

MY HEALTH. MY RIGHTS.

Universal Sexual and Reproductive Health and Rights of Vulnerable
Adolescents in West Africa

REQUEST FOR PROPOSALS

Development of a digital educational game on SRHR for young people
in francophone West Africa

TERMS OF REFERENCE

1. ABOUT PLAN INTERNATIONAL

Plan International strives to advance children's rights and equality for girls all over the world. As an independent development and humanitarian organisation, we work alongside children, young people, our supporters, and partners to tackle the root causes of the challenges facing girls and all vulnerable children. We support children's rights from birth until they reach adulthood and enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national, and global levels using our reach, experience, and knowledge. For over 80 years we have been building powerful partnerships for children, and we are active in over 75 countries.

2. PROJECT BACKGROUND

Project Information	
Consortium lead	Plan Børnefondens (Plan International in Denmark)
Project countries	Benin, Burkina Faso, Guinea, Guinea-Bissau, Sierra Leone, Togo
Intervention areas	Ouémédou Plateau (BEN), Centre-East (BFA), N'Zerekore, Kindia, Faranah (GIN), Gabu, Bafata, Oio, Cacheu, Tombali (GNB), Portloko, Moyamba (SLE), Maritime (TGO)
Project timeframe	July 1st, 2022 - June 30th, 2025 (36 months)
Consortium members	Plan Ireland, Plan UK, FEMNET, FADeC (Benin), RAJS (Burkina Faso), ABEF (Guinea), ADPP (Guinea-Bissau), SLADA (Sierra Leone), La Colombe (Togo) and the Plan International Country Offices in the intervention countries
Main donor	European Union

The overall objective of the project is to contribute to public and community health systems in six West African countries (Benin, Burkina Faso, Guinea, Guinea-Bissau, Sierra Leone, Togo) providing adolescents, especially girls, with quality sexuality education and adolescent responsive SRHR information and services in an enabling, empowering, and safe environment.

Its main target group are adolescents aged 10-19 years, especially girls and vulnerable adolescents of all genders, including married girls, out-of-school adolescents, and young mothers.

The action is structured around 3 pillars (reflected in 3 outcomes): Pillar 1 focuses on Comprehensive Sexuality Education (CSE) as a key contribution to increasing knowledge and changing attitudes and practice in relation to SRHR; Pillar 2 focuses on Adolescent and Gender Responsive Services (AGRS) with emphasis on the active involvement of adolescents in all aspects of ASRHR policy and service provision; and Pillar 3 on Civil Society Strengthening (CSS) in relation to SRHR through south-south learning and exchange.

Across the six countries the project aims to reach 1 - 1 mil. adolescents aged 10-19, of whom at least 60% girls, around 200,000 parents and other adults at community level, 1,500 teachers, 2,000 peer educators and 600 health staff.

The consultancy will contribute to achieving the specific objective of pillar 1: Commitment to and delivery of quality CSE at policy, school, community and household levels, enhancing formal and informal CSE for girls and boys of 1-19 years.

In line with international technical guidance, Plan International defines Comprehensive Sexuality Education as **a curriculum-based process of teaching and learning about the cognitive, emotional, physical and social aspects of sexuality**. It promotes critical thinking and aims to equip children and young people with the knowledge, skills, attitudes and values that will empower them to:

- realize their health, well-being and dignity
- develop respectful social and sexual relationships
- consider how their choices affect their own wellbeing & that of others, and
- understand and ensure the protection of their rights throughout their lives.

As such, CSE is not exclusively focused on imparting information but above all on enabling young people to make conscious and informed decisions and choices in relation to their sexuality and reproductive health. It is based on core values and principles such as non-discrimination, inclusion and gender equality, as well as sex-positivity.

CSE can be taught in formal education as well as be delivered in informal settings, especially in order to reach out-of-school children, adolescents and young people, who are often particularly vulnerable to violations of their sexual and reproductive rights affecting their sexual and reproductive health.

3. PURPOSE OF THE CONSULTANCY

The consultancy is meant to support the project's CSE component by providing an innovative and adolescent-friendly tool for building adolescents' critical thinking and decision-making skills in relation to SRHR, to complement more traditional ways of teaching and learning used in CSE.

4. SCOPE OF THE ASSIGNMENT

4.1. OBJECTIVE OF THE CONSULTANCY

To develop a digital educational game, that supports adolescents in francophone West African countries in exploring SRHR-related issues and dilemmas and the fact that different decisions

will have different consequences, e.g. for their own health, wellbeing or integrity, for their education, or their relationships with friends and family. The consultancy includes development, testing, bug-fixing and ongoing technical support, as well as the development of accompanying offline materials to support CSE facilitators in effectively using the game for group activities.

