



Ref No: 264/BMZ/26-27

RFP for Consultancy Services-WWF Pakistan

Subject:

Consultancy Services for developing short videos and infographics of BMZ Project intervention along with editing support, for the project visibility (2026)

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

Type of Consultant:	Individual / Firm
Contract type:	Consultancy and Services
Duration of assignment:	1st August 2026 – 30th September 2026

WWF-Pakistan's Food & Agriculture (F&A) Programme began its journey in 2004 with a modest initiative aimed at building the capacity of approximately 200 farmers on sustainable cotton production practices. Over the years, this initiative has expanded significantly and evolved into one of WWF-Pakistan's largest and most impactful programmes. Today, the F&A Programme operates through 17 field offices across all four provinces of Pakistan, supported by more than 100 technical professionals and approximately 700 field staff dedicated to promoting the sustainability of agricultural commodities and improving rural livelihoods.

The programme is committed to mitigating the environmental impacts of input-intensive and pest-sensitive crops by promoting economically viable and ecologically sound farming solutions. Through farmer capacity building, stakeholder engagement, market linkages, and sustainable supply chain development, the programme supports the transition towards more resilient and environmentally responsible agricultural systems.

To address the complex socio-economic and environmental challenges facing Pakistan's agricultural sector, the F&A Programme has adopted a holistic and integrated approach. Its interventions focus on key thematic areas including climate-smart agriculture, agricultural water stewardship, greenhouse gas emissions reduction, soil health improvement, sustainable value chain development, digital agriculture and knowledge-sharing tools, agrobiodiversity conservation, agroforestry promotion, gender empowerment, and livelihood enhancement. Through these interventions, the programme seeks to improve agricultural productivity while safeguarding natural resources and strengthening the resilience of farming communities.

Under this framework, WWF-Pakistan is implementing the "Improving Income Security of Small-Scale Cotton Farmers in Pakistan" project in District Khairpur, Sindh, to enhance the livelihoods, income security, and climate resilience of 10,000 smallholder cotton farmers. The project promotes climate-smart and sustainable cotton production by strengthening farmers' capacities in sustainable cultivation, integrated pest management, efficient water use, and climate-resilient farming practices. It also supports livelihood diversification to improve household income and reduce vulnerability to climate-related risks. Through community engagement, knowledge sharing, and the adoption of sustainable agricultural practices, the project aims to build resilient farming communities and contribute to a more productive, inclusive, and environmentally sustainable cotton sector.

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.

¹ 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)

² 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

This consultancy aims to develop a series of short, informative videos highlighting the project's impact on the livelihoods and income security of smallholder farmers. These audiovisual products will be disseminated through social media platforms and shared with local media outlets to increase public awareness, promote project achievements, and enhance stakeholder engagement.

Consultancy Outputs:

- Two videos of project interventions / success for social media.
- Infographics/factsheets of project

4) DELIVERABLES

Specific Tasks:

Following is the list of specific tasks under this consultancy:

1. Coordinate with field teams and project managers to gather accurate data and real-time updates.
2. Designing of infographics/fact sheet of project interventions.
3. Writing narrations/theme for video.
4. Conduct Audio/video interviews with project farmers in district **khairpur**, showcasing their journey with BMZ Project.
5. Capturing content while meeting with beneficiaries and visiting field in Tehsil **Kotdiji, Sobhodero and Gambat of district Khairpur, Sindh**.
6. Capture testimonials highlighting the positive impact of sustainable agriculture on their lives and the environment.
7. Complete editing of video as per designed narrations/theme.
8. Adding English subtitle in each video.
9. Ensure videos are shareable across multiple social media platforms.
10. Ensure consistency with WWF-Pakistan branding guidelines.

WWF-Pakistan will support the organization of field visits to project sites, facilitate data collection, and assist in conducting baseline assessment surveys.

All the necessary expenses of design, photography, editorial support, printing and publishing will be covered under the given consultancy amount.

Deliverables:

- **Development of short videos reflecting project impact**
- **Infographics/factsheets of project**

5) PROJECT/ ASSIGNMENT TIMELINE

- 1- **Improving Income Security of Small-Scale Cotton Farmers in Pakistan**
1st August 2026 – 30 September 2026

6) REQUIREMENTS

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

Minimum requirements

- Experienced masters' degree holder communication studies, media design, video design, etc.
- Must have experience in videography, photography, designing of banners/flyers, video editing and be able to demonstrate sample projects.
- Proven capacity to develop similar content.
- Ability to plan, prioritize and produce quality results on time
- Adhere to WWF's values, which are: Courage, Integrity, Respect and Collaboration Knowledge about data processing, evaluation, and organizing the collection, storage, usage of geographic data, and visualization.

7) CORRESPONDENCE & SUBMISSION OF PROPOSAL

1. 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)

Cc: **Assad Ullah** (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 already developed content**
- 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.

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 costs for consultants will be reimbursed on actual basis.			
4. Boarding/Lodging	Boarding and lodging costs for consultants will be paid on actual basis.			
5. Others (Please specify) Training Material, Printing, Photocopies, Colour printing, practical demonstration equipments e.g candling	Please separate remuneration and out-of-pocket expenses.			
Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses				

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.

Legends:	Maximum Points
Q Qualifications/CVs of team is mandatory	30
E Experience relevant to the assignment	30
A Adequacy of the proposed methodology and work plan	20
S Skills & Competencies for the assignment	10
P Prior experience with WWF-Pakistan	10

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%
- 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

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.