Project/Assignment Title: Mobile Phone Game Development for Child Online Protection.

Result Area: Primary Prevention

1. About GVRC

The Gender Violence Recovery Centre (GVRC) was established in 2001, registered non-profit making, non-partisan, charitable trust of the Nairobi Women's Hospital (NWH) and the pioneer organization on Gender Based Violence (GBV) management in Kenya and the East African region. GVRC's purpose is to bring back meaning to the lives of GBV survivors and their families with a vision of creating a society free of GBV. Our mission is that we are a centre of excellence in the management and prevention of GBV. The GVRC has nine (9) centres with its headquarters at Nairobi. The previous and current primary prevention reach is in 37 counties in Kenya and have provided medical and psychosocial support to over 46,000 survivors of GBV and additional 180,000 through our emergency response program. The organization is a strong voice on GBV and as a leader and source of credible data in the sector influences GBV related policies; mainly contributed to national medical management of GBV guidelines in Kenya including psychosocial support services, co-convener and co-chair of National GBV technical working group with the State Department of Gender among other National prevention campaigns such #1000Steps4Baringo and Teachers Service Commission (TSC) child protection road-map development and implementation in Kenyan schools. The GVRC-NWH head office is located at Malik Heights, 8th floor, Ngong Road, Nairobi County. Other branches include Hurlinghum and Adams (Nairobi County), Kitengela and Ongata Rongai (Kajiado County) and Nakuru Hyrax, Nakuru CBD and Naivasha (Nakuru County), Meru (Meru County) and Mombasa (Mombasa County).

2. Background

GVRC has over the years addressed Violence Against Children both in prevention and response which has continued to be a dynamic context that requires more effort to adequately address. The recent Violence Against Children Survey (VACS), 2019 is the most recent nationally representative survey conducted in Kenya after a decade of the immediate preceding similar report. With this report, it is evident that there are still high incidences of Violence Against Children with findings that nearly half of females (45.9%) and more than half of males (56.1%) experienced childhood violence in Kenya. Further, that among the 15.6% of females who experienced childhood sexual violence, nearly two-thirds (62.6%) experienced multiple incidents before age 18. It is saddening that physical violence is the most common type of violence experienced in childhood in Kenya with nearly two out of five females (38.8.%) and half of males (51.9%) experienced childhood physical violence. The perpetrators, especially for females, are intimate partners, comprising 44.4% of first incidents and childhood physical violence by parents, caregivers, and adult relatives is common, affecting 28.9% of females and 37.9% of males while childhood emotional violence by peers is also common, affecting 30.9% of females and 31.0% of males. This is also against the growing concern and building evidence of child online abuse that is affecting many children as internet reach continues to penetrate the entire world.

In the last financial year, April 2019- March 2020, GVRC offered medical treatment and psycho-social support services to 3,593 survivors of GBV with 41 % of these survivors being children and 83% of the total cases representing sexual abuse. It is therefore imperative that all efforts to enhance awareness and prevention including during the COVID-19 pandemic are stepped up to ensure that children are well protected against all forms of abuse.

In Kenya, internet use has increased dramatically over the years with support and regulation by the CAK in the recent past. Kenya has an estimated 53,771, 296 people (year 2020) with 46,870,422 of the population as estimated users, this gives the country an 87.2% penetration (Communications Authority of Kenya statistics). The country has 8,799,000 Facebook users (Dec 2019) which is a 16.4% penetration rate of the application. Based on the available statistics; online platforms remain the best sources of information targeting communities.

It is against this background that GVRC has developed these Terms of Reference for the development of a child friendly mobile game for the Gender Violence and Recovery Centre, to provide free access to comprehensive child protection information for children and their caregivers in Kenya.

Young people 10–29 years account for more than 40% of the Kenyan population. These young people are at a crucial juncture in their lives where they need access to accurate information on Gender Based Violence including Child abuse and sexual and reproductive health (SRH) services to help them navigate the different phases safely, be able to detect all forms of abuse, prevent abuse from happening, respond to abuse and safely report all incidences of abuse. As the market opens to cheaper and readily

available smart phones, it creates an opportunity to reach this growing population of millions with timely and confidential reproductive health and Gender Based Violence information, free from the social taboos that prevent access to such information.

The Mobile Game will provide learning; information and awareness to children, young people and their caregivers as it will have information for adults and children. It will also enable those interacting with it to engage with the Gender Violence Recovery Centre through hotline numbers and direct messaging options, report types of abuse and any other issues of concern.

3. Objectives, Purpose & Expected Results

The objective of the assignment is to develop an interactive transformational game that is fun to play and can bring awareness amongst children, parents and teachers about preventing and responding to all forms Violence Against Children including online abuse. The first version of the game should work on all android based smart-phone and tablets. The same game can also be made compatible to work on all browsers, desktops and laptops.

