

**REQUEST FOR PROPOSALS – CONSULTANCY SERVICES**

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**GAMIFICATION EXPERT TO DESIGN MOBILE GAME  
ON  
INFANT AND YOUNG CHILD FEEDING PRACTICES  
IN INDONESIA**

**Issued by  
The Global Alliance for Improved Nutrition (GAIN)**

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## I. PROJECT BACKGROUND AND SCOPE OF WORK

### 1. ABOUT GAIN

The Global Alliance for Improved Nutrition (GAIN) is a Swiss-based foundation launched at the UN in 2002 to tackle the human suffering caused by malnutrition. Working with both governments and businesses, we aim to transform food systems so that they deliver more nutritious food for all people.

At GAIN, we believe that everyone in the world should have access to nutritious and safe food. We work to understand and deliver specific solutions to the daily challenge of food insecurity faced by poor people. By understanding that there is no “one-size-fits-all” model, we develop alliances and build tailored programs, using a variety of flexible models and approaches.

We build alliances between governments, local and global businesses, and civil society to deliver sustainable improvements at scale. We are part of a global network of partners working together to create sustainable solutions to malnutrition. Through alliances, we provide technical, financial and policy support to key participants in the food system. We use specific learning, evidence of impact, and results of projects and programs to shape and influence the actions of others.

Headquartered in Geneva, Switzerland, GAIN has representative offices in Denmark, The Netherlands, the United Kingdom, and the United States. In addition, we have country offices in Bangladesh, Ethiopia, India, Indonesia, Kenya, Mozambique, Nigeria, Pakistan, and Tanzania. Programs and projects are carried out in a variety of other countries, particularly in Africa and Asia.

### 2. BACKGROUND

The Global Alliance for Improved Nutrition (GAIN) is issuing this Request for Proposal (RFP) Request for Letter of Interest and will be the administrative lead organization for this RFP.

Since 2014, GAIN Indonesia has implemented several projects such as Maternal and Infant Young Child Nutrition as part of a wider portfolio of projects and studies relating to nutrition.

One of the main activities is a behaviour change intervention through in-person sessions called emotional-demonstration (emo-demo) conducted by health staff or community health volunteer (*cadre*) in the existing monthly growth monitoring activities at the integrated health post (*Posyandu*). The Emo-demos have proven successful in increasing key behaviours around correct IYCF practices of children under 5 years old such as exclusive breastfeeding, dietary diversity, healthy snacking and handwashing, among mothers and caregivers of children under 5 years old.

However, due to the COVID-19 pandemic, the government social distancing policy has restricted any community gathering until future notice. Therefore, GAIN Indonesia looking for an alternative way to address this situation by substituting the in-person session with an online session by developing digital versions of emo-demo games or completely new mobile or digital games to trigger behaviour change. Gamification offers an avenue to continue the emo-demo activities during this social distancing period and to reach mothers and children who do not traditionally visit health posts.

### 3. PILOT PROJECT DESCRIPTION

**Objective:** To test the feasibility of gamifying existing emo-demo modules or developing new digital/mobile games to promote targeted behavior and contribute to the overall program outcomes. The pilot will be divided into three main activities:

- 1) **Games design and development:** To design and develop a game based on the existing 12 em-demo modules to elucidate how gamification can operate on intrinsic and extrinsic motivators to bring about behavioral change and reframe activities such as learning.
- 2) **Implementation:** including promotion, engagement, and maintenance of game usage. There are several ways to reach the mothers/caregivers to access and play the games that will be decided later after further assessment, e.g:
  - a. Online promotion and engagement: such as on-line shop (e-commerce) websites that targeted women and mothers.
  - b. Offline promotion and engagement: Provide Quick Response (QR) code (poster/standing banner) to download the games in health and maternal facilities that are still open during the pandemic such as Primary Health Centre, Private Midwives Clinics
- 3) **Evaluation:** an evaluation design will be developed to measure the effectiveness of the gamification approach in contributing to the behavioral determinants of IYCF, along with the data collection method e.g: by registration, quizzes, survey, etc.

**Reach and Target Areas:**

This pilot will target **100,000 WHH (Wife of Head Household), Age: 20-34** with **ABCD SES (Social Economic Status)**, with target areas: in the major cities of **Jakarta and Surabaya**

**Timeline:**

- Platform and games development: 4 months (Aug -Nov 2020)
- Pilot Implementation: 2 months (Dec 2020 – Jan 2021)
- Evaluation: Data analysis and report: 2 months (Feb-Mar 2021)

**4. SCOPE OF WORK AND DELIVERABLES**

The purpose of this RFP is to engage the services of a Gamification Expert to design and implement the assignment as per the scope of work defined in **Table 1**.

All work will be delivered in consultation with GAIN global and country teams, and the Games Developer.

