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# Tender announcement

Sukarrieta, 6<sup>th</sup> February 2023

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## 1. OBJECT

The AZTI foundation announces the opening of a competitive public tender process intended to make a significant contribution to increasing and improving the learning experience for primary pupils (children 10-12 years old) in relation to healthy food and nutrition, food science and technology (how foods are made), food sustainability, food waste management at home and food wastage, using innovative, agile and gamified tools.

TITAN is a Horizon Europe project to develop transparency solutions to transform the food system.

The object of the sub-contract is part of the work for WP6 Pilots for Health, part of the TITAN project funded by the European Union (**European Union's Horizon Europe research and innovation programme under grant agreement No 101060739**).

**The object of the sub-contract is to develop a gamification solution with digital components to accompany awareness-raising measures in the TITAN project.** The aim is to create a game with challenges to make this subject fun for this age group, so that they learn and incorporate this learning in their real lives, so fostering applied knowledge that will result in a healthier lifestyle.

The proposal requested will consist of the development of a proposal for a gamification module located on a web platform to accompany the TITAN project.

## 2. DELIVERY AND COMMISSIONING

The delivery of the equipment and its commissioning will be managed within **a maximum of 28 weeks** from the date of signature of the contract.



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### 3. ECONOMIC TENDER

The maximum economic offer that will be accepted for this tender is **twenty thousand euros (20.000,00 euros)**, taxes not included.

Invoicing shall be made upon delivery of the equipment and the invoice shall be paid within 60 days of the date of issue.

### 4. ASSESSMENT CRITERIA FOR PROPOSALS

The proposals received will be assessed on the basis of the following criteria:

Economic offer	50%
Technical adjustment	30%
Improvements	15%
CSR policies	5%

### 5. PRESENTATION OF THE PROPOSALS

Bidders may submit their proposals to the attention of Tania Gonzalez at the e-mail address [tgonzalez@azti.es](mailto:tgonzalez@azti.es) and at any of the AZTI centres, from the time of publication of this announcement on the AZTI Foundation website, **until 12 noon on 27 february 2023**.

Proposals can be submitted in Spanish, English or Basque.

Tenderers may contact the following address for further **technical information**:

AZTI

Elena Santa Cruz/Patricia Rioja

Tel. 34 607 698 551/ 34 671 720 128

Mail: [esantacruz@azti.es](mailto:esantacruz@azti.es) // [prioja@azti.es](mailto:prioja@azti.es)



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## 6. AWARD

Once the offers have been received on the date indicated for their presentation, within 15 working days, the result of the tender will be published on the AZTI Foundation website.

## 7. CONDITIONS DE RECRUTEMENT

- The selected entity, during the time that the service relationship with AZTI lasts, must comply with the regulations in force on labour matters, Social Security and Health and Safety at Work, being subject, if applicable, to carry out the coordination of business activities in accordance with RD 171/2004 according to the procedure and specifications established (available at <https://www.azti.es/en/recruitment-rules/>)
- In any case, and independently of any other documentation, the selected entity must present, before the formalization of the contract, a certificate that proves that it is up to date with the fulfillment of its tax and social security obligations.
- The selected entity must present the necessary documentation to formalize the contract within a period not exceeding 20 days from the award. Or the documentation, the selected entity must follow the Internal Contracting Regulations published at [www.azti.es](http://www.azti.es)
- In addition to the technical and administrative conditions, AZTI will positively evaluate those suppliers who demonstrate that they maintain policies on Quality, Health and Safety, the Environment, Sustainable Mobility, as well as Corporate Social Responsibility.

The supplier shall include in its proposal those documents or records that allow verification of these policies (quality and environmental certificates, documentation relating to actions in matters of social responsibility, etc.)

- The equipment or machine shall comply with the requirements laid down in the applicable legislation, to be taken as a reference:
  - Royal Decree 1644/2008, of 10 October, which establishes the rules for the marketing and commissioning of machinery.
  - Royal Decree 1215/1997, of 18 July, establishing the minimum health and safety provisions for the use of work equipment by workers.



