

## Centro Studi ed Iniziative Europeo –CESIE

Programme DAPHNE III – Project “*Virtual Stages Against Violence*”

Project No: JUST/2009/DAP3/AG/1164

### Invitation to Tender

#### Contents

##### 1 Introduction

1.1 Project Goals and Objectives

##### 2 Background

2.1 Organisation Background

2.2 Internal Structure

##### 3 Tender Specifications

3.1 Introduction

3.2 Scope of tender

3.3 Objectives of the game

3.4 Tasks

3.5 Basis for awarding

3.6 Evaluation of tender

##### 4 Instructions to Suppliers

4.1 Submission of Tender

4.2 Timetable

4.3 Cost Information required

4.4 Alternative Tender

4.5 Conditions of Tender and Data Protection

4.6 Contact Details

##### 5 Annexes

## 1 INTRODUCTION

This is an open invitation to tender. The present document is intended to give detailed information to the potential candidates for the call in reference.

With regards to the provisions of the Decision No 779/2007/EC of the European Parliament and of the Council establishing for the period 2007-2013 a specific programme to prevent and combat violence against children, young people and women and to protect victims and groups at risk (Daphne III programme) as part of the General Programme 'Fundamental Rights and Justice' (the "Daphne III Decision"), CESIE – Centro studi ed Iniziative Europeo, was awarded a grant for the action entitled ***“Virtual Stages against Violence”***.

The subject of this Invitation to Tender is the recruitment of a “Electronic game expert”, to be contracted under the objectives of the project.

### 1.1 Project Goals and Objectives

The project „Virtual Stage against Violence“ is based on the idea that the new technologies, which today are the main carriers of information and are increasingly accessible to children and young people, if not used properly can be understood as a source of risks in terms of distorted messages, risk of encountering people with false identities, violent representations of reality, and much more. It is necessary, therefore, not to create a bad impression about the new technologies, but it is important to show the positive potential and, above all, spread the correct use of them, so these new tools can become a useful and positive support in the children’s growth and in everyday life.

To achieve this, the project combines the creative potential of the target group (young people: 14 – 16 age) with an ancient means of expression of the ideas and entertainment, an old media - the theatre, assisted by the potential and positive aspects of a new media: internet. The idea is to develop a creative process, involving school children and young people, who with the support of the theatre professionals and internet experts, will create an internet game.

This game will address the issues of violence conveyed by new technologies and media, highlighting the problem of the potential dangers they could bring, offer solutions for the creation of a play, chosen by them and addressing to children like them and not only. The shows produced will be played in theaters, and a “toolkit for educators” will be created and distributed in order to spread the final results.

## 2 BACKGROUND

### 2.1 Institution's Background

CESIE – European Centre of Studies and Initiatives – is a non-profit and independent European non-governmental organisation. It was established in 2001 inspired by the life and work of the leading Italian sociologist Danilo Dolci (1924-1997).

The organisation works towards the promotion of cultural, educational, scientific and economic development at both local and international levels through the employment of innovative and participative tools and methodologies including the Reciprocal Maieutic Approach developed by Danilo Dolci; Four Pillars of Education; Lateral Thinking; Learning by doing.

Its aims are to:

- Promote **intercultural dialogue**
- Support **social inclusion** and **equal opportunities**
- Facilitate lifelong **education** and **vocational training**
- Foster responsible and supportive global **development**
- Develop and support **networking** at local and international levels
- Encourage **international cooperation**

### 2.2 Internal Structure

CESIE is divided into the following departments:

- European Cooperation;
- International Cooperation;

- Mobility;
- Socio Cultural Activities;
- Vocational Training;

CESIE is organised into 5 operative offices and coordinates a federation which is composed of 30 organisations active throughout the world who share the same goals. The legal office is in Trappeto (Sicily, Italy), while the coordinating office is in the centre of Palermo. The other offices are located in Floriana (Malta), Alessandria (Egypt), Dakar (Senegal) and Kathmandu (Nepal).