**Table 1: Activities and Deliverables**

Deliverables
<ul style="list-style-type: none"> <li>• Develop workplan for game design.</li> <li>• Create framework for mobile game design, including games ideas</li> </ul>
<ul style="list-style-type: none"> <li>• Draft of Story games or games concept</li> </ul>
<ul style="list-style-type: none"> <li>• Verified Games Concept (Final)</li> </ul>
<ul style="list-style-type: none"> <li>• Game Design Document</li> </ul>
<ul style="list-style-type: none"> <li>• Written input to Games Developer for game prototype development</li> </ul>
<ul style="list-style-type: none"> <li>• Games Architecture design</li> </ul>
<ul style="list-style-type: none"> <li>• Written/verbal input to games developer (to enable the first playable versions ready)</li> </ul>

- Develop rest method with the Games Developer and provide recommendations for improvement.
- Final Report of Pilot Implementation, including PowerPoint presentation summarizing the result and recommendation
- Conduct Presentation

This list is not comprehensive. We want the consultant to take initiative and make recommendations based on his/her own ideas, skills, and talent.

The Consultant will work under the guidance of the program lead from GAIN's Program Support team. He/she will also work closely with the GAIN Indonesia country team and the games developer agency. The expected output is a playable version of mobile games and evaluation design of the pilot. The mobile games should reflect the objective of the GAIN's Behavior Change Intervention program on IYCF practices.

Below some illustrative dates for the work:

- Proposal submission deadline: 15 July 2020
- Response from GAIN on acceptance or rejection of proposal: 22 July 2020
- Award of contract: 1 Aug 2020
- Final Deliverable: 31 March 2021

## 5. EXPECTED EXPERTISE

The consultant should have prior experience in designing mobile games especially on public health issue for behaviour change desirable, experience work with game developers' team, and familiar in evaluating the mobile games application. S/he should be fluent in English.

## II. INSTRUCTIONS FOR RESPONDING

This section addresses the process for responding to this solicitation. Applicants are encouraged to review this prior to completing their responses.

### 1. CONTACT

Please direct all inquiries and other communications to [GAINIndonesia@gainhealth.org](mailto:GAINIndonesia@gainhealth.org). Responses will not be confidential except in cases where proprietary information is involved.

### 2. BUDGET

Applicants are required to provide GAIN with a detailed fee proposal, including the number of days of work projected and the daily rate. The final fee will have to be approved by GAIN prior to starting the project.

### 3. SUBMISSION

Interested applicants should prepare a proposal that includes:

- a. a three-paragraph expression of interest including reasons for interest in the task, qualifications with digital mobiles design and development related to behaviour change and its evaluation, and estimated days and daily rate;
- b. a brief (<3 pages) CV highlighting recent relevant experience and references; and
- c. a completed 'Offer of Services' form (see end of RFP for template).

### 4. DEADLINE

Completed proposals should be submitted in electronic format to [GAINIndonesia@gainhealth.org](mailto:GAINIndonesia@gainhealth.org) by email

by **5:00 pm CET on 15 July 2020**.

Please include ***Gamification Expert-IYCF mobile games Indonesia*** in the subject line.

## **5. UNACCEPTABLE**

The following proposals will automatically not be considered or accepted:

- Proposals that are received after the RFP deadline.
- Proposals received by fax.
- Incomplete proposals.
- Proposals that are not signed.

## **6. ACCEPTANCE**

GAIN will not necessarily accept the lowest cost or any of the Proposals submitted. Accordingly, eligibility requirements, evaluation criteria, and mandatory requirements shall govern.

## **7. COMPLETION**

- In case of errors in calculating overall costs, the unit costs will govern.
- It is the applicant's responsibility to understand the requirements and instructions specified by GAIN. In the event that clarification is necessary, applicants are advised to contact the responsible person at GAIN under section II. point 1., prior to making their submission.
- While GAIN has used considerable efforts to ensure an accurate representation in this Request for Proposal (RFP), the information contained in this RFP is supplied solely as a guideline. The information is not warranted to be accurate by GAIN. Nothing in this RFP is intended to relieve applicants from forming their own opinions and conclusions with respect to the matters addressed in this RFP.
- By responding to this RFP, the applicant confirms its understanding that failing to comply with any of the RFP conditions may result in the disqualification of their submission.

## **8. RIGHTS OF REJECTION**

GAIN reserves the right to reject any or all submissions or to cancel or withdraw this RFP for any reason and at its sole discretion without incurring any cost or liability for costs or damages incurred by any applicant, including, without limitation, any expenses incurred in the preparation of the submission. The applicant acknowledges and agrees that GAIN will not indemnify the applicant for any costs, expenses, payments or damages directly or indirectly linked to the preparation of the submission.

