

# INVITATION TO TENDER

January 2019

YAYASAN PLAN  
INTERNATIONAL  
INDONESIA

Affiliated with



## INVITATION TO TENDER – BETTER PARENTING EDUCATION TO REDUCE STUNTING (BEST) PROJECT

Yayasan Plan International Indonesia is seeking an organisation with a strong background in developing mobile solutions using engaging content, and human-centred design based in Indonesia, to help us pilot an innovation project which seeks to provide parents and/or caregivers knowledge with child health and nutrition in the first 1,000 days so that we can reduce stunting.

### ABOUT YAYASAN PLAN INTERNATIONAL INDONESIA

Yayasan Plan International Indonesia, affiliated with Plan International, is an independent development and humanitarian organisation that advances children's rights and equality for girls. We believe in the power and potential of every child. But this is often suppressed by poverty, violence, exclusion and discrimination and its girls who are most affected. Working together with children, young people, our supporters and partners, we strive for a just world, tackling the root causes of the challenges facing girls and all vulnerable children. We support children's rights from birth until they reach adulthood. And we enable children to prepare for and respond to crises and adversity. We drive changes in practice and policy at local, national and global levels using our reach, experience and knowledge. We have been building powerful partnerships for children for over 75 years, and are now active in more than 70 countries. As a leader in the global movement for girls' rights, our collective ambition is to take action so that 100 million girls learn, lead, decide and thrive.

### ABOUT THE 'BEST' PROJECT

#### Overview of the Problem:

1 in 3 children under 5 are stunted (prevented from growing or developing properly) in Indonesia. A child stunted on their 2nd birthday is usually stunted for life. Globally, there is increasing recognition of the importance of intervention in the 1st 1000 days of life (conception to age 2) to reduce stunting. As an organisation that strives to advance child's rights and equality for girls, Plan International recognises that interventions in the first 1000 days are crucial in giving children a chance to reach their growth and development potential. A key investment area for Yayasan Plan International Indonesia's Early Child Development (ECD) Area of Global Distinctiveness is supporting nurturing care, including via parenting/caregiver programs that focus on the first 1000 days, utilizing a gender-responsive approach. Plan International Indonesia has worked with National Family Planning Agency (BKKBN) to develop an integrated parenting program with printed materials and parenting groups across all 34 provinces; however, it has limited reach and engagement due to low literacy levels, multiple dialects and reliance on trained facilitators/face-to-face sessions. Therefore, Yayasan Plan International Indonesia is exploring innovative solutions which include using information communication and technology (ICT) for parenting education/messaging to help address these limitations and lessons learned from prior ICT attempts.

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Previous Government of Indonesia (GOI) and other actor attempts to develop have not been as successful as hoped in reducing stunting. The ICT solutions for parents have used standardised/untailored information, have focused on one-way digital data gathering, or were reliant on person based call centers that could not meet high demand. In light of these challenges, this concept asks the question “***How might we improve parents/caregivers knowledge around child health and nutrition in the first 1,000 days so that we can reduce stunting?***” (***this is our innovation challenge***). Plan International wants to explore an engaging gamified solution that builds on existing materials and relationships, to see if this addresses stunting of children under 2 by improving nutrition knowledge and empowering users to adopt beneficial nutrition practices leading to needed behavior change.

## Our Vision:

Our vision is to provide information to parents and caregivers in an engaging and interactive way so that they quickly adopt practices which reduce stunting. This includes difficult to reach populations with low literacy levels and low connectivity.

## SCOPE OF WORK

The scope of work of this first phase of work is to create and pilot free educational games that provide context-specific health and nutrition advice to expectant and new parents and caregivers in Indonesia.