CESIE coordinates the CESIE Federation which is composed of 30 organisations with offices in the following countries: Austria, Bulgaria, Colombia, Ecuador, Egypt, Estonia, France, Germany, Greece, Hungary, India, Israel, Jordan, Latvia, Malta, Moldova, Nepal, Norway, Palestine, Poland, Portugal, Senegal, Sweden, Turkey and UK.

### **3 TENDER SPECIFICATIONS**

#### **3.1 Introduction**

As focal point of the project „Virtual stage against violence“ CESIE is planning to recruit a „Electronic game expert“. The work to be undertaken by the contractor would require the specific skills and expertise as defined below.

#### **3.2 Scope of Tender**

The “Electronic game Expert” is in charge for the production of a videogame based on the data collected and recorder by the project activities on the risks that children and young people face using new technologies, on their habits and behaviors.

The game will allow children to build themselves a true story, through the choice of interchangeable characters and paths of history.

Whatever the combination chosen by children, the story will always contain some fixed elements, which will aim to transfer children the cognitive tools for achieving the objectives of the project. This will be provided by an upstream choice about the rules and game content, which will take into account all these factors.

Role-playing games are considered a form of interactive and collaborative storytelling. Events, characters and narrative structure give a sense of a narrative experience. Like stories, role-playing games appeal because they engage the imagination. Interactivity is the crucial difference between role-playing games and traditional fiction. Whereas a viewer of a television show is a passive observer, a player at a role-playing game makes choices that affect the story. Such role-playing games extend an older tradition of storytelling games where a small party of friends collaborate to create a story.

This is a game that has a dual purpose, the first one is to create a story for children (which will then be staged in the later phases of the project) that contains educational elements for children on the proper use of new media and on the potential risks that children takes using these. At the same time the game will provide children with useful cognitive tools to defend themselves and to manage hazards.

Another goal is to permit children to interact with new technologies through online gaming, so concretely showing them the positive potential of these tools. The game will be developed in all partner languages, in order to give the opportunity to children from different countries, to play together and to be actors of the creation of the story.

#### **3.3 Objectives of the game**

- Develop the player’s ability to understand and follow rules in order to accomplish the mission of the game
- Provide the player with useful information, real facts, theories and advices on safer internet issues
- To assure that every child could learn the messages and advices of the game by providing various means of studying, through: visual icons and videoclips, audio learning and written text
- Through the storyline the player will be able to experience and get to know in a realistic way the harmful situations that could happen online without a proper education
- Through the “hero” status of the character, the player will feel like he is in charge and responsible to find the best solution for each situation and learn that this is the attitude he should have in real life as well

- There will be several cases with different scenarios of solving the problem and the teenager will be able to test each solution and learn the consequences of different actions
- Teach the player the importance of asking advices and involving their parents, teachers and friends when faced with a problem
- To teach the player the consequences of online actions in offline life, in real and familiar places: home, school, social venues (Internet-Cafe, park, bank, etc)
- The increased level of difficulty will challenge the player to use all his abilities of understanding, integrating and applying the knowledge gained in a realistic manner
- Developing their ability to work in a team through the interaction with other players in the multiplayer mode

What we want children to learn from the game:

- The advices and basic online education in order to prevent any inconvenience that could be produced by their online activities
- The risks that themselves or their friends are exposed to if they are not adopting a safe use of the Internet
- All the solutions and their degree of efficiency for each situation of risk

### 3.4 Tasks

The „Electronic game Expert“ would be responsible of the following tasks:

- Creation the website of the game and the project
- Cooperation with the project team to build the storyboard of the play
- Testing and Debug phase before the launch of the game
- Monitoring and follow up of the play during the period of playability
- Scoring system to analyze results of the game
- Realization of a **Gameplay** with the following specific requirements:
  - ✓ Videogame playing Online
  - ✓ Interactive and collaborative storytelling (preferable structure of a Role play)
  - ✓ Narrative structure, including positive potential and negative impact of new technologies
  - ✓ Multiplayer (more than one player, not obligatory simultaneous)
  - ✓ Graphic 2D
  - ✓ One server with Multiclient profile (1 for each partner country, in total 4)
  - ✓ 4 Language options: Italian, English, German, Romanian
  - ✓ Log of scorecard (all choices done by the players)
  - ✓ Storyboard including different type of threats and risk, that could change the development of the play
  - ✓ Designed for players: age 14-16, male/female, 4 countries
  - ✓ Delivered by 31/10/2011; to be played on Nov/Dec 2011

