

ANNEX 1 – TENDER NOTICE

Project: **YOUTH FOR LOVE 2 PROJECT**

Call: **REC-RDAP-GBV-AG-2020**

Project number: **101005341**

Deliverable D.6 Webgame

Contact person: Sebastiaan Jans – Project Manager UCLL – sebastiaan.jans@ucll.be

Deadline for submission of tenders: **September 1st 2021** (via mail with subject **TENDER Y4L2**)

IDENTITY OF THE CLIENT

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All correspondence relating to this contract should be sent to this address, preferably by email.

THE CONTEXT

Youth violence is a pervasive and widespread phenomenon that can have consequences at the individual, family and community level. In addition, preventing youth violence is a critical aspect in meeting a wide range of youth, social, family, health and employment policies' objectives. In order to address the multiple causes and consequences of peer violence, the Youth for Love 2 project will promote the adoption of a comprehensive multi-stakeholder approach that involves actors that do not typically cooperate such as youth, parents, educational professionals (school and community), associations, private service providers (private and third sector) public services and authorities (public sector) at local, national and EU level. This approach entails a process of community engagement that starts from the actors around the schools (youth, teachers, families and community associations) to build broad coalitions and cooperation and advocate for better policies with authorities and decision-makers.

THE Y4L2 PROJECT

The project's structure consists of 4 main components: 1) project management and coordination aimed at ensuring a quality and timely implementation of the activities and achievement of project's objectives; 2) school-based training activities aimed at improving youth, teachers' and parents' knowledge and skills to prevent, detect and respond to peer violence and to engage and mobilize other stakeholders in community-based initiatives against peer violence; 3) youth-led community-based initiatives aimed at enhancing the role of community members, associations, service providers and authorities through participatory methodologies, peer to peer activities, local campaigning and advocacy; and 4) advocacy, communication and dissemination to ensure that the project's impact is enhanced and disseminated.

The project's overall objective is to prevent, detect and address peer violence among adolescents (14-18 years) in 5 targeted communities in 4 European countries (Italy, Belgium, Greece and Romania). In order to achieve the overall objective, the action will promote the adoption of positive behaviours for preventing and addressing peer violence among the following target groups: youth, families, educational professionals and community members at large. Community members including individuals, families, schools, NGOs/associations, service providers and local authorities will be involved in community-based initiatives developed and led by youth to prevent and address peer violence; EU citizens particularly youth will improve their awareness of the topic through online activities and national and European stakeholders including policymakers, authorities, experts will be involved in advocacy activities to promote policy improvements/changes.

The project "Youth for love 2", co-financed by the European Union - Rights, Equality and Citizenship Programme and carried out by ActionAid Italy together with ActionAid Greece, UCLL (Belgium),

Metropolitan Agency for Training, Guidance and Employment (Italy), Fundatia Centruli Partenariat Pentru Egalitate (Romania), fits into this context.

OBJECTIVES OF THE ASSIGNMENT

The supplier invited to the tender should submit:

1: Project website:

The Youth for Love website developed in the previous project will be used for this project. The main improvement that needs to be implemented are:

- Review of the current WordPress set up:
 - Security (update)
 - Plugin (update)
 - Memory usage optimization
 - Increasement maximum upload capacity
- Review of the current hosting plan
- Domain and hosting maintenance (2 years from the start of the assignment)
- Technical assistance and maintenance (2 years from the start of the assignment)

The website should be updated until October 2021

2: Upgrade existing gaming platform

The Y4L2 project can be seen as the extension of the Y4L project. The existing game only needs to be adapted and extended. It is not necessary to build a new platform. You can consult the existing game via our current [project website](#) (section game).

Together with all project partners and 15 youth, the existing web game will be reviewed and co-design new elements to be included in the serious game. Based on the cooperation between the project partners and 15 youth new case histories on peer violence will be identified, these cases will help the selected agency to develop new web game characters including parents, local authorities, organisations as well as new places where peer violence takes place.

The following web game improvements are requested:

- An internal dashboard that allows to monitor users' choices and changes in behaviors
- A profile page for each user to monitor his or her progresses through a score linked to the choices made in the stories played that correspond to different awareness levels;
- A comment system inside the game, that will allow youth to leave comments and chat/discuss with other users in Europe. Comments will be monitored by partners and peer educators;
- Some user-friendly graphics that players can share on their social media to promote the game among their peers

MAIN TARGET:

The game is aimed at young people between 16-20 years old and should reach 100k website views, 50k web game players.

The proposal should include:

- an operational work plan, including a detailed timetable;
- a detailed budget indicating all items of expenditure.

The online gaming must be ready for launch in February 2022. Intermediate delivery dates, to be agreed at contract stage:

- Script: mid-October 2021
- Mock up: beginning of November 2021
- Testing: beginning of December 2021

BRAND AND IDENTITY

Because the Y4L2 project is a continuation of the Y4L1 project, it is not necessary to work out a new graphic layout. The existing graphic elements can be retained and reused.

However, the agency must follow the guidelines for the use of the EU Emblem. For this purpose, the document containing the [guidelines](#) should be consulted.

ADMINISTRATIVE PROVISIONS

The agency demonstrates its technical competence (communication with young people and webgaming) with:

- list of similar services in the last five years
- examples of work carried out

The applicant also proposes a project manager who will act as the contact person with the client.

Please include the following project data in your offer:

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Y4L2 – C- subcontracting

The total (gross) budget shown should include:

- agency management costs
- creative concept design
- production and management costs

The maximum budget cannot exceed the amount of **28.000 euro (VAT included)**.

The evaluation criteria consist of the following components:

- Budget (breakdown) (50%)
- Experience (30%)
- Work plan (20%)

After evaluating the offers, a suitable candidate is selected. This candidate will be invited to present the proposal online during the project meeting on 13 or 14 September. In consultation, a suitable moment will be found on one of these two days. Please take these days into account.