

## PROJECT 21

### TERMS OF REFERENCE MARKETING & PROMOTION SERVICE PROVIDERS

#### A. Project Title

Serious game for Project 21. Working title of the game "Twenty One Twenty One"

#### B. Project description

Project 21 (P21) is an initiative managed by Friedrich-Ebert-Stiftung (Lebanon office). The main goal of P21 is to develop and disseminate a serious game on civic education topics such as active citizenship, civic participation, good governance, elections, global citizenship. The game also includes components of Social and Emotional Learning.

The game is destined for youth in the MENA region aged between 15 and 30 in 12 participating **countries from the Arab World: Lebanon, Tunisia, Morocco, Algeria, Libya, Egypt, Yemen, Sudan, Jordan, Palestine, Syria and Iraq**. It will be produced in Arabic, English and French.

Project 21 is a mobile game that allows for collaboration on a macro level and competition on a micro level. It is based on a story that takes place in the near future (100 years from now). The backstory features three races: humans, machines (robots) and humanimals. The humans left on Earth are a small group of heroes/survivors who reside in an area that still provides the environment needed for humans to survive. They live together with a faction of humanimals, who side with them and compete together against the machines. The races are divided into three camps with each their own set of values, strengths and weaknesses: the heartless hyper intelligent robots, the robust humanimals that are a product of genetic engineering, and the mixed camp combining humans and human-friendly humanimals.

There are several stakeholders involved in the project. FES is in charge of the overall steering of the project and has local contact persons in each of the target countries. A team of project managers and topic experts (known as the Core Team) is guiding the project in all its phases. The game itself is under development with two companies, one based in Jordan, the other in Lebanon. Another company is working on the content of the game regarding the topic of civic education. This company will support in the moderation of the community (Level 2 moderation - will be explained below) and provide feedback on the posting plan. Furthermore, FES is operating a young leadership program. Selected participants from this program will contribute to the game by testing and giving recommendations to adapt the game to its context of use.

The community or players will be an active stakeholder since it is providing new content for the game and actively deciding and influencing the story progression.

The game is dependent on a critical mass of an active community. In different seasons, the players should compete against each other while joining one of three camps. The mechanisms of the camp only work with a specific number of players, therefore having active players is of highest importance to achieve the goals of the project. The full version of the story and the general game concept are available in the attached High Concept Note.

#### C. Objectives of the Assignment

The objective is to build awareness of the game among youth of the MENA region (aged 15 to 30) and achieve maximum uptake among all social categories: men/women, rural/urban, educated/uneducated, the disabled, employed/unemployed, marginalized groups etc. The aim is to

establish, grow and moderate a large community of players who will interact and share the game with others.

#### **D. Scope of Work**

The scope of work is divided into parts:

1. Development of a region-wide marketing and promotional strategy
2. Implementation of the strategy.

#### **E. Expected Outcomes**

The contractor is expected to deliver:

1. a) A full marketing and promotional strategy covering all 12 countries as a region, as well as country-specific targeting. The strategy must include methodology and identification of entry points: **non-state actors** such as universities, Civil Society Organisations, NGOs, INGOs (in particular those working on active citizenship and citizen empowerment), youth organisations, influencers, gamers, etc
- b) The strategy should include branding and brand management including the nature and number of communication tools, a full implementation timeline and detailed budget. It must include a posting plan to cover six months to support the overall strategy and a detailed posting plan for the first month. As a rule of thumb, one post per day on social media platforms (eg. Facebook, Instagram, TikTok, Discord etc - to be specified by the contractor) should be achieved. Furthermore, the strategy should contain creative elements to attract the community like live events on Twitch, interviews and podcasts with local youth leaders, gaming experts, influencers etc.
- c) The strategy will include working with local FES offices in the region to identify and sub-contract of local marketing/promotional companies (with prior approval from Project 21 of the sub-contractors).
- d) The strategy should include ways to kick-start the community building through the use of the game itself in collaboration with the Project 21 team.
- d) The proposal of this contract should include target numbers and a corresponding timeframe, aiming to achieve a specific number of downloads of the game in each country as well as followers on the social media platforms. These target numbers should be provided by the contractor in the proposal.
- e) The contractor will be required to consult synchronously every two weeks with the Project 21 team on a mutually agreed schedule of meetings, as well as with FES country offices, when required, during the elaboration of the strategy to ensure it is coherent with FES values and complements its work with and outreach to youth in the region. The contractor will be required to participate in an inception workshop once the strategy has been approved. In addition to the synchronous meetings, the contractor will report the new numbers on a weekly basis asynchronously via mail and other communication channels such as Slack.
- f) A detailed posting plan for the following month is requested on the 20th of each month to be reviewed by FES, the company with the expertise on civic education and the core team.

