



**VOLUNTARY ORGANISATION
FOR CHILDREN**
www.hamogelo.gr
e-mail: info@hamogelo.gr

Request for Offers

Athens, 11 July 2011

Subject: Request for Offer (RFO) submitted to the Organization “The Smile of the Child” for the Creation of an Educational Tool addressing Bullying Phenomena within the frames of the Europe’s Antibullying Campaign Project (E-ABC), funded by the European Commission through the Daphne III Programme.

You are invited to review and respond to this Request for Best Offer (RFO). In submitting your RFO, you must comply with the instructions found herein.

The services required are delineated below.

Please read the enclosed document carefully.

The deadline for the submission is the 26th of July

Please send us your response by regular mail, courier, e-mail or facsimile, along with 2 copies, clearly labelled to:

**The Smile of the Child
Nicos Andreopoulos**

1, Sp. Loui, GR- 15124, Maroussi
Telephone: 0030 210 7609550,
Fax Number: 0030 210 7609554,
Email address: projects@hamogelo.gr

Any questions regarding this RFO should be directed to the contact named above.

Please note that applicants are solely responsible to ensure that their response and offer arrives prior to or on the due date the close of the business day (17:00).

Marousi: 10 Zinonos Eleatou str, 15124 Tel: +30-210-3306140 Fax: +30-210-3843038 E-shop: 16 Stournari str, 10683 - Tel: +30-211-7801430 Fax: +30-211-7700141 Moshato: 15 Drosini str, 18344 Tel: +30-210-4256040 Fax: +30-210-4256079 Peristeri: Tempon, Dimitrakali & 4 Dragoumi str, 12137 Tel: +30-210-5785820 Fax: +30-210-5785450 Kareas: 2 Dafni str, & Ioanni Kareas av, 16233 Tel: +30-210-7609553 Fax: +30-210-2107661240 Maroussi: 25 Panos str, 15124 Tel: +30-210-8026021 Fax: +30-210-8026453 Melissia: Terma Vitsiou & Strathgou Papagou str, 15127 Tel: 210 8040918 Fax: +30-210-8047459 Voluntary Creative Workshop: 3 Ionos Dragoumi & Dimitressa str, Ilissia, 11528 Tel: +30-211-7709980 Fax: +30-210-6420255 Thessaloniki: 3 Papakyriazi str, Analipsi, 54645 Tel: +30-2310-250160 Fax: +30-2310-270306 Finikas thessaloniki: Ethnikis antistaseos & Thiseos str, Kalamaria, 55134 Tel: +30-2310-383141 Fax: +30-2310-383143 Pyrgos Hlias (Daily Care): 3 Arahovis str, 27100 Tel: +30-26210-81040 Fax: +30-26210-24080 Killini Hlias: 27068 Tel: +30-26230-93933 Fax: +30-26230-92335 Corfu: Xamili Magoulades, 49081 Tel: +30-26630-51755 Fax: +30-26630-52182 Patra: 83 Othonos Amalias str, 26221 Tel: +30-2610-332499 Fax: +30-2610-332699 Ancient Korinthos: Thesi Theatro, 20007 Tel: +30-27410-32628 Fax: +30-27410-32626 Halkida: 65 Avanton str, 34100 Tel: +30-22210-79788 Fax: +30-22210-79198 Halkida (Daily Care): Mytikas Dimos Ilantion, 34100 Tel: +30-22210-50199 Tripoli: 22 El.Venizelou str, 22100 Tel: +30-2710-234154 Fax: +30-2710-234155 Supporting Center for families & children: 2 Gliati & Stadiou str, Maroussi, 15126 Tel: +30-210-6095844 Fax: +30-210-609564 Center of social Support & Counseling For Seriously Disease Children: 27 Korinthias str, Ampelokipoi, 11526 Tel: +30-210-7483655 & +30-2107484010 Fax: +30-210-7483654 Supporting Center for families & children: Saint Eleni & Plithonos Gemistou str, Palatiani, 13121 Tel: +30-210-5781060 & +30-211-8004019 Southeastern European Centre for Missing and Exploited Children: 1, Spirou Loui, 15124 Tel: +30-210-7609550 Fax: +30-210-7609554 Supporting Center for families & children in Ilion: 2 Nafliou & Ahaia, Ilion, 13121, Tel: +30-210-5747714 Supporting Center for families & children in Korinthos: Thesi Pyrgos, Korinthos, 21400, Tel: +30-27410-29990

THE NATIONAL HELPLINE FOR CHILDREN: 1056, e-mail: sos1056@hamogelo.gr

GENERAL INFORMATION

A. Background and Purpose

The goal of this project is to create a unified response in identifying and dealing with bullying in all its situational forms and by providing a European platform for children, parents, teachers and the general public to learn about the issue. Ultimately, the public in the 6 participant countries will know where to go for information on bullying and that credible and reliable help is available in their native language by both telephone and internet.

While many member states have various forums that deal with bullying, the aim of this project is to create a national focal point in each partner state- a one-stop site for bullying for the public, for parents, for teachers and most importantly for children. In this way the project will give children a safe forum in which to learn more about bullying, speak confidentially to professionals on the issue of bullying, where it occurs, how to deal with it and through online applications learn how to protect themselves from bullying.

The first tool will be a site that will include online applications and information to children, parents and teachers. The site will be available in the languages of the applicant and partners and there will be links from each partners' website to the bullying site and from the bullying site to each partners' website. **The second tool will be an Educational Interactive Tool with various scenarios and outcomes that will be used as a teaching tool in schools and to encourage discussions with children on the issue.** The third tool will be a public awareness raising campaign that will include television, radio and print advertisements to raise public awareness and to promote the number to call for bullying and the site that will already be running. Public announcement advertisements are broadcast free of charge by many television stations in the applicant and partner countries. The campaign will let people know that there are professionals in their country that can help them with the issue and that help is only a phone call or click away. Cultural disparities and cultural norms will be taken into account when creating each tool.

