Consultancy Services for Website Maintenance and Content Design for Project Visibility
Terms of References (ToRs) for Consultant

GENERAL
This document contains the Terms of Reference (TOR) for the Consultant, to be engaged by WWF-Pakistan (hereinafter called the Employer), for providing services for ‘Website Maintenance and Content Design for Project Visibility’ (hereinafter called the Services)

Background
Pakistan is facing varying economic, political and social challenges with the overall GDP growth rate reduced to around 2% in 2007-08 and only slowly increasing up to 4.14% in 2014-15. The economic growth remains significantly hampered by the energy crisis (still far from resolution) and the fragile law and order situation, contributing to a barely conducive business environment.

Population growth coupled with unbalanced industrial expansion has placed enormous pressure on the country's resource base and has also resulted in unabated pollution (air, water, land, noise). Pakistan is a water stressed country with average per capita water availability at 964 m³ per annum. Unsustainable water use and poor water management and governance practices are deteriorating water quantity and quality, thus creating serious social and economic repercussions. Rapid industrialization and urbanization (37% of population living in cities) have added to air, water, and land pollution, compounded by inadequate or improper waste management. These issues, coupled with the high incidence of poverty, are serious threats to sustainable development.

The Textile and Leather sectors are key drivers of Pakistan’s economy and are two of the most water and energy intensive, polluting, and energy consuming sectors in Pakistan. Low process efficiency, wastage of resources, water pollution due to discharge of untreated effluents, air emissions, notably Volatile Organic Compounds (VOC)'s, excessive noise or odour, as well as workspace safety, are some of the main environmental issues associated with these sectors.

Similarly, Pakistan has the 9th largest labour force in the world with 59.6 million workers. However, labour issues have predominantly received the lowest priority and the labour management system has severely deteriorated during past couple of decades.

Starting from January 2016 till December 2022 this project will focus on capacity building of federal and provincial administrations and implement SEMP's and labour legislation in 75 SMEs while dissemination in 500 SMEs.

Objectives of the Communications Strategy
Comprehensive media plan will be required to assist the activities of this project as well as effective visibility of the actions. For this, number of activities such as events, promotion of communication materials, exposure visits, interactions with print and electronic media, etc. will be performed.

The strategy will focus on the following objectives:
- Increase awareness: Promote and encourage understanding of the importance of, and the measure required for, the proper implementation of ILES project through informational campaigns for broader public in general and relevant stakeholders in specific;
- Increase engagement: Highlight roles of various project partners;
- Provide access to information and reinforce credibility: Design, develop and disseminate different resource materials for target groups.

**Target Audience**

The main target audiences for the ILES project are

- Small and medium sized enterprises (SMEs) in the textile and leather sectors
- Public sector institutions of Federal and all four provincial governments
- Industrial Associations
- Chambers of Commerce

Other potential sources of audiences are:

- Professional/business groups
- Industry analysts
- Digital media (bloggers, etc.)
- Conventional media (print and electronic)

**Deliverables for Communication Plan**

**Target Audience: all stakeholders**

This group represents the larger audience, and the tools which will have larger outreach will be used such as webpage, press release, awareness seminars etc.

1. **Webpage:**
   An appropriate section will be maintained in addition to the existing WWF-Pakistan website, which will cover details about the project as well as background information for anyone wanting to access information.
   This will include the following:
   - Objectives
   - Team profiles and contact details
   - Publications / presentations
   - News updates / photo gallery
   - Partners and associates
The webpages will be updated on a regular basis with content such as publications, news updates, photo gallery, and job postings.

2. Logo of project:
   A logo for ILES project will be developed with the combined consensus of WWF and ILO, and it will be used in all informational material. The logo will present a clear visual linkage of printed/presented material with the project.

3. Letter Head:
   For all official correspondences, a letter head for the project will be developed to make the communication streamlined.

4. Brochure:
   A brief of the project will be developed for the project that will be useful in disseminating information at the beginning of the project. It will be a handy item to share with SMEs and other stakeholders when meeting with them for the first time.

   The brochure will have the following information:
   - Background of the project
   - Introduction of the project
   - Target groups
   - Objectives of the project
   - Theory of change

5. Standee for project:
   Standees will be printed for display at the events includes necessary information about the project. Standees will be developed for site offices as well as for the head office. It will include the complete name of the project along with logos and a tagline. These generic logos will be used during the life of the project.