We would like bidders to suggest their approach for this phase, which aims to:

- Understand the needs of parents and caregivers in Indonesia (including low literacy levels and low connectivity) and the challenges they face in accessing information about how to reduce stunting
- Understand the local context and technology/digital landscape
- Develop and refine the product vision
- Explore what type of game format makes information to prevent stunting engaging
- Explore and compare a number of game types and communication channels to find what is most suitable for the audience, incorporating learnings from previous attempts. For example, scenario-based games hosted on Interactive Voice Response (IVR), and/or a chatbot with visual imagery.
- Explore what is the best way of delivering the game and content to parents and caregivers, including those with low literacy levels
- Design and develop content and prototypes, testing with parents and caregivers in the field in an agile and iterative way
- Pilot and evaluate the solution in the field

All intellectual property developed during this phase will be solely owned by Yayasan Plan International Indonesia.

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*Note: If the solution proves successful, there may be an opportunity for the successful bidder to work with Plan International to implement and scale the solution.*

## We ask bidders to:

- Comment on the problem domain as described, including relevant insights from other work and any immediate clarification questions
- Provide a plan for the scope of work, explaining their approach
- Demonstrate experience in developing engaging, gamified content/learning and mobile solutions to solve specific problems for large audiences
- Demonstrate experience in applying Human-Centred Design methods to innovation challenges in the Southeast Asian region
- Demonstrate design expertise (e.g. game design, learning expertise, edutainment experience)
- Demonstrate ability to prototype and pilot solutions
- Provide a quote for the scope of work
- Provide a rate card for ongoing implementation and piloting work
- Provide 3 references for similar work
- Provide the CV's of the proposed team

## LOCATION

The project will be based in Jakarta with work carried out in Central Lombok, Indonesia. Solution to be piloted in one province initially (West Nusa Tenggara). A successful bidder must be based in the Southeast Asian region, with team members available to work in-person in Jakarta for the project with frequent travel to Central Lombok. It is desirable that bidders are based in or have experience working in Indonesia and can speak Bahasa Indonesia, the local language.

## LEVEL OF CONTACT WITH CHILDREN

Medium. Potential contact with children when carrying out research and prototype testing with parents and caregivers of children.

## HOW TO SUBMIT YOUR PROPOSAL

- Please send your proposal and legal document which detail as below:
  1. Personal Consultant; ID Card no and personal tax number/ NPWP
  2. Company Consultant; Company tax number/ NPWP and company registration.In a sealed envelope and write down the name of the tender on the envelope: "Best Innovation Project Tender" to Yayasan Plan International Indonesia,

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Menara Duta, Building 2<sup>nd</sup> Floor Wing D, Jl. HR. Rasuna Said Kav. B9  
Kuningan – South Jakarta 12910. **No later than 15<sup>th</sup> February 2019**

## PLAN INTERNATIONAL GLOBAL POLICY

### **SAFEGUARDING CHILDREN AND YOUNG PEOPLE:**

*We are fully committed to the gender responsive safeguarding of all children and young people from all forms of violence. We take very seriously our responsibility and duty to ensure that we, as an organisation, and anyone who represents us does not in any way harm, abuse or commit any other act of violence against children and young people or place them at risk of the same.*

*We promote child and youth safe practices, approaches, interventions and environments which respects, recognises and responds to the specific safeguarding needs and addresses the protection risks of the differing gender and other identities. We will challenge and do not tolerate inequality, discrimination or exclusion.*

*We respond to a child or young person who may be in need of protection and or psycho-social support and intend that their welfare and best interests will at all times be paramount consideration.*

*We ensure all who work with and engage with us understand and are supported in their meeting safeguarding roles and responsibilities. We take positive action to prevent anyone who might be a risk to children and young people from becoming involved with us and take stringent measures against any Staff, Associate or Visitor who perpetrates an act of violence against a child.*

*We promote the active involvement of children and young people in their own protection.*

### **ANTI-FRAUD, ANTI-BRIBERY, AND CORRUPTION POLICY:**

*We have a policy of zero tolerance of fraud and corruption, and we require staff and volunteers at all times to act honestly and with integrity, and to safeguard the assets for which they are responsible. Fraud and corruption are ever-present threats to our assets and reputation and so must be a concern of all members of staff and volunteers.*

*We take the most serious view of any actual or attempted act of fraud or corruption by staff, volunteers, contractors or their employees, implementing or consortium partners and agents acting on our behalf. Staff and volunteers involved in actual or attempted fraud or corruption of any kind will be subject to disciplinary action up to and including dismissal (if legally bound), and, where practical, will normally be reported to law enforcement authorities for criminal prosecution. We will endeavour to recover, by any and all legal means, any funds lost through fraud from those responsible and will take robust action against involved third parties (including partners, contractors and agents)*

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## DATA PRIVACY POLICY:

**Sensitive Personal Data:** Personal Data that falls into a category that is generally considered confidential or sensitive in nature, either because legal obligations are associated with the information or because Plan International has determined to afford enhanced protection to it.