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### **MANDATORY REQUIREMENTS OF RD1644/2008**

The equipment/machine supplied must comply with the requirements set out in article 41 of the Law on Prevention of Occupational Risks and RD 1644/2008 on the approximation of the laws of the Member States on machinery. It must have the following:

- CE marking.
- EC Declaration of Conformity.
- Name and address of manufacturer
- Identification of the machine
- Provisions with which the machinery complies
- Where appropriate, notified body and EC type-examination drawn up in Spanish.
- Instruction booklet in Spanish.
- Installation
- Commissioning
- Operation
- Maintenance, etc.
- Written in Spanish

In case of receiving the equipment/machine without the appropriate documentation, the equipment will be rejected and returned, having the obligation to notify the corresponding Territorial Industry Office.

In the event of not complying with the established legal requirements, the order and the purchases made may be cancelled.

## **8. GENERAL DATA PROTECTION REGULATION**

Person in charge: Identity: FUNDACION AZTI - AZTI FUNDAZIOA - CIF: G48939508 Postal address: TXATXARRAMENDI UGARTEA Z/G SUKARRIETA (BIZKAIA) Telephone:

946574000 e-mail: [lopd@azti.es](mailto:lopd@azti.es).

“From FUNDACIÓN AZTI we treat the information you provide us with the purpose of placing your order and billing for services and maintaining commercial relations. The legal



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basis for the processing of your personal data is our legitimate interest in maintaining commercial relations and carrying out the provision of services, being strictly necessary for this purpose. The data provided will be kept as long as the commercial relationship is maintained or for the years necessary to comply with legal obligations and, once the relationship has been resolved, to the extent that liabilities may arise. The data will not be transferred to third parties except in cases where there is a legal obligation, as well as to those providers of technical and computer services and auditing. Under no circumstances will we carry out international transfers of your personal data. You have the right to obtain confirmation as to whether FUNDACION AZTI - AZTI FUNDAZIOA is processing your personal data. Therefore, you have the right to access your personal data, rectify inaccurate data or request its deletion when the data is no longer necessary, as well as to exercise your right to oppose, limit or transfer your data, under the terms provided for in the applicable data protection regulations, by writing to the above-mentioned address. You may also lodge a complaint with the competent supervisory authority”.

## 9. TECHNICAL REQUIREMENTS

The object of this tendering process is the supply of an **educational gamified experience module to be included in the web platform, about the topics of healthy nutrition and sustainable food.**

This educational gamification will be one of the parts included in the web platform of the TITAN project. This web platform will include different applications enhanced by the use of artificial intelligence (AI). The main one of these is a smart assistant or chatbot designed to teach the user about the topic of nutrition and sustainability. The assistant will be able to interact with the user in text or voice format, attracting their interest to the topics raised and responding to them with relevant information to help them make a change in their decisions about food. This chatbot will be integrated with other AI tools, such as for example the use of food recognition in images, which can be used to obtain the information consulted or as challenges presented to the user.

To ensure that the educational gamification and the AI behind it are suited to the stage of development of children in different countries and provide the right content, parents, carers and other interested parties will be consulted, as well as the children themselves in Finland, Poland, Norway and Spain, in order to co-create the best solution.

The proposed tender process centres on a gamification module to be included in the web platform. It must therefore meet a series of minimum requirements to be able to support both all the actions and activities initially envisaged in the project, and any that might be added subsequently. In turn, it must also comply with all applicable legal regulations in force in the area of data protection and cyber-security.



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The proposals submitted must describe concisely and in detail how they are going to incorporate and develop the components and requirements listed below, as well as applicable examples and cases.

### **9.1. The technical requirements to be taken into consideration are the following:**

The successful tenderer will be responsible for the complete creation of the mechanics of play and the gamification of the application, to include:

**9.1.1. Contents:** Complete creation of all the contents necessary for the application to work. These contents must be editable in at least 5 languages: - Spanish, - English, Norwegian, - Finnish and Polish, the languages of the participants in the pilot case of the project.

**9.1.2. Access management and user permissions.** Focused on children aged 10-12. With the following necessary minimum of user profiles: - Players, - Tutors, - Administrators. It must have a multi-user and multi-platform structure, with the ability to discriminate on access according to the different user profiles. Users with the role of administrator must have access to the data handled in the game to extract information for statistical purposes. The data may be accessed both by people within AZTI and outsiders, as part of projects participated in or led by AZTI.

