INVITATION TO TENDER FOR THE DEVELOPMENT OF
A FACEBOOK GAME TO RAISE AWARENESS ABOUT THE FAKE NEWS ISSUE

To be supplied to the NATO Strategic Communications Centre of Excellence (NATO StratCom COE)

<table>
<thead>
<tr>
<th>Revision</th>
<th>Version 1</th>
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<tbody>
<tr>
<td>Release Date</td>
<td>20 SEP 2017</td>
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<tr>
<td>Issuer</td>
<td>Ms Nika Aleksejeva</td>
</tr>
<tr>
<td>Suppliers Response date</td>
<td>16 OCT 2017 submitted via e-mail <a href="mailto:fakenewsgametender@stratcomcoe.org">fakenewsgametender@stratcomcoe.org</a> by 10:00hrs (Eastern European Time zone: UTC +02:00).</td>
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Invitation to Tender for the Development of a Facebook Game to Raise Awareness about Fake News Issue

You are kindly invited to submit a tender to develop a Facebook game that raises awareness about Fake News issue.

By participating in this tender you are indicating your acceptance to be bound by the guidelines set out in this letter. We provide below the key details of the NATO StratCom COE requirements, which you should take into account in your response. Please acknowledge via e-mail safe receipt of this letter within two working days together with your confirmation of your intention to tender.

To simplify exchange of information regarding this invitation to Tender (ITT) please nominate a Bid Manager and relevant contact phone and e-mail address.

Please direct any questions regarding the ITT content or process to the NATO StratCom COE Public Relations Officer, Ms Linda Curika. You should not contact other NATO StratCom COE personnel unless directed to do so by the NATO StratCom COE representative. The NATO StratCom COE reserves the right to disqualify and reject proposals from suppliers who do not comply with these guidelines. All questions should be submitted in writing to the e-mail: linda.curika@stratcomcoe.org.

As part of this tender process the NATO StratCom COE makes no obligations in any way to:
   (i) pay any supplier for and ITT response; or
   (ii) award the contract with the lowest price proposal or any bidder; or
   (iii) accept any ITT information received from suppliers; or
   (iv) include suppliers responding to this ITT, in any future invitations; or
   (v) any other commitment to suppliers whatsoever.

Looking forward receiving your response.

Yours Sincerely,
Ms Linda Curika
Public Relations, Framework Nation Support Branch
E-mail address: linda.curika@stratcomcoe.org
Whilst care and attention has been exercised in the preparation of this document, it remains subject to contract and all warranties whether express or implied by statute, law or otherwise are hereby disclaimed and excluded.

These limitations are not intended to restrict continues business discussions between the NATO StratCom COE and suppliers.

Any proposal received by the NATO StratCom COE is subject to contract with the NATO StratCom COE.

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1. **Introduction and Overview**
   a. **NATO StratCom COE Background**

   The NATO StratCom COE, based in Riga, Latvia, contributes to the improved strategic
   communications capabilities within the Alliance and Allied nations. The NATO StratCom
   COE designs programmes to advance StratCom doctrine development and harmonisation,
   conducts research and experimentation to find practical solutions to existing challenges,
   identifies lessons from applied StratCom during operations, and enhances training and
   education efforts and interoperability.

2. **Requirements**
   a. **Overall requirement**

   A Facebook game that requires a player to choose between true and fake articles. The
   game should include progress, competition and learning aspects. The chosen game
   mechanics should retain players. The game should include features that allow organic
   growth of a player base.

   The content of the game will be maintained and updated by NATO StratCom COE. A
   content management system and flexible game analytics system should be developed
   and deployed alongside the game itself.

   b. **Feature requirements**

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<tr>
<th>No</th>
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<th>Requirements</th>
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<tr>
<td>1.</td>
<td>Game mechanic</td>
<td>- The main task for a player should be telling true and fake news articles apart</td>
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<td>- Real articles that have been published on real online media should be used</td>
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<td>- The chosen game mechanic must have progress, competition and learning aspect</td>
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<td>- The chosen game mechanic should engage a player and make him/her to return and continue playing the game</td>
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<td>2.</td>
<td>Game client platform</td>
<td>- The game should run on Facebook platform on Windows / Mac Operating Systems</td>
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<td>3.</td>
<td>Server technologies and minimum</td>
<td>- The preferred server technology is PHP + MySQL</td>
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<tr>
<td></td>
<td>requirements</td>
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The server will need to host:
- admin panel to input a news article / debunked article links with further data crawling / downloading (to be served in-game for players). The list of news providers will be specified later
  - REST API to handle game client requests
  - player progress storage
  - players’ historical data
  - global and personalized leaderboard generation