Sensitive Personal Data typically includes any Personal Data in these categories:

- information about children (i.e., individuals under the age of 18);
- government-issued identifiers, such as social security numbers, driver's license numbers, and identification numbers;
- financial details, such as account numbers, credit card numbers, or PIN numbers;
- security information, such as a digital signature, biometric data, and passwords;
- health information, such as information that would identify an individual's medications, medical treatments, diagnoses, or information relating to genetic characteristics;
- protected personal characteristics: race, ethnicity, religion, and sexual preference;
- geolocation information that identifies the precise street address or geographic coordinates (for example, latitude and longitude) of an individual; and
- information regarding union status, political opinions or criminal proceedings.

### **1. General**

- 1.1. Yayasan Plan International Indonesia Processing of Personal Data in these and other contexts must comply at all times with this Policy and with Applicable Law.
- 1.2. Where Applicable Law imposes more stringent protections for Personal Data than those required by this Policy, Plan International must comply with Applicable Law and implement any additional policies or procedures as required. Moreover, other Yayasan Plan International Indonesia policies impose additional requirements regarding the collection, use, and protection of particular classes of Personal Data, including the requirements described in the Global Policy Safeguarding Children and Young People, which can be found here.

### **2. Collection of Personal Data**

#### **2.1. Contact details**

- 2.1.1. When Personal Data is collected from a Data Subject, Yayasan Plan International Indonesia shall provide the Data Subject with the Data Controller's identity and contact information and, if applicable, the Data Protection Officer's contact information.

#### **2.2. Purpose Specification and Data Minimization**

- 2.2.1. Yayasan Plan International Indonesia will only collect Personal Data where necessary to serve specific, legitimate organizational purposes. Legitimate organizational purposes include, but are not limited to, fundraising, programming, administering the

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sponsorship process, and performing human resources functions for Yayasan Plan International Indonesia Staff.

2.2.2. Yayasan Plan International Indonesia will collect the minimum amount of Personal Data necessary to achieve specific, legitimate organizational purposes.

## 2.3. Transparency and Consent

2.3.1. Yayasan Plan International Indonesia will collect Personal Data through fair, transparent and lawful means. Where possible, Yayasan Plan International Indonesia will provide information to individuals about the Personal Data Yayasan Plan International Indonesia collects relating to them, the purposes for which Yayasan Plan International Indonesia uses the Personal Data and the legal basis for the processing, the individual's rights in and to the Personal Data, any disclosures of Personal Data to third parties, the length of time the Personal Data will be held for and other material information. Where Personal Data is intended to be transferred to another country, the Data Subject will be informed of this and the relevant safeguards in place to protect such Personal Data.

2.3.2. Yayasan Plan International Indonesia will obtain an individual's informed, voluntary, specific and unambiguous consent to Process the individual's Personal Data in cases where it is necessary or appropriate to do so. Yayasan Plan International Indonesia will ensure any request for an individual's consent is separated from other information given to the individual and that the request for consent is accessible, clear and in plain language.

2.3.3. Yayasan Plan International Indonesia will Process Sensitive Personal Data only with an individual's specific, unambiguous, informed, and voluntary consent to such Processing, unless Applicable Law allows otherwise. Yayasan Plan International Indonesia will therefore ensure that individuals actively respond to Yayasan Plan International Indonesia proposals relating to a particular use of their Personal Data.