6. Social Media Updates:
   Regular news and updates will be posted on the social media channels of WWF-Pakistan for the better outreach and visibility of the project. The social media channels include, Facebook, Instagram, Twitter and YouTube.

7. Press releases of important events:
   Electronic and print media will be targeted for regular news about the project and its activities.

8. Workshop materials:
   Relevant material such as business case summaries and fact sheets/hand-outs will be developed for dissemination at workshops to key stakeholders on improving the competitiveness of Pakistan’s exports in the global market through the implementation of relevant labour and environmental standards in the textile and leather sectors.

9. Training manuals
   Comprehensive training manuals will be developed for the implementation of ILES in SMEs selected for training workshops and on-the-job training. These manuals will provide instructions to apply ILES. Manuals will be developed upon lessons learnt during the implementation of ILES and in light of the business case model. These will be of critical importance for promoting replication of the project. Manuals will also be developed on certain technical issues with detailed descriptions for their adoption and implementation.

10. Documentary
Documentaries related to the project will be developed with the consent of ILES team.

11. Featured Articles:
   Featured Articles will be written and published in the newspapers about current and aggravating problem of water resources in different sectors.

12. Environmental Days celebration:
   Environment days like, World Water Day, World Environment day, World Water Week etc. will be celebrated in collaboration with different organizations.

13. Other related tasks such as editing and designing of reports, invites etc. related to the project.

**Target Audience: SMEs and trade organizations**

1. Folder:
   A project folder will be developed for dissemination of documents and will be used for public relation.

2. Diary:
   A writing diary will be developed aligned with the design of folder, for dissemination to stakeholders, and it will also be used for public relation purposes.

3. Pen
   Ball pen will be printed aligned with the necessary logos, for dissemination to stakeholders, and it will also be used for public relation purposes.

4. USB
   8 GB USB will be printed aligned with the necessary logos, for dissemination to stakeholders, and it will also be used for public relation purposes.

5. Brochure
   A brief of the project will be developed for the project that will be useful in disseminating information at the beginning of the project. It will be a handy item to share with SMEs and other stakeholders when meeting with them for the first time.

   The brochure will have the following information:
   a. Background of the project
   b. Introduction of the project
   c. Target groups
   d. Objectives of the project
   e. Theory of change

6. Backdrop banners and standees for meeting/workshops
   Relevant banners will be developed with workshop title and other necessary information as well as logos. They will be designed for all project events as well as for the inception stakeholder mobilization workshop.

7. Flyers/posters for display in industry:
   Posters will be developed, printed and distributed to the industries and with chambers along with trade organizations for display. The posters will have necessary information about the project along with management practices in industries.

8. Business case report
Businesses and industries are driven by profits and financial interests. After the audit and implementation process in accomplished, business case report will be established, based on the implementations of SEMP in 75 industries.

9. Training manuals
Comprehensive training manuals will be developed for the implementation of ILES in SMEs selected for training workshops and on-the-job training. These manuals will provide instructions to apply ILES. Manuals will be developed upon lessons learnt during the implementation of ILES and in light of the business case model. These will be of critical importance for promoting replication of the project. Manuals will also be developed on certain technical issues with detailed descriptions for their adoption and implementation.

**Target Audience: Provincial and Federal Public administration**

1. Media capacity building campaigns
   Workshop for journalists: Workshops will be organised for journalists to get a thorough introduction of the ILES project and interact with the project team
2. Capacity building seminars for government officials
   Capacity building seminars will be conducted for the government officials, water policy makers, environment policy makers, for the better up-gradation of the policies and laws.
3. Field visit for media and government officials:
   Correspondents from electronic and print media will be invited to visit project sites. Interactive sessions will be held so that journalists get first-hand information regarding the on ground activities of the project.

Once a core group of journalists is created, they will be assigned to do targeted stories for their respective media houses regarding the ILES project. The core group will consist of journalists from both English and Urdu print media and electronic media.

**EXPERTISE AND COMPETENCIES REQUIRED**

Excellent writing skills with knowledge of environmental issues in Pakistan.

Understanding of WWF-Pakistan’s work is preferable.

**TIME FRAME**

5 months