**Terms of Reference for external consultant**

# Consultancy required to design, develop and launching a mobile app software aiming to support youth (12-18 years) to empower youths with financial education, enabling them to manage their finances in challenging economic contexts.

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| **Title** | Design, develop and launching a mobile app software aiming to support youth (12-18 years) to empower youths with financial education, enabling them to manage their  Finances in challenging economic contexts. |
| **Location/Country** | Albania |
| **Organization** | World Vision Albania |
| **Time frame duration** | August 2024-May 2025 |
| **Contract start date** | August 15, 2024 |
| **Deadlines for submission of deliverables** | As defined in the following deliverables timeframe |

**Background information**

World Vision is an international Christian humanitarian, community development and advocacy organization. In Albania, World Vision began working in 1999 in response to the Kosovar refugee crisis. For two decades, our work has focused on development and long-term support for children, young people and families most in need. Our work affects the lives of about 50,000 children in 18 municipalities. We support and work to empower children, families and communities most in need. Social protection and inclusion, youth activism and economic development opportunities for the most needy families are the focus of our work. World Vision is committed to bringing sustainable change and increased well-being to children and families in Albania.

World Vision Albania (WVA) is currently implementing “**Smart Kids – Digital Board Gaming App on Financial education for young generations”** project, financed by World Vision International and supported by the Ministry of Education and Sports and the Ministry of Children and Youth.

The project’s objectives include increasing awareness of basic financial concepts and fostering good financial habits such as goal-setting, tracking spending, and planning for the future. These habits will contribute to improved financial well-being and reduce the risk of hunger in vulnerable communities. By addressing the root causes of low financial literacy and insecurity, the project contributes to building a foundation for economic empowerment and reducing hunger in our local communities facing economic challenges.

The main intervention of this project to empower youths with financial education, enabling them to manage their finances in challenging economic contexts. Through the interactive and entertaining app, youths will acquire practical knowledge for long-term financial stability.

**Purpose of the Service**

In the framework of this project, WVA is looking for a expert/company/agency/team of individual experts to develop, design and assist in the launch of an innovative and interactive mobile application available to be downloaded free of charge on both two major platforms, android Google Play Store and Apple AppStore with features aiming to support youth (12-18 years) to empower youths with financial education, enabling them to manage their finances in challenging economic contexts.

Specifically, this application will help youth aged (12-18 years):

* build their knowledge on: Financial education, managing finances, different financial challenges and how to overcome them etc.
* improve their abilities on how to behave in case of financial difficulties, how to handle financial problems etc.

**Note:** All technical content regarding the duties listed above will be provided by WVA.

**Technical specifications**

The app shall have the same identical content and graphic layout in both mobile platforms. Upon initial login, which will be facilitated by the SMIP government platform database of users, visitors of the app shall choose the appropriate age group choosing between 12-15 and 16-18 years old since the content shall be differentiated accordingly. The games embedded into the app shall provide the opportunity to play in multiplayer mode and keep the progress of each game.

Following is a non-exhaustive list of technical specification of this expertise:

# Content and Structure:

* + The Application will feature four main sections; each designed to educate users on how to navigate various financial situations effectively.
  + The content shall be in compliance with the current curricula on financial education and must be approved by the Ministry of Education and Sports.

# Platform and Accessibility:

* + The Application will be available for download on mobile devices running both Android and iOS operating systems.
  + It will provide an interactive learning experience primarily through game-based modules.

# Continuity and Hosting:

* + The Application's functionality and content will remain unchanged even after the conclusion of the contract with WVA.
  + It will be hosted on the vendor’s/partner’s cloud platform during development and launching phase ensuring reliable and scalable access until it will be transferred to AKSHI servers.

# Management and Support:

* + The vendor/partner will be responsible for the ongoing management and troubleshooting of the Application until fully transferred to the AKSHI, which is the government agency managing ICT and data management system.
  + Until the transfer is completed, the vendor/partner shall assume full responsibility for the continued operation and maintenance of the App.
  + The World Vision logo must be prominently displayed on both the Home and About pages.
  + After the end of the contract, the vendor shall make all necessary technical arrangement to secure the maintenance of the app for two additional years, with the stipulation that this won’t affect in any way the functionality of the app which will be managed by AKSHI.

# Data Privacy and Security:

* + The Application will be designed to avoid processing any sensitive or vulnerable data, such as personal identifiers (ID, Name, Last Name, Date of Birth, and Location).
  + The login shall be secured through integration of log-in form through AKSHI managed government portal on pre-university education, Sistemi i Menaxhimit të Informacionit Arsimor (SMIP) as a third-party login method. The access for the login through SMIP will be in accordance with AKSHI terms & conditions relating to the usage of their database for login purposes.
  + If the Application utilizes cookies, users must be clearly informed about their presence and purpose.

