

#### Specific Tasks:

The following tasks will be carried out under this consultancy:

1. Provide GIS and remote sensing support aligned with baseline data development and feasibility assessment through spatial analysis and mapping management for the agroforestry carbon project.
2. Support feasibility study through GIS-based analysis of land use, land cover, and site suitability.
3. Conduct spatial mapping including site boundary digitization, stratification, and geo-referencing of plantation sites.
4. Perform land use and land cover classification using remote sensing data.
5. Develop spatial layers including soil, slope, hydrology, and vegetation overlays for site assessment.
6. Support carbon assessment through spatial analysis and proxy mapping using remote sensing indices.
7. Develop and maintain a comprehensive GIS database for all plantation sites, including new and retention sites.
8. Support MRV system design through spatial data inputs and mapping frameworks.
9. Provide GIS-based support in monitoring and mapping of plantation sites across all plantation seasons.
10. Conduct field visits to verify geo-referenced data provided by field teams and collect sample data for validation.
11. Train field staff on GPS data collection, polygon development, and geo-referencing of plantation sites.
12. Continuously update GIS database using field data received from project teams and ensure data quality and consistency.
13. Assist in preparation of maps, spatial outputs, and GIS inputs for feasibility study and project reporting.

The Food & Agriculture and Forest Programme teams will coordinate field activities, while the GIS team will lead spatial analysis, mapping, data validation, and capacity building for geo-referenced monitoring under the baseline and feasibility study.

#### Deliverables:

- GIS-based maps of project agroforestry sites
- Spatial database including geo-referenced plantation sites (new and retention)
- Land use and land cover classification maps
- Thematic maps (soil, slope, hydrology, vegetation overlays)
- Carbon proxy maps based on remote sensing analysis
- GIS inputs for MRV system design
- GIS-based monitoring maps across plantation seasons
- Field data validation reports based on site verification visits
- Training sessions and materials for field staff on GPS and polygon mapping
- Updated and regularly maintained GIS database of all plantation sites
- Spatial analysis outputs and maps for feasibility study and project reporting

### 5) PROJECT/ ASSIGNMENT TIMELINE

1- **Integration of agroforestry for carbon removal and storage enhancement, and better economic returns for smallholding cotton farmers in Pakistan.**

1<sup>st</sup> May 2026 – 31<sup>st</sup> December 2026

## 6) REQUIREMENTS

The interested consultant(s) should meet the following criteria:

Minimum requirements

- Master's degree in GIS, Remote Sensing, Space Sciences & Geography or a relevant field.
- Strong expertise in GIS and Remote Sensing
- Experience in spatial data analysis, mapping, and database development
- Proficiency in GIS software (ArcGIS, QGIS, or similar)
- Experience in land use classification and remote sensing analysis
- Knowledge of spatial data management and visualization
- Experience in natural resource management, forestry, or agroforestry projects (preferred)

## 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 be sent through Email by attention to the following:

**To:** Faiza khan ([fakhan@wwf.org.pk](mailto:fakhan@wwf.org.pk))

**Cc:** Assad Ullah ([assadullah@wwf.org.pk](mailto: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

- 1) **Application Form available at WWF-Website** - General information about the Bidder, covering ,qualification, experience and CV.
- 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 of consultancy service-** Description of scope and working process, stages, deliverables, exclusions, conditions, methodology
- 4) **Provide list of similar feasibility studies or carbon/agroforestry-related assignments completed**
- 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 must be exclusive of all types of 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.

## 9) FINANCIAL PROPOSAL

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

The prices will include all the Travel, Boarding & Lodging and other expenses

**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	Road travel cost for trainer and trainees will be re imbursed on actual basis.			
4. Boarding/Lodging	Boarding and lodging cost for trainer and trainees will be paid on actual basis.			
5. Others (Please specify) Training Material, Printing, Photocopies, Colour printing, practical demonstration equipments e.g candlering				
<b>Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses</b>				

## 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.

- Technical Proposal 70%
- 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

Legends:	Maximum Points
<b>Q</b> Qualifications/CVs of team is mandatory	30
<b>E</b> Experience relevant to the assignment	30

<b>A</b>	Adequacy of the proposed methodology and work plan	20
<b>S</b>	Skills & Competencies for the assignment	10
<b>P</b>	Prior experience with WWF-Pakistan	10

## 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