

Call for Proposals:

Supporting regenerative and resilient agricultural initiatives

RPLC: Regenerative Production Landscape Collaborative (RPLC) is a model for sustainable agricultural systems. RPLC adopts a multi-stakeholder governance model that brings together diverse stakeholders, such as local communities, farmers, governments, financial institutions, businesses, and NGOs, to drive market transformation. RPLC believes that multi-stakeholder collaboration is essential to align incentives and create long-term value for all stakeholders across the supply chains.

In Pakistan, RPLC is convened by **WWF-Pakistan** and supported by **Laudes Foundation**. RPLC-Pakistan promotes regenerative farming practices whilst focusing on restoring and improving ecosystems beyond the farm leading to a **sustained ecosystem health, reduced long-term risks, and more resilient sourcing models**.

RPLC, therefore, aims to scale models where,

- Producers grow agri-commodities using regenerative farming principles that restore ecosystems
- Smallholder farmers and communities thrive through improved economic stability, enhanced livelihoods, and greater participation in decision-making
- Businesses secure long-term, responsible supply chains whilst sourcing responsibly and sustainably

Call for Proposals: RPLC-Pakistan seeks to support pilot initiatives for food commodities that promote regenerative agricultural practices among primary producers, addressing critical challenges in the landscape and develop innovative solutions that can be replicated by others.

The project should have quantifiable outcomes on economic stability and livelihood of smallholding farmers, ecosystem resilience, biodiversity conservation and sustainable sourcing mechanisms. The projects should lead to solution-based regenerative interventions that focus on restoring and improving ecosystems at the farm and beyond the farm level.

Grant Categories: Under this call for proposals, the grants will be awarded under the following categories,

Innovative Initiatives: The projects which demonstrate innovative tools/practices on regenerative agriculture to improve smallholders' production, livelihood, and ecosystem resilience. The projects should have a clearly defined set of indicators to measure on ground impact of interventions. Equally important is the development of scalable and replicable approaches along with well-defined marketing links of sustainably produced agricultural commodities.

Scalable Initiatives: The initiatives around regenerative/sustainability themes that have produced tangible results and impacts for farmers and the ecosystem resilience within the Punjab Landscape and have potential for scalability across RPLC's preferred landscapes of Punjab province, can receive the grant.

Thematic Priorities: The projects' main goal must focus on promoting regenerative farming practices, ecosystem conservation and creating resilient sourcing models. The projects should be aligned with the RPLC impact areas, which are,

1. **Restores & revitalizes soil health:** Sustain and improve soil health, and its fertility to support crop production and healthy ecosystems.
2. **Improves smallholder farmer incomes:** Improve economic stability of smallholding farmers, ensures farmers' access to training and resources to adopt regenerative practices and greater participation in decision-making to achieve improved farm profitability.
3. **Reduces greenhouse gas emissions:** Enhance resilience to climate change impacts, improve nutrient management, energy efficiency and carbon sequestration.
4. **Improves water management:** Improves crop water productivity, conservation and management of irrigation water.
5. **Preserves & enhances biodiversity:** Preserve and improve biodiversity at the farm and beyond the farm level to enhance ecosystem services across the agricultural landscape.
6. **Improves gender equity:** Justified access to agricultural resources, training, information, and livelihood improvement opportunities for women

KPIs and Targets

The proposal should clearly list the key performance Indicators (KPIs)and targets aligned with the RPLC thematic areas mentioned above. These should clearly demonstrate the additionality or impact in those specific thematic areas, as a result of proposed interventions.

Assessment Criteria:

- **Thematic Alignment:** The projects should ensure that goals, outcomes and activities directly support and reinforce RPLC thematic priorities.
 - **Sound Theory of change:** The projects need to present a sound theory of change through a robust logical framework that presents how the activities will create the change and how they will contribute towards the economic stability of farmers and landscape resilience.
 - **Co-financing:** The applicants will provide up to **50 per cent co-financing** of the total project budget. The co-financed amount should be clearly distinguished within the overall project budget from the awarded grant.
 - **Scale and scope:** The projects present a justified scale and scope of the activities in accordance with the budget.
 - **Sustainable Sourcing:** All projects present evidence-based supply chain links for the procurement of sustainably produced agricultural commodities. Selected agricultural commodities must be linked with buyers at the national or international level who are sourcing their raw materials from the project area.
 - **Impact Measurability:** The projects should be able to measure the impacts of on-ground interventions through smart indicators. There should be a mix of quantitative and qualitative indicators in line with the log frame.
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- **Scalability:** The projects should have the potential to be scaled across farming communities and geographies (local and national level), aligned with environmental, cultural and economic contexts.
 - **Sufficient Experience:** The grantees should have sufficient experience in

implementing impact-based agricultural projects among farming communities in the Punjab landscape.