These specifications outline the foundational requirements and responsibilities associated with the development, deployment, and maintenance of the Financial Learning Application.

*Note:*

* *All deliverables are to be submitted in English and Albanian, unless otherwise agreed between implementing parties. Intellectual property of the app in the end remains with WVA.*
* *The app shall be hosted be temporarily hosted on the vendor cloud platform until full transfer will be made to host it to the Albanian government pre-university education management system platform, technically facilitated by the Albanian National Agency of Information Technology(AKSHI) .*

From a technical perspective, the app will have to contain the following menu structure:

1. **Login page.** Visitors will be asked to login through the credentials they are provided by the SMIP government system. After successful login visitors will choose their age group (12-15 and 16-18 years old)
2. **Home page.** Visitors can see information relating to Finance or Financial situations that are youth-friendly.
   * 1. In the home page there can be general information for example in stocks, in foreign money conversion etc. The information displayed should also be in compliance with the current curricula on financial education approved by the Ministry of Education and Sports.
3. **Games:** includes different games, which through those games, the visitor will interact and learn more on financial situations and how to handle those.
   * 1. Games should be in a way that the user/visitor/player can learn more on financial questions, financial issues. *Example*: Working as a cashier who gives change to customers etc.
     2. The games can also be multiplayer and the progress to be recorded so the user can get achievements and possible in-game rewards such as XP (experience) or Coins (in-game coins for purchase of items or character skins etc.)
4. **About page:** includes general information about the App (version, contacts, disclaimer etc.)
   * 1. The about page should include information on the app, why it was created, what data are collected, the version of the app etc.
     2. The about page must also include a logo of World Vision Albania
5. **Report:** visitors can submit any issue that they might be having within the app.

**Responsibilities of the Contracted Expert (s):**

It is expected that the consultant will:

* Meet with World Vision designated staff to determine/confirm the specific requirements.
* Establish a detailed program specification through discussion with World Vision designated Staff.
* Create wireframes to show how people will use it and to demonstrate how the application will look like.
* Provide at least one graphic design proposal to be submitted for review and approval.
* Wireframes and design submitted for review and approval, using a collaborative platform for prototyping.
* Develop the application focused on simplicity, great performance, and attractive design.
* Test the application, identify deficiencies and offer solutions.
* Perform unit and integration testing before launch.
* Develop technical documents and handbooks to accurately represent application design and code.
* Provide the necessary deliverables for each of the phases of the entire process (Inception, Implementation, launch).
* Provide technical assistance to establish integration into the government managed information system of pre-university education (SMIP)
* The consultant shall offer maintenance of the app in both platforms for two years after the end of the project until May 2027.
* All credentials to access the app in order to add/remove or change content shall be handed over to the World Vision staff after the submission of the final version.

**Deliverables**

In regard to the responsibilities above and purpose of service section, the expert should submit:

* A plan and estimated timeline for the project.
* The Project Completion Report and accompanying remote online presentation to World Vision Albania staff.

The other deliverables expected according to each phase of the process: INCEPTION

* Inception report;
* Mockups with User experience design;
* Story boarding (Creation of the prototype);
* Wire framing;
* Prototyping;
* User Interface;

IMPLEMENTATION

* Development
* Testing phase;
* Sprints/ builds phase;
* Regression testing phase included; Beta testing;

LAUNCH: Content seeding and going live;

* Launching;
* Provide technical assistance to create a link which will be published later in the app (or in vendor’s website) to inform visitors in the pre university education system on the mobile app.
* Launching and Promoting the Game App
* Planning and executing awareness campaigns, social media promotions, and information days to introduce the game app to the public.
* Make all technical arrangements to transfer all rights of the app to AKSHI including all intellectual properties associated with it.

## Note:

* *All deliverables are to be submitted in English and Albanian, unless otherwise agreed between implementing parties. Intellectual property of the App in the end remains with WVA..*

**Proposal/ Documents and expert criteria required for submission:**

1. **Please submit the following documents:**

* A clear proposal framework explaining methodology and approach focusing on exploring the topics under the section **responsibilities and deliverables**. This document should be a descriptive framework of how the expert envisions the process suggested in the ToR and division of the working days as per this ToR requisition in the excel document embedded below:
* A comprehensive implementation plan, specifying timelines, milestones, and key deliverables.
* CV highlighting the expertise of the applicants on working on mobile app development and management for different roles such as team leader/project manager, Mobile App developers, UI/UX designer etc.
* Evidence of similar projects completed in the last 3 years and at least one case study or example demonstrating successful app development and launch.
* Relevant certifications in mobile app development, UI/UX design, or project management (e.g., PMP, Scrum Master) are highly desirable.
* The consultancy fee in total including all applicable taxes as per Financial Offer Form attached to this ToR.