Their feedback must be integrated. The posting plan will be implemented only after final approval by FES/P21.

g) Collaboration with the official social media staff and channels of FES: the vendor will be required to establish effective working relationships with FES social media staff in the region to ensure their full engagement in the implementation of the social media strategy.

h) The multi-language moderation (Arabic, English, French) of the communication channels will be separated in two levels. The contractor will be responsible for Level 1 moderation. It contains the reactions and responses to each post, reply and message provided by the community. In addition to monitoring and reacting to activity by the community, the contractor will delete posts by “trolls”, Bots and those doing harm to the project and/or FES. In case the contractor is not sure about a content-specific question from the community, the contractor shall activate the Level 2 moderation. Level 2 moderation will be handled by the P21 team or the company with the expertise on civic education and is focused on topic-related questions and discussions on civic education.

i) Do no Harm: FES will provide a Do No Harm Document. This document serves as a guideline for the contractor to conduct the online promotion campaign without doing any harm to the population in the region. The document and the do no harm approach must be integrated into all activities, developments and postings done by the contractor in this project.

j) The contractor shall provide the profiles and full CVs of its proposed team as part of the proposal.

2. a) Following approval of the strategy by FES, the contractor will implement all of its components according to the agreed timeline and budget.
- b) Periodic reviews of the implementation will be jointly conducted according to a mutually agreed schedule to assess its efficacy and adjust the strategy if needed.
- c) The contractor will be required to submit regular quantitative and qualitative reports on the uptake of the game, the growth of the community, comments on social media, lessons learned, recommendations for the future and other relevant data to be agreed with FES. This report shall consist of minimum 10 pages and should be delivered every 3 months.

#### **D. Duration of the Work**

a) Submission of final strategy, budget and timeline: 1 month from the signature of the contract.

b) Implementation: 12 months from the approval of the strategy, budget and timeline.

#### **E. Qualifications**

a) The vendor shall have a proven track record in the successful marketing and promotion of intangible products such as awareness raising or mass youth educational campaigns in the MENA region as a whole. Other experience can include but not be limited to the successful launch and marketing of products targeting youth.

b) The vendor shall have experience of conducting regionwide campaigns across the MENA countries and/or a demonstrated capacity to work with local companies to achieve region wide coverage

c) The vendor shall be proficient and able to produce campaign materials in Arabic, English and French.

## **F. Rights**

***All rights, including but not limited to publication, modification or reproduction of results of this contribution or service are reserved by FES. Therefore, any and all rights of the final products as well as parts thereof, and including digital and any and all other forms of publication, use, advertising and PR, are reserved by FES and the contracted entity does not have any right to use the original game, or change, adapt or modify it and then use it under a different name, without FES' explicit written consent.***

## **G. Recommended Presentation of Proposal**

- Vendor Background (1 page)
- Portfolio with similar completed projects (1 to 2 pages)
- Proposed Team members (1 page resume each)
- Rough timeline including milestones (up to 2 pages)
- Proposed outreach strategy and expected figures (1 to 2 pages)
- Proposed technologies and platforms (up to 1 page)
- Price/Quotation (up to 2 pages)
- Rough overall strategy and concrete posting example (up to 3 pages)

## **H. Deadline for proposals**

7 November 2022