The present Request for Offers refers to the second **Educational Interactive Tool**

B. Key Dates

It is recognized that time is of the essence.

All interested parties submitting proposals are advised of the following timetable which must be adhered to strictly and without exception:

Start Date: 1/8/2012

Delivery time: 30/11/12

C. Educational Interactive Tool Requirements - Scope & Description

Creation of an interactive platform on the web that will be hosted on the main website of the Project www.antibullying.eu dedicated to bullying. It will be available in English as well in the 6 languages of the partners of the project and a special attention will be given to its multicultural dimension, so that any user from any of these different countries may have access to its content, both rationally and emotionally.

The educational tool that will be conceived and created will be composed by two different but complementary units:

- An interactive platform for adolescents
- An educational guide for teachers and parents

INTERACTIVE PLATFORM

This educational tool could be used as a teaching tool in schools to encourage discussions with children on the issue, but it may also stand alone to be used by children themselves at home or with the participation of their parents. The tool will mainly address adolescents across countries. Translated first in the 7 languages of the project, but with the possibility to further exploit it in different languages, it has to use a content, form and visual approach that will be close to the universe of any adolescent living in Europe.

The content will be a video with various scenarios by using a non-linear interactive narrative approach. We wish to enhance the symbiosis of a video format with the Internet in a project that implements the inherent possibilities of the Net in interactive and participatory forms.

The cross-media platform will provide the adolescent users with 3 stories of bullying that take place in a high school, inside and outside class. Those 3 stories will put in act 3 possible bullying scenes according to the most frequent forms of bullying we find in schools. So for example, there will be a scene of verbal bullying, of physical bullying and of cyber-bullying. Those 3 scenes will be seen through the eyes of 3 major “players” we may find in such occasions: the bully boy, the victim and the observer. Children will be given the opportunity to choose one of these three characters that will guide them through the scene. It will allow them to emotionally and rationally identify with the different aspects of this character, interact with the scene that is taking place on screen and eventually draw their own conclusions. Each time the user chooses to follow in the narrative process one of the three characters, he will have access to a slightly different version of the event (with different subjective emotional and visual points of views).

Each story must be interrupted in 2 different critical moments of its development, so as to give the chance to the user to interact with the given material and to determine the evolution of the story. According to his/her answer to the question he/she will be asked in those moments, the user will be directed to a different version of the story. For example, when we ask the observer-user how he would react when the bully boy starts kicking the

victim boy, if he answers he will try to stop this event, he will be directed to a short scene where the observer in the video tries to separate the two others. In a similar way, when he is asked what he could do to prevent this situation in the first place, he could be directed to various options we give him (talk to the teacher, socialize with the victim, so as to disconnect him from his emotional and social isolation, etc...)

The educational aspect of this cross-media project becomes clear through this possibility of identifying to different “characters” of a bullying scene and therefore to understand how it works and how it could be prevented. The educational manual, that is being described further down, gives the possibility to further discuss and understand various forms and aspects of bullying, allowing adolescent users to access a window for personal expression and prevention. This manual will be created by the Scientific Team of the Project following the Educational Tool development.

The interactivity must be further encouraged by allowing the user to comment the 3 scenes from the different points of views of the 3 characters. This participatory approach psychologically enables the user to deepen his understanding of this phenomenon, by identifying to the characters and potentially expressing his own experiences of being involved in such situations. By providing the cyber-space for expression, we create the psychological space to express and elaborate any kind of similar experience. This is the first step we take in counseling, so if it is already achieved in an entertaining way in class, then we are a step ahead in prevention with the adolescents that use this platform.

In order to facilitate the intercultural versatility of this project we intend to use a creative way of having the characters in the stories express themselves that will allow other European partners to easily translate the content and upload it as subtitles in the corresponding space with a plug-in. The online cross-media platform will include streaming videos with non-linear story-telling as well as interactive elements. It may be used in a computer class, where small groups of students can interact among themselves and discover the stories with the help of the teacher. But it must also be available as an offline application (downloaded on the website) so as to be used in a class without internet, for example by projecting it on a wall...

EDUCATIONAL GUIDE

This complementary tool will be available on the web platform. It could be easily downloaded by teachers who wish to take the above cross-media tool a step further. Its purpose is to provide teachers with the necessary information to create a free, confidential space in class where bullying can be approached in depth but harmlessly by students.

The guide will include information on how to best use the cross-media platform in class, according to the various aspects of bullying, the negative impact it has on children, the psychosocial issues related to this phenomenon. For example, it will describe more in depth the various forms of bullying, the different players involved in a bullying scene, their profiles,

behaviors, as well as possible solutions to avoid such unpleasant events. Therefore, this guide, used by the teacher, will facilitate and encourage constructive discussions among children in class. In this way, it will empower the above cross-media interactive, “entertaining” educational tool.

TIMETABLE

Pre-development of web platform	June-September 2012
Video Production (shooting, editing)	September- October 2012
Development of web platform	October-November 2012
Delivery	December 2012

BUDGET

The total budget can non exceed the amount 15 000 Euros, including VAT

D. Scope Of Work--Cost Worksheet

The project is funded by the European Commission through the Daphne Programmes.

Award of a contract resulting from this RFO will be based on a “best value” method.

Please note that only the proposal that is finally selected will be contacted.

For the Smile of the Child

C. Giannopoulos

Chairman of the Board