## 2.4. Collection of Personal Data of Children by Yayasan Plan International Indonesia

2.4.1. Families will only be asked to provide Personal Data to Yayasan Plan International Indonesia after Yayasan Plan International Indonesia has explained to them what will happen to the information they give and that participation in Yayasan Plan International Indonesia's programs is voluntary. In general, a parent or guardian must consent to any collection by Yayasan Plan International Indonesia of Personal Data about individuals younger than 18 years old. However, there may be instances in which it is appropriate to lower this age. In such cases, Yayasan Plan International Indonesia must always obtain assurance that the individual is capable of providing informed consent and ensure that the consent is fully informed and freely given. In no case can personal data be collected for a child 13 years or younger without the consent of a parent or guardian. 2.4.2. Yayasan Plan International Indonesia will take reasonable steps to ensure any information or communication provided to a child in relation to the



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Processing of their Personal Data is concise, transparent, intelligible, in an easily accessible form and uses clear and plain language.

- 2.4.3. Yayasan Plan International Indonesia will have procedures in place to ensure that Personal Data Yayasan Plan International Indonesia holds about an identifiable individual child is only accessible to appropriate Yayasan Plan International Indonesia Staff, volunteers and to the child's sponsor or potential sponsor where relevant and appropriate.
- 2.4.4. Yayasan Plan International Indonesia will seek to ensure that all Yayasan Plan International Indonesia Staff understand the sensitivity of Personal Data about children and their families, and that they will only use Personal Data about children and their families for the purposes of Yayasan Plan International Indonesia's program and sponsorship activities as consented to by the children and/or their families.
- 2.4.5. Yayasan Plan International Indonesia's collection of Personal Data relating to sponsored children will be conducted in accordance with 2.4.1 to 2.4.4 above and any additional obligations set out in the Child Sponsorship Manual.
- 2.4.6. Where Yayasan Plan International Indonesia Staff believe the collection, use, transfer or storage of personal data relating to children raises child protection concerns this should be reported in accordance with applicable local office procedures. Concerns may also be reported directly to the safeguarding focal point and/or to the Safeguarding Children and Young People Unit at International Headquarters (ChildProtection@plan-international.org).

## **3. Use and Maintenance of Personal Data**

### **3.1. Use of Personal Data**

- 3.1.1. Prior to the use of any Personal Data by Yayasan Plan International Indonesia, Yayasan Plan International Indonesia will ensure that any use serves a specific, legitimate organizational purpose, and is in accordance with this Policy and any other applicable policies.

### **3.2. Maintaining Integrity and Quality**

- 3.2.1. Yayasan Plan International Indonesia will ensure the integrity and accuracy of Personal Data that it Processes, and correct and amend any Personal Data that Yayasan Plan International Indonesia learns is incorrect without delay.

### **3.3. Limits on Secondary Uses**

- 3.3.1. Once Personal Data has been collected for a specific, legitimate organizational purpose, Plan International will not further Process the Personal Data for a subsequent, incompatible purpose or purposes, except to the extent allowed by Applicable Law.

## **4. Disclosure of Personal Data**

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## 4.1. General

4.1.1. Yayasan Plan International Indonesia will only disclose Personal Data to third parties, including third-party service providers, where it has obtained informed and voluntary consent to such disclosure, or where disclosure is required or allowed by Applicable Law. The best interests and protection of a child shall always override any consent to disclosure of Personal Data relating to a child's Personal Data previously obtained by Yayasan Plan International Indonesia.

4.1.2. Yayasan Plan International Indonesia may disclose Personal Data to third-party service providers acting on Yayasan Plan International Indonesia's behalf, provided that (a) Yayasan Plan International Indonesia has made appropriate disclosures (through a public-facing Privacy Policy or otherwise prior to collection) that Personal Data may be shared with service providers generally, and (b) Yayasan Plan International Indonesia has obtained from its service providers the assurances described in clause

## 4.2. International Transfers of Personal Data

4.2.1. Before transferring Personal Data (including the Personal Data of Yayasan Plan International Indonesia Staff) to a different country, Yayasan Plan International Indonesia will put in place appropriate safeguards to ensure that the protections afforded to the Personal Data in the country of origin will not be undermined in the country to which the Personal Data is transferred.

