Consultancy Ref No: 291/PSL/26-27

RFP FOR CONSULTANCY SERVICES

WWF-PAKISTAN

SUBJECT:

Development of Concept Note: Proposing a business case for the conservation and protection of the snow leopard and its habitat

---

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

RFP – Consultancy Services

CONTENT

1) Introduction & Background 2
2) General Conditions 2
3) Purpose of Consultancy 2
4) Deliverables 3
5) Project/Assignment Timelines 3
6) Requirements 3
7) Correspondence and Submission of Proposal 4
8) Format of Proposal 4
9) Financial Proposal 4
10) Evaluation Process 5
11) Documentation and Confidentiality 5

1) INTRODUCTION & BACKGROUND

Contract type:	Consultancy and Services
Duration of assignment:	1st November 2026 to 28th February 2027
Type:	Firm/individual(both)

Background of Project & Assignment:

WWF-Pakistan has spent decades on the conservation and protection of the Snow leopard (Panthera Uncia). Referred to as the Ghost of the Mountain, it has faced a multitude of threats which include human-wildlife-conflict (HWC), habitat destruction due to unsustainable infrastructure development, climate change, to name a few. WWF-Pakistan also recognizes that one cannot effectively work on conservation without community buy-in or without providing them with the requisite incentives to work towards the conservation of a species that also poses a threat to their livelihood.

Traditionally reliant on grants-based funding, one sees a slow decline in funding dedicated to species conservation, and even further less within the Snow leopard space. There is now a need to move away from the traditional grants-based system towards developing a business case or the necessary financial instrument, or funding streams, or financial mechanisms away from the traditional grants-based systems so as to ensure that there is a consistent stream of funding or incentive based systems (such as biodiversity credits / wildlife credits) to ensure the continuity of conservation interventions.

WWF-Pakistan aims to work towards the development of a concept note that will set the baseline and the foundation for a business case / sustainable financial model for Snow leopard conservation.

The objective of this consultancy is to first work on developing a concept note which shall focus on designing a business case for Snow leopard conservation with the inputs of relevant stakeholders including community, government and NGOs. The aim is to identify mechanisms that will aim to provide monetary incentives to local communities while ensuring a continuous, self-sufficient stream of funding to protect Snow leopards and their habitats, reducing the reliance on external funding sources.

Building on this foundation, the consultant shall prepare a concept note that will propose an initial framing of a community-centered business case for the conservation and restoration of Snow leopard's population. The concept may also explore viable financial mechanisms that link conservation outcomes to community benefits—such as ecotourism initiatives, payment for ecosystem services schemes, and biodiversity/wildlife credits, among others.

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 costand 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. TheRFP 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 this consultancy is to develop a concept note which should focus on designing a business case for snow leopard conservation.

b. Specific Tasks:

The consultancy should complete the following activities:

- Review of Snow leopard conservation projects taking place in Pakistan;
- Review of wildlife conservation projects with effective financial models in place;
- Mapping & meetings with local stakeholders, both private and public;
- Review of viable financial mechanisms that link conservation outcomes to community benefits—such as ecotourism initiatives, payment for ecosystem services schemes, and biodiversity/wildlife credits, among others.
- Develop concept note with recommendations on next steps

All the necessary expenses of travel, accommodation, stakeholder meetings and boarding/lodging will be borne by the consultant

4) Deliverables

- Research Report
- Meeting minutes, pictures
- Final Concept Note

5) Project/ Assignment timeline

The consultancy assignment must be completed within three months starting from 1st November 2026 to 28th February 2027. The consultancy will cover the snow leopard habitat regions in Pakistan.

5) REQUIREMENTS

- Master's degree or higher in Economics, Environmental Economics, Natural Resource Economics, Sustainable Finance, Development Economics, Finance, or a closely related discipline
- At least 8 years of experience in sustainable financing, economics, and conservation financing
- Demonstrated experience in conservation finance / sustainable finance
- Experience developing business cases, financial models, investment propositions or financing strategies
- Practical knowledge of Payment for Ecosystem Services (PES), biodiversity credits or similar mechanisms
- Experience with community-centered economic models
- Strong research and concept-note writing ability

- Experience working in Pakistan, preferably in mountain/high-altitude landscapes
- Understanding of biodiversity/conservation is highly desirable.
- Adhere to WWF's values, which are: Courage, Integrity, Respect and Collaboration

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. Interested consultants should submit the Proposal and can send their Queries 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.

7) Please apply via online portal and sent documents in email as well including experience letters/Completion certificates and CVs of team members.

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.
The consultant will submit the cost of the assignment in a lump sum, including all applicable taxes according to the Government of Pakistan and relevant provincial government taxes.

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				
3. Road Travel				
4. Boarding/Lodging				
5. Others (Please specify)				
Grand Total Inclusive of All direct or indirect Taxes and Out of Pocket Expenses				

9) 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%)

- 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 (lodging& boarding) are 17,00,000/PKR.