The game should be developed with the realization that it can be improved at any point in the future depending on its acceptance, public uptake, success and evolving information in the sector. Games for educational and simulation purposed are widely recognized as powerful teaching aids changing the landscape of learning. This is mainly due to the fact that game based education allows users to learn through experience and the use of virtual environment while leading them to approach problem solving through critical thinking. There is enough evidence proofing that interactive games are able to engage, challenge, and motivate, which has led professionals and practitioners to find ways of using them to help people to learn, grow and develop skills. There are examples of mobile games that this aims to better, such as the award winning Moraba; the anti-Gender Based Violence Game that helps young people identify manifestations of GBV, empowers them to take action and challenges the stereotypes by changing the mind-sets of community people.

4. Game scenario

The Online and mobiles games will present scenarios, which the different target groups [parents/guardians, teachers, children] must navigate through in an entertaining way, gaining awareness and practical tips for how to recognize the signs of violence against children including online abuse, how they can respond to child abuse, how to prevent abuse and provide safe reporting options on child abuse. (Examples: GVRC toll-free line 0800720565, Childline Kenya toll free help line 116 and other online platforms for reporting images of child pornography found on the internet such as https://report.nita.go.ug/ug/).

- The designer is expected to use materials developed at GVRC and other organizations that have published materials that can be relevant in content development of the game.

5. Description of the assignment

Under this Scope of Work, the selected vendor will be engaged to develop an interactive game that can raise awareness of the understanding of Violence Against Children including online abuse (manifestations, detection, response, prevention and response) among parents, teachers, community and children themselves.

The successful firm will be responsible for;

Phase One: Design, Development of Mobile-phone based game for raising awareness on Violence Against Children

i.   **Planning and Inception**: The development of an educational game that will complement the preventative and responsive measures being taken to address online child protection. This game will create scenarios, which will help different target groups (parents/guardians, children) to navigate through, and learn solutions to the various obstacles/challenges they face in their community. This phase will focus on requirement gathering and developing the concept of the game including the production of initial design documents. The goal of this phase is to produce clear and easy to understand documentation which describes all the tasks, schedules and details of the development team. GVRC will also offer extensive support in this process.

ii. **Game design:** Before a full-scale development can begin, the development team will produce the first version of a game design document describing the game's concept and major game play elements in detail. It may also include preliminary sketches of various aspects of the game and wire-frames showcasing one or more features. The design document will remain a living document throughout the development of the game and can be improved throughout the process until presenting the first prototype.

iii. **Prototype:** A functional prototype of game play ideas and features is an important activity that allows programmers and game designers to experiment with different algorithms and usability scenarios for a game and present to the stakeholders. A fully functional prototype will give a proof of concept of the game.

iv. **Production and Programming:** During this phase the full development team will work to write fully functional code, sound engineer's develops sound effects and designers create different game levels. It will set up, (the client side and goggle play/ cloud hosting services) system integration, deployment and other IT infrastructure support. The development team will use agile development methodology.

v.   **Piloting/Revisions:** When key game play functionality is completed, game is playable and contains all the major features, pilot users testing with various target users will be planned and agreed upon with GVRC and other stakeholders. Feedback from these testing sessions will then be discussed; small changes may be made and prioritized with GVRC, and incorporated into the development schedule.

vi.   **Final Product:** Provide the final game in working condition. Game should be compatible across the agreed upon devices and version of android operating system. All the documents of the system including the operating instructions will be handed over to GVRC.

 Phase Two:

a)   **Post Project Support and Maintenance:** Provide a team to answer questions and be available to troubleshoot in order to ensure that the game is in working condition all the time. The vendor's support team shall allocate severity levels to the issues/problem reported, using standard criteria for support in consultation with the Project Manager. Any problem which is due to any bug in the system, the vendor's support team will fix without any additional fee. However if there is any need of enhancing any feature, the vendor will estimate the effort required to enhance the system and communicate to GVRC.

b)   **Upgrade and Scale up of game:** Phase one is a pilot phase that will help to assess the impact of the mobile game to bring the awareness amongst children, parents and caregivers/guardians about preventing and responding to Violence Against Children. The first version of the game will be launched only on android based smartphone. Based upon the outcome of the phase one, the game can be upgraded to work all web browsers, desktop PCs and laptops and feature phone as well.

