



Consultancy Ref No: 274/IWT/26-27

RFP for Consultancy Services-WWF Pakistan

Subject: Development and Design of Communication and Information Materials for Combating Wildlife Trafficking in Pakistan Project Activities

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:	17 days – (14 th September 2026 to 30 th September 2026)
Consultant	Firm/Individual (Both)

WWF-Pakistan is implementing the project “**Combating Wildlife Trafficking in Pakistan**” with the support of the **U.S. Department of State’s Bureau of International Narcotics and Law Enforcement Affairs (INL)**. The project aims to strengthen efforts to prevent and combat illegal wildlife trade (IWT) through capacity building, awareness raising, improved communication, and enhanced coordination among relevant stakeholders.

Effective communication and visibility are important components of the project to promote awareness of wildlife crime, support project activities, engage target audiences, and communicate key messages related to wildlife protection and prevention of illegal wildlife trade.

To support these efforts, the WWF-Pakistan needs technical support for the design, development, and production of communication and visibility materials related to IWT project activities. These materials will include training and awareness workshop certificates, nature club activity materials, standees, backdrops, social media posts, and other communication products required during the implementation of project activities.

The consultant will work closely with the IWT Project Team to ensure that all materials are consistent with WWF-Pakistan’s communication standards, donor visibility requirements, and the overall objectives and messaging of the project.

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 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

The purpose of this consultancy is to;

1. Develop high-quality communication and visibility materials to support the implementation and outreach of IWT project activities.
2. ii. Ensure consistent, engaging, and accurate communication of key messages related to illegal wildlife trade, wildlife crime prevention, and conservation.
3. iii. Provide creative and technical communication support to the IWT Project Team for events, awareness activities, nature clubs, trainings, and other project activities.

Specific Tasks: The consultant will be required to;

1. Coordinate closely with the WWF-Pakistan IWT Project Team to understand communication requirements, target audiences, key messages for social media posts, and activity-specific needs.
2. Design and develop certificates for participants, trainers, and other relevant stakeholders participating in IWT project activities.
3. Develop communication and activity materials for Nature Club activities, including awareness and educational materials for children and young people.
4. Design and develop standees, backdrops, banners, posters, and other event visibility materials for IWT-related workshops, trainings, awareness events, and other activities.
5. Develop social media posts and digital communication materials highlighting project activities, key achievements, wildlife crime prevention messages, and awareness campaigns.
6. Develop other communication products, as required, including brochures, flyers, infographics, invitations, presentations, and awareness materials related to IWT.
7. Ensure that all communication materials follow WWF-Pakistan branding and communication guidelines and applicable donor visibility requirements.
8. Ensure that communication materials use appropriate, accurate, and audience-specific messages on wildlife protection, wildlife crime, and illegal wildlife trade.
9. Provide revisions and modifications to communication materials based on feedback from the IWT Project Team.
10. Maintain and share editable/source files of finalized communication materials for future project use.
11. Provide communication support for project events and campaigns, as required during the project implementation period.

4) DELIVERABLES

1. Designed and finalized certificates for IWT-related trainings, workshops, and activities.
2. Communication and educational materials for Nature Club activities.
3. Designed standees, backdrops, banners, posters, and other event visibility materials.
4. A series of social media posts and digital communication materials related to IWT activities and wildlife crime prevention.
5. Communication support and design inputs for IWT-related events, campaigns, and activities as requested by the Project Team.

5) PROJECT/ ASSIGNMENT TIMELINE

14th September 2026 – 30th September 2026 (17 days)

Consultant will be required to provide the breakup of workplan in accordance with the given timeline.

6) REQUIREMENTS

The consultant will be responsible for developing and designing information material aligned with WWF-Pakistan standard communication guidelines. The consultant(s) must meet the following criteria:

1. The individuals/firm should have post graduate degree in Mass communication, Journalism and or closely related field
2. At least five (5) years of demonstrated professional experience in developing and designing communication, visibility, information, awareness, and outreach materials.
3. Familiarity with WWF-Pakistan standard communication and branding guidelines and ability to produce materials consistent with WWF-Pakistan's visual identity
4. Demonstrated experience in graphic design and visual communication, including the design of certificates, posters, banners, standees, backdrops, brochures, flyers, infographics, presentations, and other communication products.
5. Experience in developing digital and social media content, including visually engaging posts, campaign materials, awareness messages, and other digital communication products for online platforms.
6. Demonstrated ability to develop audience-specific communication materials, particularly for awareness and educational activities involving communities, children, young people, government officials, and other stakeholders.
7. Strong understanding of wildlife conservation, environmental issues, or related development-sector communication, with the ability to translate technical information into clear, accurate, and engaging visual messages. Experience related to wildlife crime or illegal wildlife trade will be considered an advantage.
8. Proficiency in relevant graphic design and communication software/tools required for professional design and production of communication materials, with the ability to provide high-quality print-ready and digital outputs.
9. Ability to work closely with the IWT Project Team and respond to feedback, including making revisions and modifications to communication materials within agreed timelines.
10. Experience in developing communication and awareness materials related to wildlife conservation, wildlife crime, illegal wildlife trade, law enforcement, or environmental protection will be an added advantage.
11. Incomplete quotations, quotations not conforming to tender requirements or with vague replies will not be considered.
12. All the taxes levied must also be clearly stated.

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 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

8) FORMAT OF THE PROPOSAL

proponents. Enquiries after the foregoing deadline will not receive a response.

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.
- 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 Pakistani Rupees (PKR), the total price shall include all costs related to service provision including applicable taxes.

Note: Templates for all Information are provided on the Application form available at WWF-Website. Any Additional Information related to the RFP can be attached along with the application Form.

9) FINANCIAL PROPOSAL

1. The proposed prices shall be provided in PKR
2. The consultant will submit the cost of the assignment in a lump sum, including all applicable taxes according to the Government of Pakistan
3. **Maximum Remuneration Budget ceiling quoted here is inclusive of all taxes and out of pocket expenses**
4. 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 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				

10) 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 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)

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

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 Remuneration Budget ceiling for this activity is PKR 1,400,000/- inclusive of all taxes and out-of-pocket expenses