## **9. REFERENCES**

GAIN reserves the right, before awarding the Proposal, to require the applicant to submit such evidence of qualifications as it may deem necessary, and will consider evidence concerning the financial, technical and other qualifications and abilities of the applicant.

## **10. RELEASE OF INFORMATION**

After awarding the Proposal and upon written request to GAIN, only the following information will be released:

- Name of the successful applicant.
- The applicant's own individual ranking.

### **III. TERMS AND CONDITIONS OF THIS SOLICITATION**

#### **1. NOTICE OF NON-BINDING SOLICITATION**

GAIN reserves the right to reject any and all bids received in response to this solicitation and is in no way bound to accept any proposal. GAIN additionally reserves the right to negotiate the substance of the successful applicants' proposals, as well as the option of accepting partial components of a proposal if deemed appropriate.

#### **2. CONFIDENTIALITY**

All information provided as part of this solicitation is considered confidential. In the event that any information is inappropriately released, GAIN will seek appropriate remedies as allowed. Proposals, discussions, and all information received in response to this solicitation will be held as strictly confidential.

#### **3. RIGHT TO FINAL NEGOTIATIONS ON THE PROPOSAL**

GAIN reserves the right to negotiate on the final costs, and the final scope of work of the proposal. GAIN reserves the right to limit or include third parties at GAIN's sole and full discretion in such negotiations.

#### **4. EVALUATION CRITERIA**

Proposals will be reviewed by the Selection Team. The following indicate a list of the significant criteria against which proposals will be assessed. This list is not exhaustive or 100% inclusive and is provided to enhance the applicants' ability to respond with substance.

Applicants are required to submit the following information, conforming to the guidelines given in this section:

- Understanding of the scope of work;
- Past experience undertaking similar work;
- Rate;
- A duly completed offer of services.

**GAIN reserves the right to contact the individuals and contractor(s) in order to verify the information provided as part of the Proposal.**

#### **5. REVIEW PROCESS**

The review process will involve a Review Panel with participants selected by GAIN.

#### **6. LIMITATIONS WITH REGARD TO THIRD PARTIES**

GAIN does not represent, warrant, or act as agent for any third party as a result of this solicitation. This solicitation does not authorise any third party to bind or commit GAIN in any way without GAIN's express written consent.

#### **7. COMMUNICATION**

All communication regarding this solicitation shall be directed to appropriate parties at GAIN. Contacting third parties involved in the RFP, the review panel, or any other party may be considered a conflict of interest and could result in disqualification of the proposal.

#### **8. FINAL ACCEPTANCE**

Award of a Proposal does not imply acceptance of its terms and conditions. GAIN reserves the right to negotiate on the final terms and conditions including the costs and the scope of work when negotiating the final contract to be agreed between GAIN and the applicant.

## **9. VALIDITY PERIOD**

The offer of services will remain valid for a period of 60 days after the Proposal closing date. In the event of award, the successful applicant will be expected to enter into a contract subject to GAIN's terms and conditions.

## **10. INTELLECTUAL PROPERTY**

Subject to the terms of the contract to be concluded between GAIN and the applicant, the ownership of the intellectual property related to the scope of work of the contract, including technical information, know-how, processes, copyrights, models, drawings, source code and specifications developed by the applicant in performance of the contract shall vest entirely with GAIN.

## **11. SCOPE OF CHANGE**

Once the contract is signed, no increase in the liability of GAIN or in the fees to be paid by GAIN for the services resulting from any change, modification or interpretation of the documents will be authorised or paid to the applicant unless such change, modification or interpretation has received the express prior written approval of GAIN.

#### IV. OFFER OF SERVICES

a. Offer submitted by:

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(Print or type business, corporate name and address)

b. I (We) the undersigned hereby offer to GAIN, to furnish all necessary expertise, supervision, materials, and other things necessary to complete to the entire satisfaction of the Executive Director or authorised representative, the work as described in the Request for Proposal according to the terms and conditions of GAIN for the following prices:

1. Click or tap here to enter text.
2. Click or tap here to enter text.
3. Click or tap here to enter text.
4. Click or tap here to enter text.

c. I (We) agree that the Offer of Services will remain valid for a period of sixty days (60) calendar days after the date of its receipt by GAIN.

d. I (We) herewith submit the following:

- (a) A Proposal to undertake the work, in accordance with GAIN's requirements specified.
- (b) A duly completed offer of services, subject to the terms herein.

**OFFERS WHICH DO NOT CONTAIN THE ABOVE-MENTIONED DOCUMENTATION OR DEVIATE FROM THE PRESCRIBED COSTING FORMAT MAY BE CONSIDERED INCOMPLETE AND NON-RESPONSIVE.**

Date this day of Click or tap here to enter text. in Click or tap here to enter text.

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)

\_\_\_\_\_ Click or tap here to enter text.

Signature (applicant)

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