- **Internal Monitoring:** The projects should present a sound mechanism of periodic internal monitoring to track daily activities, expenditures and outputs to ensure projects remain on track.
- **Financial Management Systems:** capacity and capability to operate software platforms that manage an organization's financial operations, from daily transactions to strategic planning, ensuring accuracy, compliance, and informed decision making.

Eligibility:

- The projects include one or more of the following food crops: **rice, potatoes, tomato, and maize**. **Geographical preference** is to the core growing districts of the above-mentioned commodities, i.e., Sahiwal, Okara, Multan, Bahawalpur, Jhang, and Sheikhpura districts of Punjab province.
- The projects have dominant farmers' engagement, field-level interventions and strong relevance to ecosystem resilience.
- The projects should use a cluster approach, where the bulk of the activities should be carried out. Rather than spreading activities at distant locations that will dilute the impact.
- Projects which leverage or build well-defined supply chain links with national or international brands.
- Projects which have innovative partnership arrangements, business model or leverage of co-funding.
- Non-Governmental Organizations (NGOs), Producer Organizations (POs) having experience in implementing projects on the sustainability of agricultural communities, can apply.
- Businesses/brands sourcing agricultural raw material and implementing sustainability projects on agri commodities can apply.
- The applicant organizations should have a legal status (registered) with a dedicated bank account for the transfer of funds.
- The applicant NGOs should have tax exemption certificates.
- The applicant organizations should have **at least 5 years** of track record of implementing field projects, including capacity building of farmers on themes of nature-positive/sustainable agriculture.
- The applicant organizations are required to demonstrate a minimum annual turnover of **50 million PKR** and submit their recently audited financial report.

- The applicant organizations must possess a proven track record of executing large-scale projects within a total budget **exceeding 30 million PKR**.

Not Eligible:

- Early-stage field trials to test unproven, low-impact practices or technologies or projects exclusively focused on basic research.
- The projects do not include any of the crops listed above.
- The projects that involve a high proportion of the budget on consultancies, technical

assistance or capital expenditures.

- The projects without valid proof or commitment of co-financing and cost classification of the co-financed budget at the time of application submission.
- The projects require any sort of land conversion. The project must take place on existing cultivated lands.
- The projects which do not have clearly articulated supply chain links with national or international buyers/brands.
- The applicant organization does not meet the financial worth and required expertise/experience.

Note: The above list is not exhaustive and is provided for guidance purposes only.

Duration:

- The projects should be completed within **24 months** of receipt of funding.
- The start dates for the project should be within **one month** of the award of the grant.

Funding:

- The maximum funding available under this call for proposals is **up to PKR 25 million** for the project subject to viability
- Operational costs — including, but not limited to, human resources, office rent, travel, and office equipment — shall not exceed **25 percent** of the total proposed budget. A minimum of **75 percent** of the total budget must be allocated directly to programmatic/project activities.
- The proposal must clearly define and explicitly specify the utilization of the **up to 50 percent** co-financed budgeted amount within the overall project framework, distinguishing it from the awarded grant.
- Applicants are required to submit a detailed budget using the attached prescribed template, clearly segregating (i) the amount requested from WWF-Pakistan and (ii) the co-financing contribution to be provided by the applicant organization.
- The applicants should have financial software with the ability to track project expenses and income.

Deadline:

- 10 April 2026 (Pakistan time: 11:59PM)

Evaluation Procedure:

- One-stage grant application. The applicants will submit technical proposals (narrative), workplan, log frame and budget at the time of application submission. ([Budget Sheet](#), [Proposal Template](#))
- Submitted applications will be evaluated against the assessment criteria given above by the **Impact Investment Committee**, and the most promising project ideas will be selected for grant funding.

Contracting Requirements:

- **Proposal and budget finalization:** Once a decision is made to award a grant to a specific project, based on feedback from the **Impact Investment Committee**, the

successful applicant might be contacted to make adjustments to the proposal or budget, if needed. The final negotiated proposal and budget will be part of the grant agreement.

- Project Screening against ESS standards. The standard template of WWF Network will be used for project level environmental and social risk screening to allow the project team to assess the risk of project activities against the ESSF standards and lay down appropriate mitigation measures.
- Due diligence: Before signing the grant agreement, the grantee will go through a due diligence process and will submit all required documents. It is a mandatory process to analyze grantee's capacities, financial & managerial systems, and assess potential risks or adverse impacts along with the capability of implementing the environmental Code of Conduct as per WWF guidelines.
- **Grant agreement:** The WWF-Pakistan's approved grant agreement template will be used for the signing.
- **Audit:** supported projects will be subjected to a yearly financial audit by a third party. Add audit cost to the budget accordingly.
- **Monitoring:** WWF-Pakistan M&E department will regularly monitor the project deliverables and field implementation.

Submission;

- **The technical proposal with a budget will be submitted online to Rana Amir Shafique, rashafique@wwf.org.pk, and cc to Assad Ullah, assadullah@wwf.org.pk**