Terms of Reference (TOR)

SMART phone app for educating factory workers on labour law and occupation health and safety issues – edutainment app

July 27, 2016

Note: These ToR amend and replace the previous ToR which was posted in April, 2016. The deadline to submit proposals for the 2nd app has therefore been extended to October, 15th, 2016 to accommodate these changes in terms. Those submitting proposals should contact Simone Lehmann, simone.lehmann@sequa.de **to express interest in submitting and to receive complete background information and specifics on the required tender submission process.**

1. About SMART Myanmar and sequa

SMART Myanmar is a European Union funded project. Currently in its 2nd phase of implementation, SMART Myanmar works to i**mprove social compliance and human resources practices in Myanmar's garment industry**. SMART Myanmar actively promotes and supports sustainable consumption and production of garments "Made in Myanmar" - a concept with emphasis on resource efficiency and social responsibility.

sequa is a non-profit development organisation. We promote the development of the private sector and its business membership organisations as well as vocational qualification. sequa's shareholders are Germany's top business membership organisations (DIHK, ZDH, BDA, BDI) and GIZ. Jointly with our partners we have performed more than 750 successful projects in the past 20 years. Sequa is the led agency implementing the SMART Myanmar project

2. Project Overview

Although Myanmar has recently introduced new labour and occupational health and safety laws, worker knowledge on such legislation is weak. In keeping with SMART Myanmar's efforts to educate and empower women garment workers, the project is seeking to develop a smart phone application focused on educating garment factory workers on their rights under Myanmar labour and workplace safety laws. A first app with educational contents , easily searchable, presenting labour legislation in

a simple and clear way, sorted in chapters in Myanmar language is currently being produced by a Myanmar-based company to be available by November, 2016.

The second app (which is this assignment) should be interactive and creative, ideally created as a fun and educational game and activities designed to assess and reinforce the user's understanding of labour laws and factory occupational safety and health.

The 2nd app may be completed either as a stand-alone app, or it may be added in to the first app as a "version 2.0" modification. However, to do such will require integration.

3. Project goals and target audience

The overall goal of developing the smart phone app is to strengthen factory worker knowledge on occupational health and safety issues and legislation and to empower workers to claim their rights under Myanmar's existing labour laws. Although focused on the garment industry, the app is also anticipated to be educational for workers in other industries.

Success will be achieved if a significant number of factory workers within Myanmar's garment industry download and use the app regularly, thereby increasing knowledge of labour and OHS laws, as well as general good workplace safety practices. A 1st app is planned to be launched in November as a tool and guide. The 2nd app – which is the assignment - is planned as "edutainment" - educational entertainment in game/interactive form.

Key overall goals include:
- The app is popular enough to be downloaded a minimum of 5,000 times.
- The app is "fun" and educational. Ideally, we want the 2nd app to achieve "viral" success. Because it will link to, be included within, and/or mention the 1st app, it will also help to promote the 1st app.
- Knowledge of the labour and OHS laws are increased due to widespread use of the app.

The app should, where feasible, include the following features:
- Interactive features, such as voice recordings, questions, interactive graphics, unlock-able "certificates" or "badges".
- Interactions outside of the app - it should link with Facebook and possibly other applications.
- The ability to collect and record data on usage.

4. Scope of work

Although SMART Myanmar is open to, and will consider proposals for other/different creative gaming approaches, we detail below our base concept and approach:

We envision that the edutainment app is based on a game called Ludo (also known as Pachisi) which is used in Women Cafes in Bangladesh. The game developer is required to adapt this board game for the 21st century in smart phone format. In this way, questions and illustrations will be added and also mini "challenges", consisting of short role-playing games.

Basically 72 "spaces" of game play requiring an average of about <u>72 questions</u> to complete the game successfully are needed. The questions will be provided by the SMART team. Correctly answering gold cards advances you 3 spaces (but a wrong answer takes you back 1 space), red cards advance 1 space. Wrong answers on red don't advance. (all of the specific game rules may be revised by the developer in consultation with SMART staff during the app development phase).
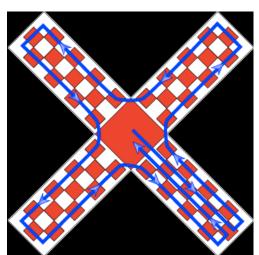
Example of a potential game question:
How many hours per day is the standard legal working day in Myanmar?

Then, the user has to choose the right answer: "**8, 9, 10 or 12 hours per day**"

Another example of a potential game question:
Your manager is planning to deduct from your wages because you damaged a machine, is this legal?
"**Yes / no**"

Also, up to 8 short challenges shall be included. These shall be short role playing games to be integrated in the game. A list of hypothesized challenges is given here:

Challenge 1: **"handle the fire extinguisher"** - the game character has to correctly pull the fire alarm and then point and aim the fire extinguisher at the base of the fire from an appropriate distance. Challenge 2: **"calculate the salary"** a simple mathematics game based on a paycheck stub and overtime formulas.
Challenge 3) **Strike!** Game for workers to learn legal strike

procedures - explaining grievances with management before attempting to strike, speaking with worker representation, teaching negotiation skills, etc.

Challenge 4) **Clear the aisle-ways & unlock the exits.** Character walks down an aisle-way between sewing machine production lines and cleans up fabric scraps, boxes, etc.

Challenge 5) **Choose the right PPE.** Using the cutting machine, choose the right metal glove. Using the sewing machine, choose the needle guard or goggles. Turning on the generator, choose the right rubber boots and rubber gloves. Etc.