6. Expected Deliverables and Outcomes

The selected vendor will be responsible to deliver the following product/services:

Tasks	End Product/ Deliverables	Time Frame
6.1 Planning and Inception Report	Inception report with clear delivery schedule after gathering user requirement.	Within one week after signing the contract
6.2 Game design document/wireframe	Game design document/wireframe with major game play elements, including preliminary sketches and storyline with graphic illustrations	Within two weeks after signing the contract
6.3 Prototype of game	Prototypes/MVP with all the features and functionality for both the games	End of month 1
6.4 Piloting/Revisions	Feedback report on the Pre-testing, Exercises with suggested changes to improve the games.	Within seven weeks after signing the contract
6.5 Fully functional games, project report, technical documents	Final product delivered with copy of game on USB/DVD for archiving purposes, as well as on Google Play or other distribution channel	Within eleven weeks after signing the contract
6.6 Support and Maintenance	Support and maintenance of the game for six months	On going for first six months after delivery of the final product

7. Reporting Requirements

The selected vendor should provide the following reports:

1. Inception report
2. Feedback report on pre-testing exercise
3. Technical Report and user manual
4. Monthly game download and usage report.

8. Location and Duration

Location: Nairobi
Duration: 1 month for development and 6 months for maintenance and support.

9. Payment Schedule

40% upon piloting the prototype and receiving pre-testing feedback report.
40% upon submission of final product along with all the documents.
20% upon completing the project and successful launch/hosting

10. Qualifications

Technical Expertise:
The technical team to deliver on this contract should have the following members with a minimum of three years of relevant professional experience.
1.   Technical expert : Game design and development
2.   Technical expert: Graphics designer and sound engineer

3.   Technical export: Testing, launching, hosting

Experience:
1. The organization/consultant firm and its relevant staff members must have at least three (3) years expertise in the design and development of games, animated videos, and software programme development.
2. Experience in developing mobile games for addressing any social issues or developing educational games.
3. Experience in designing and marketing online games for a wide audience.
4. Experience with game design and development, especially user interface and/or interactive design.
5. Experience working with multimedia content and delivering content over the Internet.
6. Experience developing software directly with end-users, to cater to both basic and experienced (but not technical) users
7. Evidence of creativity, animation work, and other online games is mandatory.
8. Knowledge of environment in which GVRC operates and network band-with challenges experienced in the country in the rural sides of the country

11. Distribution of the Game

The game will target children, the parents/guardians and the general public. Information will have to be presented in an interactive, engaging and interesting format that gives the users informed solutions. The game can be loaded onto the phone while connected to a PC, either via USB cable or Bluetooth, downloaded from the Google play Store or Mobile browser download.

It is important to note, that GVRC intends to reach out to users who have limited access to the internet, and also do not always have access to smart phones. Therefore, the game will need to be downloaded in areas with low bandwidth applications, and should be easily shared across devices using different dissemination channels. The game should have room for future improvements.

12. Special Terms and Conditions

i.   **Handling of Game Repository and Testing Procedures;** The Company shall maintain the code-base for the Game on an agreed platform as directed by GVRC
ii.   **License:** All source code of Game will be licensed under the free and open-source AGPL license (Affero-General Public License v3) with GVRC being a copyright holder of the AGPL license
iii. **Hosting:** The Company will need to host the game online and on Google play store initially for one year with option of renewing the hosting agreement as time falls due and GVRC reconsiders the engagement.
iv. **Internationalization and Localization:** The game should be designed in such a way that it can potentially be adapted to various languages and regions without engineering changes.

12. Submission

All applications must be submitted by 5:00pm, **Saturday, 17ᵗʰ October 2020** via electronic transmission to gvrc@nwch.co.ke

Important Note: A technical offer providing a clear understanding of the terms of reference of this assignment, the proposed methodology for the implementation of the assignment, including an implementation calendar, adequate details about the company's experience, including references (links or pdf documents) to some similar evaluation work done for other organizations or institutions within the last 3 (three) years; a presentation of the profile and experience of each member of the team that will be involved in the assignment, including the number of years of experience as well as detailing the role of each member in the team; CVs should be submitted.

• A financial proposal that will outline the different costs related to implementation of the assignment, including human resource costs. It should specify an average number of working days.

Use the enclosed template to make your application- No hard copies will be accepted

Technical Proposal Format

Mobile Phone Game Development for Child Online Protection.

Note: Technical Proposals not submitted in this format may be rejected. The financial proposal should be included

Name of Organization/Firm:	
Country of Registration:	
Name of Contact Person for this Proposal:	
Address:	
Phone:	
Fax:	
Email:	

SECTION 1: EXPERTISE OF FIRM/ ORGANISATION

This section should fully explain the applicants' resources in terms of personnel and facilities necessary for the performance of this requirement. All contents of this section may be modified or expanded depending on the evaluation criteria stated in the RFP.

1.1 Brief Description of applicant as an Entity: Provide a brief description of the organization / firm submitting the proposal, its legal mandates/authorized business activities, the year and country of incorporation, types of activities undertaken, and approximate annual budget, etc. Include reference to reputation, or any history of litigation and arbitration in which the organization / firm has been involved that could adversely affect or impact the performance of services, indicating the status/result of such litigation/arbitration.