### 3.5 Basis for awarding

- Strong background and expert knowledge
- Technical merit and detailed requirements satisfied
- Experience with production of pedagogical learning game
- Total Cost of ownership/operation
- Support service and technical assistance offered
- Project management and implementation capability
- Excellent knowledge of english language
- More favorable terms and conditions offered
- Good cooperation skills to attend the consortium objectives
- Compliance with the values and mission of the project and the Contractor
- Better alternative proposal to attend the tender's objectives
- Preferable experience in European Commission programmes

### 3.6 Evaluation of Tender

CESIE will assess the tenders received based on the ability of the tendering parties to demonstrate that they have the technical experience/expertise in the provision of the high quality product. Tenders will be evaluated on the basis of the information provided by the tendering parties in their offers under this ITT, according to the following matrix of criteria and weightings:

| Criteria             | Weighting | Notes                                                                                                                  |
|----------------------|-----------|------------------------------------------------------------------------------------------------------------------------|
| Price for value      | 30%       | <i>Better price for the qualitative value , including all services, attinence and relevance with the project scope</i> |
| Expert Knowledge     | 30%       | <i>Technical expertise and requirement, innovation of your proposal, alternative offers etc.</i>                       |
| Proven Experience    | 20%       | <i>Similar Project, experience with European programme, Social/Pedagogical background</i>                              |
| Terms and conditions | 20%       | <i>Services, maintenance, consultancy, delivery time etc.</i>                                                          |

The offer evaluation is confidential; the deliberations are held in a closed session and its decisions are collective. The evaluation reports and written records are for official use only and may not be communicated to the tenderers nor the any party other than CESIE and DAPHNE team.

## 4 INSTRUCTIONS TO TENDERERS

### 4.1 Submission of Tender

If you are interested to the tender, you should submit the tender by:

- email to [virginia.careri@cesie.org](mailto:virginia.careri@cesie.org) in pdf format and
- original plus 1 copy by: registered mail or private courier service or delivery (in person or by an authorised representative) to the following address:

**CESIE - Centro Studi ed Iniziative Europeo**  
**For the attention of Ms Virginia Careri**  
**Reference: 'DAPHNEIII/VSAV/2011/1'**  
**Via Roma 94**  
**90133 Palermo, Italy**

The documents should be delivered not later than **4 pm** hours (CET) on **10/05/2011** (postmark or date on the slip issued by the courier service), in which case a receipt must be obtained as proof of submission, signed and dated by the official in the office who took delivery. The office is open from 09.00 to 18.00 Monday to Friday.

CESIE reserves the right to reject any tender received after the time stated.

The evaluation of tender will take place on **13/05/2011**. The candidate shortlisted will be contacted within 2 weeks after the evaluation process. You will be informed whether or not your tender has been accepted.

Period of validity of the tender, during which the tenderer may not modify the terms of his tender in any respect: 12 months after the closing date of **10/05/2011**.

Tenders (original plus one copy) must be placed inside an envelope, sealed and carry the following information:

- reference of the Invitation to tender: **'DAPHNEIII/VSAV/2011/1'**;
- the project title: "Virtual Stage Against Violence"
- the name of the tenderer
- the indication: "Offer – not to be opened by internal mail service"
- the address for submission of offers

- date of posting legible on the outer envelope
- if self-adhesive envelopes are used, they must be sealed with adhesive tape and the signed across this tape.

Tenders must be:

- signed
- perfectly legible so that there can be no doubt as to words and figures
- submitted in English.

In their submission tenderers must include the following annexes:

1. Template to answer this invitation to tender
2. Declaration of honor

It is important to give an overall priced proposal, as detailed in Section 3 of this invitation to tender, and take into account every aspect of this invitation to tender and appendices.

