

Background:

Aiming to address social norms and combat harmful practices in an innovative, attractive and engaging way, gamification is being considered in the efforts against FGM And Child Marriage,

Gamification, which refers to the use of game design elements in non-game contexts, provides similar experiences and motivations as games do; this makes gamification a useful approach to promote positive behaviors. As a useful tool for keeping users motivated, engaged and active, there is a wide interest in adopting gamification solutions for supporting and promoting positive behaviors and awareness raising.

Games have historically been an indispensable link to entertainment around the world. Games have facilitated and communicated information to the audience and penetrating time. The games are still of a motivating nature that affects the audience, allowing them to immerse themselves in fun and test their abilities in analysis and teamwork.

The required service encompasses designing, manufacturing, training, and distributing games to create positive change, promote social cohesion, raise awareness, promote critical thinking, and build community resilience in society with special focus on adapting games to local communities with limited literacy level requirements.

Scope of work:

The games will be divided into several topics (according to what UNFPA deems appropriate and the priority of the topics) and will be a game that emphasizes the importance of improving customs and raising awareness on female genital mutilation and child marriage in society and engage the players in a realistic awareness-raising experience.

The game will adopt the concepts of humor, fun, enthusiasm, and suspense to entertain complex topics and present them to the audience easily, which reaches the largest number of them.

Activity 1: Gamification Process

The game design phase should cover research using focus group discussions, desk reviews, and research on similar global game program formats to adapt to the Sudanese audience and context.

● Research and data collection

This phase necessitates a participatory research approach involving the selected service provider's team undertaking comprehensive research into society, culture, and traditional practices related to female circumcision, discussing with UNFPA experts about piloted various awareness campaigns with specific demographics. Collecting data on age and gender, as well as gathering insights into the experiences of women in Sudan regarding this practice and their history. Engaging in consultations and meetings with relevant authorities available by UNFPA to gain further understanding. Analyzing the approaches and

successes of initiatives aimed at combating FGM in various global contexts and incorporating these insights into the design of our program for Sudan.

Activity 2: Game Design (Dynamic Design)

It will cover the processes of dynamic design and selection of play styles in accordance with the culture and local language and the testing of those games.

How the game begins, how the players move, how the players win, writing the game script, designing primary and secondary playing cards, incorporating content into them, designing game characters and defining their roles, calculating arithmetic operations, and game possibilities.

- Game Tests:

Selected Service Provider should test games on several levels with target audiences in order to fit the design in terms of mechanics, movement, game, and graphics that are appropriate and attractive to which degree, take notes on the design, and arrive at the final design.

Activity 3: Game production:

- The stage of producing games according to the target states for roll out of the games.

Activity 4: Conducting TOT

Training “Game masters” -selected by UNFPA- who will lead the game sessions in the target states.

Expected Deliverables:

No	Item
1	Research and analysis of content
2	Design and development of custom games that include developing game structures, strategies, setting probabilities, and designing illustrations that fit the art with the local culture (faces, clothing, colors, etc.).
3	Production, printing with high quality material (game cards and 3D tokens/figures) and packaging per single copy
4	TOT Workshop services