4.2.2. When cross-border transfers are expected at the time data is collected, Yayasan Plan International Indonesia will consider the purposes of such transfer and the requirements to make such a transfer, which may include checking that appropriate contractual protections are in place; obtaining the individual's clear consent to such transfer; and/or informing the individual of the consequences of their Personal Data being transferred to a different country.

## 4.3. Third-Party Service Providers that Process Personal Data

4.3.1. Before disclosing Personal Data to a third-party service provider, Yayasan Plan International Indonesia will subject third-party service providers to appropriate controls designed to ensure that (a) the third-party service provider Processes Personal Data in accordance with this Policy and Applicable Law, and only as instructed by Yayasan Plan International Indonesia; and (b) the third-party service provider maintains reasonable administrative, technical and physical safeguards that are designed to ensure the confidentiality, integrity and security of Personal Data.

## 5. Safeguarding Personal Data and Reporting Security Incidents

### 5.1. Safeguards



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- 5.1.1. As described in the Information Security Policy, Yayasan Plan International Indonesia will implement safeguards (including the appropriate technical and organisational measures) designed to mitigate the risk of Security Incidents.
- 5.1.2. The particular safeguards applied to any type of Personal Data shall depend on a number of factors, including the available technology, the nature, scope, context and purposes of Processing, as well as the sensitivity of that Personal Data.
- 5.1.3. Yayasan Plan International Indonesia will strive to ensure that Personal Data is Processed only by authorized Yayasan Plan International Indonesia Staff or third-party service providers, and that such Processing is consistent with the roles and responsibilities assigned to such persons.
- 5.1.4. Yayasan Plan International Indonesia will retain Personal Data for only as long as necessary to carry out a specific, legitimate organizational purpose or as long as required by Applicable Law.
- 5.1.5. Yayasan Plan International Indonesia will delete or destroy Personal Data that is no longer needed for a specific, legitimate organizational purpose. In most cases, the applicable retention periods and deletion/destruction protocols are set out in a data retention policy established for the relevant Yayasan Plan International Indonesia Entity. Yayasan Plan International Indonesia Retention, Storage and Destruction of Key Documents Policy can be found here.

## 5.2. Security Incidents

- 5.2.1. All Security Incidents must be reported in line with the incident reporting procedure and to the Data Protection Officer.
- 5.2.2. Where required by Applicable Law, Yayasan Plan International Indonesia will notify the relevant supervising authority and individual(s) whose Personal Data was involved in the Security Incident.

## 6. Training and Monitoring

### 6.1. Training

- 6.1.1. Yayasan Plan International Indonesia will ensure that Yayasan Plan International Indonesia Staff receive periodic training on data protection principles, laws, and best practices, as well as the requirements of this Policy.

### 6.2. Monitoring

- 6.2.1. Yayasan Plan International Indonesia will regularly monitor compliance with this Policy.

## 7. Rights of Individuals

### 7.1. Rights of Access, Correction, Restricted Processing and Deletion

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7.1.1. Yayasan Plan International Indonesia will provide individuals with reasonable access to, or information about, Personal Data relating to them, and maintain procedures allowing for individuals to request the correction, Restriction of Processing and/or deletion of such Personal Data, where such procedures are required.

## 7.2. Right to Withdraw Consent

7.2.1. Yayasan Plan International Indonesia will provide individuals, including children and young people it works with, with information about their rights to withdraw their consent to the Processing of their Personal Data. Where applicable, withdrawal of consent does not affect the lawfulness of the Processing based on the consent before its withdrawal.

## 7.3. Complaint Resolution

7.3.1. Yayasan Plan International Indonesia will strive to resolve any complaints relating to its Processing of Personal Data promptly and fairly. Each Yayasan Plan International Indonesia Entity will designate the individual(s) to whom such complaints should be made. Yayasan Plan International Indonesia will cooperate with data protection authorities and other regulators, agencies, and tribunals involved in resolving such complaints.