

Terms of Reference for the Serious Games development

Crafting Connections: Fostering Social Cohesion and Inclusive Development through Community Dialogue and Action

1. Background

1.1. People in Need (PIN) and the Syria Programme

People In Need (PIN) is a non-governmental, non-profit, international organisation headquartered in Prague, Czech Republic, founded in 1992. Alongside humanitarian assistance and development cooperation, PIN implements projects focused on the transition to democracy, support of civil society and good governance, as well as addressing poverty and social exclusion problems in the Czech Republic. PIN's education and information programs raise awareness of global affairs, migration, and multiculturalism among the public, the state administration, and the media.

In Syria, PIN has been working since the end of 2012. PIN delivers assistance in Northern Syria addressing the needs of IDPs and host communities in several sectors, such as food security, early recovery and livelihoods, shelter, protection, education and WASH. PIN is a well-established organization with several field offices, direct implementation and more than 400 employees.

1.2. Project Outline

The project "Crafting Connections: Fostering Social Cohesion and Inclusive Development through Community Dialogue and Action" aims to strengthen social cohesion and sustainable practices by enhancing inclusive dialogue and mutual trust and developing innovative skills and collaborative decision-making within communities.

Implemented between September 2025 and June 2026 in 10 selected communities, the project will build on two main pillars **Mobile makerspaces** and **Serious Games**, implemented in 10 selected communities. Through Mobile makerspaces, PIN will focus on providing access to innovative skills while enhancing inclusive dialogue and trust among youth. Through Serious Games, PIN will support various micro, small, and medium-sized enterprises (MSMEs) owners to improve their collaborative skills and decision-making on key selected topics related to sustainable economic development, embedded into business and financial training.

2. Purpose, Objectives and Scope of Work

The purpose of the work is to design, test and finalise the Serious Game, which will be used to achieve the Outcome 2 of this project. Serious Game should be designed as a scenario-based, participatory board game. The game should reflect key behavioural patterns and decision-making challenges among local MSMEs, while the two main topics of the game will be **decent working**

conditions and greening practices. The game will allow participants to simulate real-world business decisions using the developed board game, reflect on outcomes, and discuss parallels with their own practices.

The target groups are local MSMEs (youth and adults), living in the Ath Thawrah subdistrict and the Kisreh subdistrict, targeted during this project.

The scope of work encompasses the entire game design process, including but not limited to:

- Review and refinement of learning objectives in collaboration with PIN teams.
- Conceptualization, prototyping, user testing, and finalization of the game design and materials.
- Development of a complete facilitation package in English and Arabic, ready for printing and rollout.

The selected company will review pre-defined learning objectives and will bring its expertise in designing games with social impact. The game design will be done in coordination with PIN's representatives from the Knowledge and learning departments, as well as PIN Syria project staff.

Preliminary learning objectives are:

- To improve MSME owners' understanding of how their individual business decisions can collectively impact community wellbeing, environmental sustainability, and market stability.
- To increase awareness of the importance of adopting decent working conditions, including fair wages, safe working environments, and equitable treatment for all employees, including women and persons with disabilities.
- To promote the adoption of climate-smart and environmentally responsible business practices, such as water conservation, waste reduction, and sustainable resource use.
- To enable reflection on gender roles and power dynamics within business and decision-making environments.
- To encourage local MSMEs to view their businesses as part of a broader social and environmental ecosystem, where inclusive growth and sustainability are mutually reinforcing.
- To build confidence in making ethical, long-term-oriented decisions through experiential learning.

Once the game development is finalised, and the Provider hands over the final product (as detailed in Chapter 4, Expected Deliverables), a full, exclusive license of the Final product will be provided to PIN. PIN will thus be able to use the Final product by all methods of use according to Act No. 121/2000 Sb.