Tenderers could also give details of “Terms and conditions”, which will be applicable to the provision of all of the services and requirements detailed in this invitation to tender and provide commentary on how these terms and conditions comply with the tender specification or alternatively what changes are proposed to ensure such compliance.

#### 4.2 Timetable

| Event                                 | Data                    |
|---------------------------------------|-------------------------|
| Invitation to tender issued           | 15/04/2011              |
| Closing data for submission tender    | By 10/05/2011 - 4pm CET |
| Evaluation process                    | 13/05/2011              |
| Notification of tender awarded        | By 27/05/2011           |
| Production and delivery of videogame  | By 31/10/2011           |
| Monitoring and follow up of videogame | 01/11/2011 - 31/12/2011 |
| Period of validity tender's offer     | 10/05/2012              |

#### 4.3 Cost Information required

Tenderers will provide details of their professional fees: they must cover all expenditure incurred in the performance of the contract. In case you are providing different option for alternative tender, please give a detailed pricing overview of the elements to be considered on the evaluation process, explaining technical difference and possibility.

Please provide enough details in order to analyze the price breakdown and choose the better offer. List detailed price for every component, inclusive of VAT.

Translation service, to play the game in the different language of the project, is not required, please do not include it in your offer.

The Total all-inclusive price may not exceed the **24.000€**. The price must be quoted in Euro and include already all taxes, VAT and other charges.

#### 4.4 Alternative Tender

Alternative tender may be offered involving modifications to the specified requirements of the videogame. The tenderer is encouraged to offer alternative value adding proposals as part of their tender bid, which would offer CESIE

added value, efficiency or effectiveness. However, alternative tenders must clearly state what these modifications are and what their significance is compared with what is requested.

Alternatives will only be considered if accompanied by a fully compliant tender. CESIE reserves the right not to accept the alternative tender. Alternative tenders must be priced to show clearly how and where costs differ from the primary tender.

Any alternative tender involving modifications to the specified requirements will be assessed on its merits and, if considered valid, may be accepted without recourse to re-tendering.

#### 4.5 Conditions of Tender and Data Protection

This invitation to tender is in no way binding on CESIE. CESIE's contractual obligation commences only upon signature of the contract with the successful tenderer.

Submission of a tender implies acceptance of all the terms and conditions set out in this invitation to tender, and in the draft contract. It is binding on the tenderer to whom the contract is awarded for the duration of the contract.

Up to the point of signature, the contractor may either withdraw from the contract or cancel the procurement procedure, without the candidates or tenderers being entitled to claim any compensation. This decision must be substantiated and the candidates or tenderers notified.

If your offer includes subcontracting, it is recommended that contractual arrangements with subcontractors include mediation as a method of dispute resolution.

The Intellectual property right and the ownership of the videogame shall be vested in the Contractor. Copyright have to be strictly safeguarded, permission for reproduction and scale of reproduction have to be settled beforehand. Intention to adapt or use part of the product has to be subject to a special agreement between the supplier and the Contractor.

Processing your reply to the invitation to tender will involve the recording and processing of personal data (such as your name, address and CV). Such data will be processed pursuant to Regulation (EC) No 45/2001 on the protection of individuals with regard to the processing of personal data by the Community institutions and bodies and on the free movement of such data. Unless indicated otherwise, your replies to the questions and any personal data requested are required to evaluate your tender in accordance with the specifications of the invitation to tender and will be processed solely for that purpose by CESIE. You are entitled to obtain access to your personal data.

#### 4.6 Contact Details

Questions regarding particular aspects of this Invitation to Tender or any other matter relating to the tender should be directed to the following:

**CESIE - Centro Studi ed Iniziative Europeo**  
**For the attention of Mrs Virginia Careri**  
**Reference: 'DAPHNEIII/VSAV/2011/1'**  
**Via Roma 94**  
**90133 Palermo, Italy**

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## 5 ANNEXES

1. Template to answer the invitation to tender
2. Declaration of Honor