



Consultancy Ref No: 272/Flood Relief/26-27

RFP FOR CONSULTANCY SERVICES WWF-PAKISTAN

SUBJECT:

Production two short documentary films highlighting the interventions of the Flood Response Project and their impact on local livelihoods and Biodiversity in District Swat.

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>

RFP – Consultancy Services

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1) INTRODUCTION & BACKGROUND

Contract type: Consultancy and services

Duration of assignment: 60 days

Type: Individual

Background of Project & Assignment:

Pakistan, one of the most climate-vulnerable countries, faces recurring monsoon flooding exacerbated by climate variability, fragile ecosystems, deforestation, and unregulated land use. In August 2025, severe flooding, triggered by intense monsoon rains and localized cloudbursts, particularly affected District Swat in Khyber Pakhtunkhwa (KP) and neighboring valleys. This disaster caused widespread destruction, damaging homes, agricultural land, infrastructure, and water systems.

District Swat's vulnerability to climate-induced disasters, such as floods and landslides, is worsened by its mountainous terrain and glacier-fed rivers. In 2025, several areas, including Shaman and its neighboring regions, saw repeated disasters, displacing communities and causing significant loss to infrastructure and livelihoods. WWF-Pakistan has been actively addressing these challenges through community-driven rehabilitation efforts, focusing on infrastructure restoration and agricultural recovery to build long-term resilience against future disasters.

In the affected villages of Swat, including Cheil, Beshigram, Shanku, KU-Shanku, Zor-Cheil, and Gulligram, local subsistence agriculture, fruit orchards, livestock rearing, and daily wage labor, which are the primary livelihoods in these areas, were severely disrupted.

The flooding also destroyed irrigation systems, leading to reduced crop yields and loss of income. Additionally, women, who play a central role in agriculture and family well-being, were disproportionately impacted due to the loss of farming tools, income, and lack of support for recovery. The destruction also forced many families into temporary shelters with inadequate sanitation, further raising health and safety concerns.

In response, WWF-Pakistan launched the **Flood Response Project 2025** to support immediate recovery and enhance long-term resilience. This project integrates flood protection infrastructure, livelihood restoration, water and sanitation rehabilitation, and gender-responsive recovery strategies. The initiative focuses on Nature-based Solutions (NbS) to help mitigate flood risks while rebuilding ecological and socio-economic stability in the affected communities

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 objective of the consultancy is to create two short documentaries that highlight the interventions of the Flood Response Project and its impact on local livelihoods and biodiversity in District Swat. These videos will focus on showcasing the community-driven rehabilitation efforts, infrastructure restoration, livelihood recovery, and water and sanitation system rehabilitation, with a particular emphasis on how these interventions contribute to the preservation and enhancement of local biodiversity. By integrating Nature-based Solutions (NbS), the videos will demonstrate how the project aims to restore and protect natural ecosystems, reduce flood risks, and promote ecological balance. The clips will also highlight gender-responsive strategies, ensuring the inclusion of vulnerable groups, especially women, in the disaster recovery and preparedness processes. Through visually engaging content, the videos will communicate the project's role in strengthening both socio-economic stability and environmental resilience, fostering long-term flood resilience, and protecting biodiversity in the affected communities of Swat.

b. Specific Tasks:

- The selected producer/consultant will meet with the technical staff of the project and Communications teams at WWF-Pakistan to discuss the project objectives and scope of the video documentary
- The consultant will develop a work plan to accomplish the tasks and share it with the project team
- The consultant will prepare a script and storyboard based on the agreed theme and share them with WWF-Pakistan for review and approval.
- Upon finalization and approval of the script and storyboard, the consultant will develop a detailed production plan in line with the agreed work plan.
- The consultant will arrange, prepare, and incorporate Urdu and English subtitles for the video documentary.
- The documentary will include English and Urdu subtitles and appropriate WWF-Pakistan branding in accordance with WWF-Pakistan's communication and branding guidelines.
- The production house/consultant will use professional and appropriate audio-visual equipment, including noise-cancellation microphones and high-quality recording equipment, to ensure professional-quality video and audio output (equipment list to be shared with the communication team).
- The production house/consultant will be responsible for video editing, sound mixing, colour correction, and other post-production requirements, in consultation with and under the direction of the project and Communications teams.
- The production house/consultant will arrange and manage all necessary equipment, tools, logistics, and permissions required for videography and photography, including permissions for filming and drone operations, where applicable.

4) Deliverables

- **Detailed Storyboard:** A detailed storyboard outlining the visual treatment, sequence of scenes, key messages, and proposed shots.
- **Detailed Script:** A detailed script in both English and Urdu for the video documentary.
- **Final Video Documentary:** Two high-resolution/4K versions of the final 2–3-minute video **documentary**—with English subtitles or voice over as suggested by the program team
- **Teasers:** Three teaser videos, each 30 seconds to 1 minute in duration, suitable for digital and social media platforms.
- **High-Resolution Photographs:** A minimum of 50 high-resolution photographs covering conservation activities, landscapes, selected biodiversity, communities, and other relevant project-related visuals.
- **Raw Footage:** Submission of all raw and unedited video footage captured during the production. The footage should be properly labelled/captioned with the location, date, and a brief description of the activity or scene.
- **Rough Cut:** Submission of the initial/rough cut of the video documentary for review and feedback by WWF-Pakistan.
- **Final Editing:** Incorporation of feedback from the project and Communications teams and submission of the revised/final edited version for approval.
- **WWF Standards:** The documentary will be developed in accordance with WWF network standards, communication guidelines, and branding requirements.
- **Final Submission:** Upon approval by the Technical and Communications teams of WWF-Pakistan, the consultant will submit the final approved versions in high-resolution/4K format via USB drive, hard drive, or another agreed digital medium.
- **Ownership and Usage Rights:** All rights, title, and ownership of the final video materials, animations, footage, photographs, graphics, background visuals, soundtracks, audio-visual materials, raw footage, and other media produced under this assignment shall remain with **WWF-Pakistan**, unless otherwise agreed in writing.

5) REQUIREMENTS

- Members of the team should have a bachelor's degree (Journalism, Digital Video Production, Film, Media and Communication Studies, Communications, or Multimedia Arts, or related), or relevant years of equivalent experience.
- Proven abilities planning and coordinating production shoots including outdoors/set and lighting design, camera angles, mic placement, etc.
- Portfolio must demonstrate creativity, resourcefulness and attention to detail with proven written and visual storytelling skills.
- Candidate must have all relevant up-to-date equipment for videography. Full-frame or Super 35/APS-C cinema camera capable of recording 4K UHD or higher, 10-bit, 4:2:2, such as Sony FX3/FX6, Canon EOS C70/C80/C50, or equivalent professional cinema camera.
- Well organized and capable of working under deadline pressures.
- Extensive understanding of video capture techniques.
- Have the passion to travel to Khyber Pakhtunkhwa and work in tough terrain with unpredictable weather patterns.
- Experience making documentaries and videos in the Environment and biodiversity related and the production/media house or consultant will provide examples of past video/documentary (Video links or DVDs of at least two examples)

6) Application Submission

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: 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.

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 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.

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
4. Road Travel	Road travel costs for consultants will be reimbursed on actual basis.			
5. Boarding/Lodging	Boarding and lodging costs for consultants will be paid on actual basis.			
6. 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) 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

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) 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 are **PKR 650,000/-**