3. Specification

The game design process and the Final product should reflect the required specifications:

- Learning objectives should be co-developed based on preliminary learning objectives mentioned in chapter 2 and reflecting the results from MSMEs assessment.
- Should be designed for groups of 6–8 players
- Allow approximately 60 minutes of gameplay

- Suited for low-tech, low-literacy environments, especially in rural or semi-urban Syrian communities.
- Be modular and adaptable for different settings (e.g. youth group, community group, NGO staff);
- Should include clear guidance on adapting the game to various facilitation styles
- Should include the following thematic integration:
 - Must integrate greening practices (e.g., sustainable resource use, environmental conservation).
 - Must embed examples of decent work (e.g., fair wages, worker safety, inclusion of women and PwDs).
 - Should present scenarios based on real-life challenges of MSMEs in Syria—such as dealing with resource scarcity, social tension, ethical trade-offs, or navigating market shocks.
- Reflect principles of inclusion, non-discrimination, and accessibility;
- Integrate gender, disability, climate risk, and environmental sustainability into the game's decision paths and consequences;
- Include at least three example scenarios relevant to decent working conditions.
- Simulate decision-making under pressure and resource constraints, reflecting real-world MSME dilemmas;
- Players should encounter choices that explore interconnections between climate/environmental risks, social dynamics, and gender inequalities and economic outcome
- Understand the trade-offs involved in programming or community-based planning;
- Strengthen collaboration, inclusive leadership, critical thinking, negotiation and local problem-solving capacities; and support structured reflection and group discussions guided by a facilitator.
- Raise awareness on the role of adaptation, protection of natural resources, and inclusive development.

4. Expected Deliverables

The service provider will be responsible for the full design and production of a non-digital game, including the following deliverables:

- **Game design concept**
 - inception meeting with PIN's technical and project teams.
- **Propose 2–3 different game concepts** include: game format, purpose, key learning objectives, and a brief narrative of the gameplay mechanics.
 - Produce a functional prototype for internal piloting;
 - Conduct or support at least one real-life user testing session (organized by the Organization) to assess the game's learning value, inclusiveness, and usability;
 - Capture feedback and iterate game design accordingly.
- **Finalise board game package in both English and Arabic**
 - Narrative and scenario development (should include environmental, social, and gender risk dimensions);
 - Game mechanics and rules; tailored to diverse literacy levels
 - Roles/characters, cards, tokens, boards, decision tree elements;
 - Visual content and illustrations;
 - Game moderator/facilitator manual.

- All print-ready and layered files for professional printing (Adobe Illustrator, In Design, or equivalent);
 - Recommendations for printing include technical specifications for professional printing
- Digital versions of content (PDFs and printable templates);
- Facilitation manual and player guide;

The service provider must ensure that all design elements, illustrations, icons, and texts are original or properly licensed, and grant PIN full exclusive rights for non-commercial use.

5. Quality Standards & Ethical Considerations

The provider must ensure high standards of clarity, usability, and design quality.

All final outputs must undergo internal quality checks before submission, including:

- Functional testing of game mechanics
- Proofreading of written content in English and Arabic
- Graphic and layout consistency across all components

All materials, illustrations, icons, and written content must be either original and created by the provider or legally licensed for exclusive use

Upon completion, PIN will receive a full and exclusive license for all deliverables, including the right to adapt, translate, reproduce, and distribute the materials for non-commercial purposes.

PIN reserves the right to request revisions or modifications if content is found to be discriminatory, insensitive, or otherwise unsuitable for the target context.

6. Timeline

The project is scheduled to start on 1 September 2025.

The table below shows indicative tasks and timelines (calendar days/weeks). Minor adjustments to this timeline may be agreed upon at inception. However, the final game package must be delivered no later than 31 January 2026 to ensure integration into project delivery.

Task	Suggested Timeline
Contract signed	September 2025
Review of existing learning briefs	September 2025
Game Design concept and tools drafted, discussed	October 2025
Internal testing with PIN team	October 2025

Translation	November 2025
Game Design and tools prototype field tested & finalized	December 2025
Review period	January 2026
Final version submission	January 2026

7. Logistics

No logistical support is provided by PIN to facilitate travel into Syria.

8. Payment

Proposed payment schedule:

%	Milestones
30%	After the Game Prototype submission
70%	After the final version of the Game is submitted

PIN reserves the right to deduct up to 0.5% of the total contract price for each day's delay in meeting the deliverables specified. This deduction shall be applied to the last payment of 70% of the contract price.