The gamification must allow users with the role of administrator to create statistics. The whole information flow and use of the application will be audited and available to administrators. It will also offer statistical reports updated in real time and downloadable in physical formats.

The gamification tool must allow users with the role of administrators to edit content. The platform must have its own content manager to allow those in charge of AZTI's systems to take part without the supplier having to intervene.

**9.1.3. Content discrimination:** The experience must be able to allow two types of access: one open to all audiences and another restricted to school use.

The gamification is expected to offer a limited playing experience for general users with no connection to the schools where it is implemented, and a full experience for users in these schools.

#### **9.1.4. Features**

- It must be possible to incorporate the experience in a web platform accessible online to be accessed using a computer, or else consist of an application that requires the installation of software and is downloaded from Google Play and Apple Store for use on telephones and tablets.
- It must run well on old devices (e.g. iPhone 6 and later) and old operating systems (Android  $\geq 5.1$ , iOS  $\geq 11$ ), including on devices not compatible with augmented reality.



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- The experience **must not require any personal identifier** and must comply with all stipulations of the Spanish data protection act.
- It must be able to connect with external APIs to incorporate or interact with other elements developed under the TITAN project, such as the chatbot or the basic image recognition system to identify food.
- The service in general, and with it the whole network / backend infrastructure, must be operational throughout the period in which the activity takes place, and the period necessary for its full justification before the EU, as shown in the maintenance section.
- The experience must be malleable, scalable, localisable (translation) and easily updated, so that parameters can be adjusted, new features added, and deployment in other countries can be considered. This adaptation must be provided for.

#### **9.1.5. Programming**

Standard, secure languages must be used, languages that allow integration with the image recognition software and chatbot mentioned above, without depending on third-party software.

The quality of the gamification tool must be sufficient to allow it to be properly viewed using both personal computers and mobile devices.

#### **9.1.6. Framework, CRM (Customer Relationship Management) and databases**

The framework or development environment must allow aggregation, alteration or expansion of the basic features, always on the basis of existing elements already included in the scope of this tender process. The features must therefore be accessible to AZTI or third-party companies that ensure the permanence and scalability of the game. Failing this, the successful tenderer will train the AZTI team so that it can make adjustments that do not require significant modifications in coding terms.

The gamification tool must be developed using open technologies. The platform will be developed using free code that does not require payment of licence fees.

The gamification tool must allow the addition and removal of users, modification of content, new activities, changes to tests and challenges, generation of an access to reports, sending communications and so on.

#### **9.1.7. Accessibility**

Credit will be given if the gamified tool complies with the digital accessibility standards for all the web elements included in the project to comply with Royal Decree 1112/2018; it should at least comply with the WCAG web content accessibility guidelines 2.1 at level A.

**9.1.8. Maintenance:** as the project is of a specific length (4 years), a tool with minimal maintenance costs is sought, to ensure it works throughout the term of the project plus an



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additional 12 months at least. The gamification tool should require no maintenance, or as little as possible.

#### **9.1.9 Coherence of the proposal and of the gamified activities.**

- It must have an evolving narrative to accompany and make sense of the gamification in accordance with the object of the proposal, covering the following topics at least: a) healthy food and nutrition, b) food science and technology (how foods are made), c) food sustainability, d) food waste management at home and e) food wastage. Each topic must be represented in a gamification. In the event that the proposal does not envisage a continuous game experience based on a story, but the development of different games for each topics, each of these topics must involve at least 1 game and each game at least 5 challenges or tasks. There must, however, be a common thread and a unified experience running through them.
- It must be suited to the target audience (children aged 10 - 12)
- With an attractive appearance that connects with the target audience.
- Based on a system of missions and achievements (actions, challenges and tasks).
- With a scoring and ranking system that allows competition or comparing results with other players.
- It should allow the creation of a gallery of avatars in line with the general appearance of the TITAN project, and have options for personalising the avatars.
- Credit will also be given for dual use of the platform and digital resources in combination with augmented reality for collaborations in the real world, for the purpose of getting players moving and taking on challenges actively rather than just in the game.
- The TITAN project has different tools for co-creation of content. This content must be included and given a place of importance in the gamification proposal.