4.2. KEY CHARACTERISTICS OF THE DIGITAL GAME TO BE DEVELOPED

- Targeted end users of the game are children and adolescents aged 10-19 years, living in both rural and urban contexts in francophone West Africa.
- The game should use relatable characters and storylines for young people of all genders and reflect the reality in which the targeted end users live.
- It needs to be designed to meet the needs and capacities of users with low levels of literacy and formal education.
- Content and messages imparted through the game have to meet Plan International's [CSE standards](#) and be aligned with Plan International's [CSE topics table](#).
- The digital game should be accessible free of charge and designed to work in contexts with low internet connectivity.
- Including mechanisms for monitoring use and performance and analyse related data to inform further development of the app is strongly desired.

4.3. KEY CHARACTERISTICS OF THE DEVELOPMENT PROCESS

- **Adaptation and (if necessary) translation of an existing application would be a welcomed approach.**
- The app will be designed and piloted in Togo, with the intention of subsequent roll-out/scaling to other francophone countries, particularly Benin, Burkina Faso and Guinea as part of the *My Health. My Rights.* project.
- The development process shall be one of co-creation with end users, implemented in close collaboration with PlanBBrnefonden, Plan Togo and the Togolese partner organization La Colombe. Any involvement or consultation of or approval by Togolese government stakeholders will be facilitated by Plan Togo.
- Planning, development, and implementation should be aligned with and guided by the WHO framework for [youth-centred digital health interventions](#).

4.4. TIMELINE

Development and testing and integration of resulting changes/fixes needs to be completed by end of April 2024, so as to leave enough time for roll-out.

5. KEY DELIVERABLES

- Inception report at the end of the planning and exploration phase
- An application in line with the characteristics outlined in these ToR, tested and fully functioning, publicly available and free of charge
- Final report outlining challenges, solutions and lessons learned/recommendations for similar, future consultancies

6. MANAGEMENT AND ORGANISATIONAL CONTACTS

The consultancy will be managed by PlanBBrnefonden, particularly the Senior Manager SRHR & Gender Transformative Programming, the Programme Manager Health & Youth Empowerment and the Cross-Country Project Manager. Main collaborator will be the Plan Togo project team, lead by the Country Project Manager.

7. SAFEGUARDING

Plan International is committed to ensuring that the rights of those participating in its projects and related activities are respected and protected at all times. To this end the organization has put in place a [Safeguarding Policy](#), which has to be accepted and adhered to by all staff and other collaborators.

The selected consultant is therefore required to read the Safeguarding Policy and sign the related declaration.

All applicants should include details in their proposal on how they will ensure ethics and child protection in relation to the app development process and the later use of the app. Specifically, the consultant(s) shall explain how appropriate, safe, non-discriminatory participation of all stakeholders will be ensured and how special attention will be paid to the needs of children and other vulnerable groups. The consultant(s) shall also explain how confidentiality and anonymity of users of the game will be guaranteed.

8. REQUIRED SKILLS, EXPERIENCE AND KNOWLEDGE

- Expertise and proven experience in developing interactive, digital games and/or e-learning tools from at least two recent assignments
- Demonstrated experience with Human Centered Design and facilitation of participatory development processes, ideally involving children and adolescents, from at least two recent assignments
- Experience working in contexts in the global south would be an asset
- Demonstrated capacity to deliver a French language product and work effectively in a francophone context.

9. APPLICATIONS

Interested applicants should submit the following:

- Detailed response to the TOR, including an outline of key elements of the game and technical specifications of the proposed app and an outline of the proposed development process
- Risk assessment with particular attention to safeguarding, including associated mitigation strategies
- Proposed timelines, by month
- CVs of the main consultants involved
- Example(s) of previous work
- Detailed budget, including daily fees, expenses, etc.

10. SUBMISSION OF OFFERS

- The offer must be sent via email to procurement.dno@planbornefonden.dk
- The technical offer including any annexes and the financial offer must be provided in two separate files, indicating "technical offer" and "financial offer" in the respective file names
- Offers must be received before **Tuesday, August 15, 2023, at 16:00 UTC+2**
- Pricing for services should state whether they are fixed or non-fixed

11. EVALUATION OF OFFERS

- Shortlisted applicants may be invited to discuss their offers and proposals in more detail at PlanBornefonden's discretion.
- PlanBornefonden, at its sole discretion, will select the successful proposal
- PlanBornefonden shall be free to:
 - Accept the whole, or part only, of any submission
 - Accept none of the offers
 - Republish this RFP
 - Award multiple contracts and all contracts will be non-exclusive
- PlanBornefonden reserves the right to keep confidential the circumstances that have been considered for the selection of the offers.

12. FURTHER INFORMATION ABOUT THIS REQUEST FOR PROPOSALS

Questions may be sent by e-mail no later than July 31, 2023, to procurement.dno@planbornefonden.dk. Questions received after this date will not be answered. No individual replies will be given to questions. All questions and answers as well as other important notices to applicants will be published [here](#) no later than August 4, 2023. It is therefore advisable to consult this site regularly in order to be informed of the questions and answers published.