

RFP/2020/BEL/003

ANNEX A

Terms of Reference - CREATION OF AN EDUCATIONAL WEB-BASED VIDEO GAME ON THE TOPIC OF REFUGEES, ASYLUM AND MIGRATION**1. CONTEXT**

The The 1951 Refugee Convention and its 1967 Protocol give to refugees a right to access education in their host countries.¹ As part of its work in providing assistance to refugees, UNHCR has developed a wide variety of education programmes aimed at:²

1. Promoting equitable and sustainable inclusion in national education systems for refugees, asylum seekers, returnees, stateless and internally displaced persons;
2. Fostering safe, enabling environments that support learning for all students, regardless of legal status, gender or disability;
3. Enabling learners to use their education toward sustainable futures.

As part of its educational programmes, UNHCR has developed teaching materials and professional trainings for teachers to support them in teaching about the topic of refugees and to provide them with some guidance on working with refugee children in their classrooms.

UNHCR's Teaching About Refugees teaching materials for teachers and school children in primary and secondary education are aimed at teaching children ages 6 - 18 about refugees, asylum and migration. The teaching materials also include a set of professional guidance documents for teachers, such as guidance on stress and trauma in refugee children in a school context.

As part of its efforts to promote fact-based and age-appropriate teaching about this topic and in an effort to provide teachers with professional tools to improve teaching about the topic and to create a more welcoming and favourable learning environment for refugee children in Europe, UNHCR is working with a variety of stakeholders using these teaching materials in countries in Europe and other regions.

The prime target audience for these teaching materials are primary and secondary school teachers. The materials consist of PDF documents, explanatory animations, exercise sheets, video exercises and web content.

The full collection of currently available teaching materials can be viewed and downloaded in English on UNHR's global website at <http://www.unhcr.org/teaching-about-refugees.html>, in French at <http://www.unhcr.org/fr/enseigner-sur-la-thematique-des-refugies.html> and in Arabic at <https://www.unhcr.org/ar/5b5718bc4.html>

¹ See Article 22 of the Convention at <https://www.unhcr.org/3b66c2aa10>

² See UNHCR's Refugee Education 2030 Strategy <https://www.unhcr.org/publications/education/5d651da88d7/education-2030-strategy-refugee-education.html>

2. CREATION OF A WEB-BASED EDUCATIONAL VIDEO GAME

In response to suggestions made by teachers and other stakeholders using Teaching About Refugees teaching materials, and to respond to other teaching needs identified, UNHCR intends to add a set of new teaching materials for secondary education to its catalogue.

These teaching materials will be narrative in nature and tell stories of refugees in formats suitable for children aged 12-18, as well as adults. The teaching materials should be in formats suitable for use by teachers and students in secondary schools, or for individual use by students and teachers.

For this specific project, UNHCR wants to create a web-based video game taking the player through the experiences of a refugee or a group of refugees.

This web-based video game should take the form of a free-of charge browser game which can be played on-line using only a common web browser (cf. Google Chrome, Firefox, Safari) without the need for additional software or plug-ins. The game has to use a low bandwidth so it can also be played by users with slow internet connections.

As a guideline, the game should take maximum 20 minutes to play from start to end and place the user in the shoes of a refugee or a group of refugees who have to make a number of important choices as they flee their country (cf. Which route will they take to safety? do they have the resources to take this route? Will they take a regular or irregular route? Which country can they flee to? What choices do they have when they arrive there?).

The narrative of the game needs to be easily translatable into other languages without a need to change the visuals and game-play of the browser game.

The narrative of the browser game should at least consist of:

- A set-up sequence offering the user a choice of character they will use to play the game; depending on the character chosen, they will have different reasons to flee (war, persecution, generalized violence or civil unrest) and different options throughout the game.
- A few game-play scenarios showing how a decision to flee is made and how the protagonist(s) intend to get to a safe country or region; these scenarios differ according to the character chosen by the player.
- A game-play scenario showing the journey to safety and challenges and difficulties players may encounter; the journey to safety should present the player with at least three critical choices to be made to reach another country (e.g. Will you travel by land or via the sea? Will you pay a smuggler to get you out? Will you take your family or not?).
- A game-play scenario showing arrival in another country or region and initial outcomes depending on character chosen at the beginning of the game and choices made during game-play (cf. arriving somewhere and applying for asylum, admission to a reception facility or other dwelling, waiting for the outcome of the asylum procedure).
- The importance of refugee protection in saving lives and livelihoods of those forced to flee and the role of UNHCR in protecting refugees should be illustrated during game-play.