#### **9.1.10. Working methodology for implementation.**

- Timescale for executing the proposal and milestones in this, showing the process of configuration and start-up planned, including the following steps at least:
  - Collaboration in the co-creation phase
  - Defining user profiles (Players, Tutors, Administrators)
  - Defining and designing the gamified story and game mechanics.
  - Defining the appearance and design.
  - Developing the gamification.
  - Test phase and description of start-up.
  - Start-up and roll-out of the gamified experience on the project web platform.





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- Training for self-management and launch.

- Documentation on use must be generated.

#### **9.1.11. Innovation**

**- Updating content, improvements and change to the platform.**

Credit will be given if the company has a working methodology in place that allows fluid progress in the provision of the services required in these specifications, and if this methodology is clearly explained in its tender.

**- Enhancing the user experience.**

Credit will be given if the tool includes a methodology for improving usability and enhancing the user experience of the gamification tool, and that this methodology is clearly explained in its tender.

#### **9.1.12. Assessment and monitoring and recording system.**

##### **Security**

- The means used to ensure the security and integrity of data must be designed and explained. They must include the following at least, in the case that they are applicable: Logical and physical security of the systems involved.
- Management and rules for application to the firewall systems of the installation.
- Security to prevent deletion or corruption of data. Tasks must be identified and recommended to guarantee the integrity of information.

##### **Resources for the procurement.**

The company commissioned to supply the object of these specifications must prove it has adequate methodological and technical capacity to fulfil the contract. As part of this fulfilment, the proposal must include the following information:

- How the different needs of the project are to be met (meeting the requirements).



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- What modifications and personalisations are to be made to provide for the needs described in the section on general features.
- Description of the methodology for planning and executing jobs, showing milestones, deliverables (submission of reports, documentation, software), resources necessary, etc.
- What mechanisms are to be used to run and monitor the project.
- Description of the user training plan.

It must include a specific section on the options for dealing with incidents once it has been started up.

### **Documentation and deliverables required**

As the different phases of the project take place, a series of documents must be submitted (in Spanish) to allow performance assessment. These must include at least the following:

- a. Game Design Document (GDD) including the design of the story, game mechanics and concept art.
- b. Requirements for configuring the web platform to incorporate the gamification.
- c. Data and pseudocode of the application.
- d. Progress reports on the different phases of the project.
- e. User manuals.

These documents must be approved by AZTI before being considered final.

#### **9.1.13. Technical development team**

The company will appoint a person responsible for managing the proposal with proven experience in working in gamification and project management.

They will have a sufficient technical team of people to execute the proposal submitted, specifying: name, qualification, position in the company and role in the project.



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## 10. IMPROVEMENTS

Credit will be given for the proposals submitted to include improvements from the following list. Proposals including any of these improvements must describe them in detail, suitable for this project.

### 10.1. Improvement in the number of games per block.

Credit will be given for increasing the number of games in each of the 5 blocks proposed.

### 10.2. Increase in the number of challenges per game.

Credit will be given for an increase in the number of challenges per game.

### 10.3. Enhancing the user experience.

Credit will be given if the gamification has the capacity to host a repository of materials generated in the TITAN project in co-creation sessions.

### 10.4. Proposed quality plan.

Credit will be given if the company offers a system for monitoring and quality control specific to the project and applicable throughout it, listing milestones and points, as well as the indicators and products associated with this.

#### e. Improved accessibility.

Credit will be given if the platform part of the gamified tool complies with the digital accessibility standards for all web elements included in the project to comply with Royal Decree 1112/2018; it should at least comply with the WCAG web content accessibility guidelines 2.1 at level AA.

## 11. CSR POLICY or SOCIAL PROJECTS

CSR policies or social projects are taken to mean the guidelines, standards or actions to which the company adheres. These include, among others, employee welfare policies, equality policies, quality policies, industrial and occupational risk policies, environmental policies, financial policies, legality and compliance policies, sustainability policies, diversity policies, human rights policies and the execution of actions or projects in any of these areas.



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