**Project Background:**
Pakistan roughly generates 20 million tons of solid waste. Paper waste accounts for 6% while plastics for 9% of the total waste. Currently, Pakistan lacks the proper infrastructure for solid waste management that leads to waste being burned, dumped, or buried in open dumping sites.

The project focuses on spreading awareness among students about solid waste management, 3 R's (reduce, reuse, and recycle), by referring the waste generated as a result of plastic bottles' utilization in particular. Currently, 70 percent of Polyethylene Terephthalate (PET), a resin used by the bottle manufacturing companies, is produced in Pakistan, while the rest is imported.

The concept of the 3 R's – Reduce, Reuse, Recycle - has been around for a while now, however, the world has become relaxed when it comes to its actual implementation. Bearing this in mind, under this project, awareness sessions focused on the 3R’s have been carefully designed in order to educate the future generations of Pakistan and the video showcasing is one of the modes that would help the participating understand the importance of waste management and 3R's.

**Objective and scope:**
The video aims to sensitize students (7 to 14 years) about the impacts of plastic waste on environment and human health. It would also showcase multiple uses of plastics and how the waste is not being properly taken care of. The video would further share information about reducing, reusing, recycling, and upcycling plastic waste at household level. In addition, the video would also highlight how bottle manufacturing companies are responsibly utilizing plastics and incorporating a circular economy model to minimize their plastic utilization.

**Responsibilities of the Consultant:**
1. To provide a creative brief and script for the video (duration 5 to 7 minutes), aligned with the objective and scope (this must be shared with the WWF team and finalized in consultation with them).
2. Video must be a mix of real footage and animations; links provided below.
3. Ensure pre-production and production phase (Idea formulating, storyboarding, scripting, designing characters etc.) and post-production phase (compiling, editing, voiceover, subtitles, etc.)
4. Should be able to formulate characters for animated videos along with complete scripting, editing etc.
5. The video voiceover shall be in English and include captions in English and Urdu (two versions)
6. Provision of high quality video: HD 1080 or higher
7. Ensure videos are produced in different formats for different platforms, including formatting for social media release/use
8. Ensure that work is completed on agreed deadlines.
9. Should ensure that the entire content is original

**Deliverables:**
1. Two versions of a high-quality video (1080 or higher) (footage plus animation) with a duration of 5 to 7 minutes (one version to have English closed caption and one version with Urdu subtitles)
2. Videos must be submitted in multiple formats for use (TV, social media platforms, etc.)

**Sample Links:**
3D Animated approach [https://youtu.be/6xINyWPpB8](https://youtu.be/6xINyWPpB8)
Animation + recorded footage [https://youtu.be/A3rLfrIuZy4](https://youtu.be/A3rLfrIuZy4)
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.

- Technical Proposal 70%
- 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)

**Budget**

The tentative budget threshold for this specific assignment is **PKR 500,000/- inclusive of everything**. Evaluation process will be competitive; therefore, all the required documents should be submitted.

Note: Late/ incomplete submissions will not be accepted. Only three (03) top ranked firms will be included in the comparative process