* Evidence of at least one previous works resembling specifics in the ToR in the last 3 years;
* Must be cleared of legal disputes that ended in Court in the past three years. (e –Albania)

(Deshmia e penalitetit);

* Sign the Supplier Code of Conduct;
* References and/ or sample of similar works
* If you are a registered company / organization / agency, please also provide:
  + Tax Registration number (NIPT)
  + Updated Extract generated from the National Registration Centre (QKR)
  + Provide last two years of audited financial statements or tax filing, or similar documents

***Upon receipt of the application, World Vision will conduct a thorough due diligence process to evaluate the partner's capacity, credibility, and alignment with World Vision's mission and values. Only upon successful completion of this process will the contract be considered for signing.***

**General administrative information:**

***Technical proposal***

In this part, the applicants will describe the approach and methodology for implementing the tasks. The proposal will include a statement outlining the rationale for the number and relevant experience of the experts/ agency that will be included for the service. If more than one expert will apply, team composition and distribution of tasks should be a specific section of the technical proposal.

***Financial Proposal***

The applicants should provide a detailed budget for delivering all the tasks and activities foreseen in this call. The budget should, at least, distinguish between expertize days (fee days), and miscellaneous costs related with the preparation, presentation and printing of the final report.

*\*World Vision Albania maintains the confidentiality of the offer and documentation you submit based on its strict procurement policies.*

***Final Evaluation and Award of Contract***

The contract will be awarded to the best technically acceptable proposal considering proposed prices.

The following formula will be used for combined technical and financial evaluation of proposals:

The lowest evaluated Financial Proposal (Fm) is given the maximum financial score (Sf) of 100. The formula for determining the financial scores (Sf) of all other Proposals is calculated as following:

Sf = 100 x Fm/ F, in which “Sf” is the financial score, “Fm” is the lowest price, and “F” the price of the proposal under consideration.The weights given to the Technical (T) and Financial (P) Proposals are:

T = 80, and P = 20

Proposals are ranked according to their combined technical (St) and financial (Sf) scores using the weights (T = the weight given to the Technical Proposal; P = the weight given to the Financial Proposal; T + P = 1) as following: S = St x T% + Sf x P%.

Only Bidders that have passed the pre-qualification process of Technical and Administrative proposals will be considered for financial proposal evaluation

**Selection process**

The proposals received will be evaluated according to the following criteria:

* Technical and scientific quality of the proposal and expertise of expert/ work team (30 %)
* Work plan, methodology, milestones, and budget (25%)
* The time-length to deliver the service (15%)
* Quality and experience of expert/ working team as per purpose of this ToR (30%)

**Deadline for receipt of applications:**

**August 15, 2024**

Questions/requests should be made by latest August \_\_\_\_\_\_\_\_\_, 2024 to the following e-mail address: vangjel\_kojku@wvi.org

# Notes related to World Vision Albania Child Protection Policy:

All people working for World Vision Albania, or visiting its programmes are obliged to sign its Child Protection Policy and Behavior Protocols. This policy aims to create a child-safe organizational environment and is based on the principles of the UN CRC and its protocols. **Important note: The contract will be awarded to the winner upon submission of official documents that certify that the full team of the project – including field team – complies with the child protection rules and procedures. The selected applicant will be informed about the required documents before finalization of the contract.**

## Principles of child protection involve briefly but are not limited to:

* Treat children with respect and dignity
* Listen to children views and opinions
* Inform children parents/legal guardian/s and take a written consent before any interaction with children (this involves special written permission when it comes to photographs/videos)
* Be sensitive to the child age and maturity, cultural background and local social and family norms and respect them
* Dress in culturally appropriate way.
* Always be in the company of another adult (preferably parent/legal guardian or teacher) when meeting a child
* All visitors to WVA projects must be in accompany of WVA staff.
* Do not abuse with children (sexual, emotional, psychological and physical abuse).

*\*Please note that World Vision Albania personnel and visitors are expected to report any suspicions of child abuse to the National Director immediately. WVA has policy and procedures that respond to accusations, which allows for a process that respects all involved. World Vision Albania holds the position that adults are always responsible for their behavior with a child, even if a child is acting seductively.*