The web-based video games should be age-appropriate and suitable for players age 12 and over (including adults).

The contractor(s) are expected to propose and write a game-play scenario for the web-based video game, create sample artwork and program and deliver the web-based video game.

The web-based video game should be delivered in a browser game format in a programming language of the contractor's choice. The browser game should run on all most commonly used web browsers (cf. Google Chrome, Firefox, Safari) both on Windows / Microsoft compatible computer systems and on Apple / macOS systems. The browser game should also run on the most common tablet and mobile phone systems (cf. Android, iOS).

The web-based video game needs to have a compelling opening page which may be adorned with small-format UNHCR branding (see <https://media.unhcr.org/brand>).

Hosting costs for a period of **two years** need to be included in Offers submitted in response to this RFP, as well as a unit cost for hosting additional language versions for two years. During this hosting period, UNHCR will have unrestricted access to the web-based video game and can freely distribute links to the video games.

UNHCR will also receive all the source files of the web-based video game (cf. HTML, CSS, PHP, JavaScript and similar code) in formats allowing UNHCR to clone the game to other servers during and after the two-year hosting period with the Contractor. These source files need to be delivered on an off-line data storage device (cf. flash drive, HDD).

3. EXPECTED PROJECT MANAGEMENT PROCEDURES AND TIME LINES

In order to streamline the production process and to make sure the contents of the web-based video game are appropriately cleared at every stage of the project, UNHCR intends to manage the project as follows:

- **Step 1:** Contractor(s) to produce a limited set of game-play scenarios (maximum 5) and proposed protagonist(s) profiles; UNHCR to clear these.
- **Step 2:** Contractor(s) to draft a detailed page-per-page game-play scenario for the web-based video game (including profiles of the characters that can be chosen at the start of the game); contractor(s) to revise and clear a final scenario with UNHCR.
- **Step 3:** Contractor(s) to propose a 'mood board' with a set of colour palettes, sample artwork and graphics intended to show the style of the web-based video game (maximum 3 mood boards); contractor(s) to choose and, if appropriate, adapt one single 'mood board' and clear with UNHCR.
- **Step 4:** Contractor(s) to produce a full draft web-based video game of maximum 20 minutes; UNHCR to propose one (1) set of final revisions if necessary; contractor(s) to finalize and deliver the web-based video game to UNHCR.

The intended duration of the project is maximum six (6) months following the issuance of a Purchase Order. Other timings may be agreed with UNHCR if they are justified by project

requirements. The contractor(s) will work under direct supervision of one UNHCR focal point with expertise in education materials.

4. ESSENTIAL REQUIREMENTS FOR CONTRACTOR(S)

The contractor(s) need(s) to:

- Have the general capacity to perform the project.
- Have relevant experience: writing age-appropriate game-play scenarios for educational video games
- Have relevant experience: producing age-appropriate artwork for browser games
- Have relevant skills and expertise in and knowledge of pedagogical underpinnings of educational materials in game format.
- Have relevant skills and expertise in and technical knowledge of producing user-friendly browser games which can be used in various settings, with various web browsers, and with different bandwidths.
- Have relevant experience in producing user-friendly browser games which can be used in various settings, with various web browsers, and with different bandwidths.
- Be able to readily provide relevant client references and work samples.
- Understand and be able to respond to UNHCR project requirements.
- Propose appropriate of methodology and match with business requirement
- Propose a logical and high quality work plan.
- Propose an innovative approach to the project.
- Propose an appropriate approach for developing and clearing game-play scenarios, artwork and finished browser game.
- Propose an appropriate reporting mechanism.
- Demonstrate language capacity and ability to produce content that can be easily adapted into other language versions.
- Demonstrate capacity to work creatively in an international setting.
- Demonstrate strategic thinking in the proposed approach to make the browser game appealing to teachers and schools.
- Demonstrate compatibility of staff structure and resource allocation to the project requirements.
- Demonstrate expertise of the suggested project team, its qualifications and experience.

- Demonstrate the capacities of the proposed project manager and his/her experience managing similar projects.
- Demonstrate experience designing similar browser-based educational games for audiences in several countries.
- Demonstrate knowledge of refugees, asylum and migration and educational approaches to refugees, asylum and migration.