Challenge 6) **Chemicals Closet.** Put on gloves and a mask and clean & tidy the chemical storage closet.

Challenge 7) **Heavy lifting challenge** - team up with a co-worker to lift heavy boxes, squatting from the knees and not straining the back.

Challenge 8) **Poetry free-verse.** Share a poem or longer-form question about work and have it posted on Facebook.

These listed challenges may be adapted and modified. A good proposal must offer to develop at least 4 of the 8 challenges (either those listed or challenges which are appreciably similar, either suggested independently by the developer or suggested at a later stage by SMART Myanmar staff).

The developer shall develop 4 possible characters for game play - the Sewer, the Cutter, the Supervisor, and the Manager (choosing 'supervisor' should increase the difficulty level of the questions; choosing 'Manager' reaches highest difficulty).

The key elements of the game, which absolutely must be calculated in every financial proposal received, are: at least 72 questions/answers are to be forseen, there is an ability to advance by completing questions and eventually to complete the game, there must be an ability to share on Facebook that the game has been completed, and there should be a minimum of **at least** 4 relevant role-playing educational challenges which occur during the course of game play.

The SMART Myanmar Team will focus on the content and overall game structure and leave the details, interactivity, other creative elements, etc. with the developer. Where required, SMART Myanmar staff will provide all necessary garment industry specific content and advice, including providing all questions and content and instructing on the make-up of the appropriate challenges.

Good proposals should briefly discuss the following scope of work/deliverables:

Project management - Your proposal should include how you will manage this project - the responsible parties/persons involved, timeframes and other relevant information. Please hand in CVs of your developer/s.

Content strategy – Based on the requirements of the app, please briefly describe how you visualize the content in terms of: Type, quality, volume, frequency and controlled distribution of content.

Development of app

Illustrations, characters, challenges and graphics - The proposal should offer some detail (and at least one example) about the type of illustrations which will be provided and your company's experience with illustrations and graphic design.

Information architecture, Visual design and Coding

Mobile device optimization - One consideration that must not be underestimated - garment factory workers in Myanmar do not have expensive smart phones. Those owning smart phones have low budget models with oftentimes less responsive swiping ability. The apps should be designed for Android OS and optimized to work on low-budget models, such as Huawei and similar models.

Testing & quality assurance - Brief mention of how QA, user acceptance and beta testing will be undertaken and how product quality will be assured.

Hosting and app maintainance

Timeline – Propose a draft deliverable and milestone schedule based on the timeline in the TOR incl. the deployment of the app.

5. Duration of the assignment
Proposals are required to be submitted to Ms. Simone Lehmann by October 15th, 2016 at midnight (CEST) and must include all specified documents. The edutainment app should be developed between **1 December 2016 and be completed by 1 June 2017**.

6. Technical requirements
General

Language

Users can be assumed to only read and write in Myanmar language.

Operating System

The app must be designed for the Android operating system. The app should be optimized to work on Android OS and the target is an app which can perform well on low-end smart phones. SMART Myanmar will provide some basic data on target user phone usage.

User accounts

User accounts are needed. User accounts will be used to capture and report data. The app will have registration and will use the accounts as part of the tokens/badges and user rankings/competitions, as well as the connection to social media, like Facebook.

Standard user account fields will include, but are not limited to:

- Name
- Age
- Gender
- Hometown

Data collection

The app should collect basic data on their users and report this data into a usable platform. The platform may be an automated time-based report, or a web-based interactive report generation system. Usage frequency, demographics, and location stats are the highest priority. The developer should include information in the proposal on other statistics that it would suggest to be useful to SMART Myanmar.

Considerable flexibility exists for the developer to use their experience to work with SMART Myanmar and the target users in order to design the most effective "edutainment" app. Therefore focus groups with target users and design sessions with SMART Myanmar staff will be needed in order to establish a prototype before full-scale development is initiated.

Accessibility

The app should host all content locally and work offline. Network connectivity will be needed in order to interact with community achievements, post to social networks, and receive content updates.

Appearance

The appearance and feel should be fun, engaging, and provide incentive for the user to spend time completing the activities.

Workflow

Activities and games will be chosen through a menu system, but can be standalone experiences completed in any order, and multiple times.

Achievements

Tokens, points, badges can be awarded for the successful completion of activities related to learning the labour legislation. These awards could be displayed in a leaderboard, used in a marketplace, etc.

Social Networking Integration

The user should be able to link their Facebook account (and potentially other social media) so that achievements can be shared. This will generate awareness of the app within their social circles and drive new users to the app.

Passing "levels" successfully can earn "badges" which the player will be prompted to share on Facebook. Example: "Congratulations, you've earned the occupational safety & health badge! - would you like to share this with your friends on Facebook?" In this way, the game/app will be promoted widely via Facebook networks.

User Projections

5,000 to 100,000

7. App content delivery (text)

Textual content will be provided by SMART Myanmar to feed into the design of the app.

8. Points of contact

The SMART Myanmar Team Leader is the primary point of contact for all technical and app content questions.

Mr. Jacob Clere
SMART Myanmar
11th Floor, UMFCCI Building
29 Min Ye Kyaw Swar Street

Lanmadaw Township, Yangon
jacob.clere@smartmyanmar.org +95 9250123164.

For questions regarding the submission of proposals, you may contact the SMART Myanmar Project Director, who is responsible for administering the whole award procedure and contract.

Ms. Simone Lehmann
Alexanderstraße 10
53111 Bonn, Germany
Tel. +0049 228-98238-47
Simone.Lehmann@sequa.de