1.2. Financial Capacity: Provide the latest Audited Financial Statement (Income Statement and Balance Sheet) duly certified by a Public Accountant, and with authentication of receiving by the Government's Internal Revenue Authority. Include any indication of credit rating, industry rating, etc.

1.3. Track Record and Experiences: Provide the following information regarding corporate experience within the last five (3) years which are related or relevant to those required for this Contract.

Name of Project	Client	Contract Value	Period Activity	Types of activities done	Status or Date Completed	References Contact details(Name, phone, email)

SECTION 2 - APPROACH AND IMPLEMENTATION PLAN

This section should demonstrate the Proposer's responsiveness to the TOR by identifying the specific components proposed, addressing the requirements, as specified, point by point; providing a detailed description of the essential performance characteristics proposed; and demonstrating how the proposed methodology meets or exceeds the requirements.

2.1. Approach to the Service/Work Required: Please provide a detailed description of the methodology for how the organization/firm will achieve the Terms of Reference of the project, keeping in mind the appropriateness to local conditions and project environment.

2.2. Technical Quality Assurance Review Mechanisms: The methodology shall also include details of the applicant's internal technical and quality assurance review mechanisms.

2.3 Implementation Timelines: The applicant shall submit a Gantt Chart or Project Schedule indicating the detailed sequence of activities that will be undertaken and their corresponding timing.

2.4. Subcontracting: GVRC discourages sub contracting any aspect of the assignment under this consultancy.

2.5. Sample Story: Please provide a summarized proposed story addressing conceptual knowledge of addressing Violence Against Children within a game design context by giving a few scenarios including the characters. You may refer to any game/video your company has developed.

2.6. Reporting and Monitoring: Please provide a brief description of the mechanisms proposed for this project for reporting to the GVRC and partners, including a reporting schedule.

2.7. Partnerships: Explain any partnerships with local, international or other organizations that are planned for the implementation of the project. Special attention should be given to providing a clear picture of the role of each entity and how everyone will function as a team. Letters of commitment from partners and an indication of whether some or all have successfully worked together on other previous projects is encouraged. This should be detailed for every partnership foreseen.

2.8 Other: Any other comments or information regarding the project approach and methodology that will be adopted.

SECTION: PERSONNEL

3.1 Management Structure: Describe the overall management approach toward planning and implementing this activity. Include an organization chart for the management of the project describing the relationship of key positions and designations.

3.2 Staff Time Allocation: Provide a spreadsheet will be included to show the activities of each staff member and the time allocated for his/her involvement. (Note: *This spreadsheet is crucial and no substitution of personnel will be tolerated once the contract has been awarded except in extreme circumstances and with the written approval of GVRC. If substitution is unavoidable it will be with a person who, in the opinion of GVRC project manager, is at least as experienced as the person being replaced, and subject to the approval of GVRC. No increase in costs will be considered as a result of any substitution.*)

3.3 Qualifications of Key Personnel. Provide the CVs for key personnel (Team Leader, Managerial and general staff) that will be provided to support the implementation of this project. CVs should demonstrate qualifications in areas relevant to the Scope of Services. Please use the format below:

Name:		
Position for this contract:		
Nationality:		
Contact information:		
Language skills:		
Educational and other qualifications:		
Work Experience/Relevant from most recent:		
Period (From –To)	Name of activity/ Project/ funding organization, if applicable:	Job Title and Activities undertaken/Description of actual role performed:
1)		
2)		
3)		
References no.1 (minimum of 3):	Name:	
	Designation:	
	Organization:	
	Contact Information – Address; Phone; Email; etc.	
References no.2	Name:	
	Designation:	
	Organization:	
	Contact Information – Address; Phone; Email; etc.	
References no.3	Name:	
	Designation:	

	Organization:
	Contact Information – Address; Phone; Email; etc.

Declaration

I confirm my intention to serve in the stated position and present availability to serve for the term of the proposed contract. I also understand that any willful misstatement described above may lead to my disqualification, before or during my engagement.

Signature of Nominated Team Leader/Member   Date signed

ANNEX 3: Financial Proposal Form

The applicant is required to prepare the Financial Proposal and submit as annex to the other documents submitted.

The Financial Proposal must provide a detailed cost breakdown for the game which will be developed in the phase 1 of the assignments as well as daily rate for each team member required to work in developing online and mobile games.

The format shown on the following pages is suggested for use as a guide in preparing the financial Proposal

FINANCIAL PROPOSAL FOR THE GAME

SN	Deliverables	Qty	Price (Lump Sum, All inclusive)
1	Planning and Inception Report		
2	Game design document/wireframe		
3	Fully Functional Game with all documents.		
4	Annual hosting fee at company's website		
5	Annual hosting fee at Google play store		
	Total (in Kes)		