4. Content management system

- Ability to add news articles by inserting links from specific domains. The system should automatically extract headline, text and multimedia content
- A content manager should be able to assign article to be true or fake and its complexity level. If an article is “easy” it should be offered to new players first
- If an article is fake, the content manager should be able to add debunking article and tips on how to spot a fake article

5. Analytics

- Player’s public demographic data
- Player’s game performance data
- Provide key game metrics on a dashboard
- Download all game players’ data in .csv format

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| c. Data security and privacy requirements: |
| Server technologies and minimum requirements | - Admin section should be controlled by ACL so that only predefined sources are allowed to access it  
- Technology used should be in compliance with The Open Web Application Security Project (OWASP).  
- Delivered project must be secured from OWASP Top Ten Vulnerability List.  
- Benchmark data requirements should be defined for backend infrastructure - concurrent connections, approx. requests per second, etc.  
- Data transferred using REST API, needs to be protected with encryption layer – SSL.  
- Authentication data should be stored in a secure way – well-designed key stretching algorithms such as PBKDF2, bcrypt, and scrypt should be used |

### d. Deliverables:

- Facebook game with content management system and analytics;  
- Source code must be available for review on delivery;  
- The documentation of game development process;  
- After the game is developed, a six-month support and system maintenance service will be requested.

### 3. Timetable

| General | }
**Confirmation of receipt of this document**

Email confirmation: by 23:59hrs (Eastern European Time zone: UTC +02:00) 22 SEP 2017 for those suppliers who had made a previous expression of interest. New suppliers should email their intent to tender at the earliest opportunity.

<table>
<thead>
<tr>
<th>Delivery time for submission</th>
<th>10:00hrs (Eastern European Time zone: UTC +02:00) on 16 OCT 2017</th>
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<tr>
<td>First prototype implementation date</td>
<td>By 17 NOV 2017</td>
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<tr>
<td>Evaluation of the first prototype by the NATO StratCom COE</td>
<td>By 1 DEC 2017</td>
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<tr>
<td>Delivery of the contract subject</td>
<td>By 1 MAR 2018</td>
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<tr>
<td>Questions</td>
<td>Questions arising from this document should be given to Ms Linda Curika</td>
</tr>
<tr>
<td>Full contact details</td>
<td>Ms Linda Curika, <a href="mailto:linda.curika@stratcomcoe.org">linda.curika@stratcomcoe.org</a>, +371 265 3953</td>
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### 4. Respondent Instructions

This section provides detailed instructions to be followed in responding to this ITT. Included are Response Guidelines and the NATO StratCom COE Contact Information.

#### a. Response Guidelines

You will be required to submit a written proposal that complies with the indicated requirements. The proposal should be submitted on company’s official template in PDF format electronically.

Please deliver the electronic copy to: fakenewsgametender@stratcomcoe.org at 10:00hrs (Eastern European Time zone: UTC +02:00) on 16 OCT 2017.

In order to replicate the facilities of sealed bid process without the need to use the postal service, the NATO StratCom COE wishes to receive all submissions electronically and at the same time. Microsoft outlook and similar e-mail management software’s provides for timed delivery of e-mails. This removes challenges faced by different time zones. Instructions, should this method be required, are available at:

https://support.office.com/en-gb/article/Delay-or-schedule-sending-email-messages-026af69f-c287-490a-a72f-6c65793744ba

The NATO StratCom COE will disregard any response submitted after the timetable deadline.
Bidders are expected to supply all required information, or clearly state the reasons for being unable to do so.

Any assumptions used in preparing responses should be clearly stated. Any appropriate supporting documents e.g.: brochures, demo videos, presentations, should be included.

Questions relating to clarification of the ITT will only be accepted in writing to NATO StratCom COE representative. Likewise, all responses from the Centre will be written and may also be made available to other suppliers (subject to confidentiality). In the event that any answer materially affects the ITT specification, an amendment of the original requirements will be escalated to all suppliers. The NATO StratCom COE will attempt to answer any questions within one working day of receipt of that request; otherwise it will respond within that timescale notifying you of the estimated time to obtain the information.

The NATO StratCom COE reserves the right to modify the provisions of this ITT at any time prior to the scheduled date for written responses. Additional scope and requirements can be added. Notification of such changes will be provided to all suppliers.

Should you wish to propose a deviation from the specification please ensure that you clearly identify and highlight where appropriate in your response.

All information supplied in this tender to date, any further information supplied during the tender process will remain confidential and available only to the Contract Award Committee members.

5. Tender Assessments Evaluation Criteria and Process

A set of evaluation criteria has been prepared by the NATO StratCom COE for the evaluation of every Submission. Within each stage an initial evaluation will consider whether or not every instruction and requirement contained within the ITT has been fulfilled. The evaluation criteria will be based upon some or all of the following aspects of the Bidders’ proposals (not in order of significance):

a) Commercial:
   a. Competitive price;
   b. Price clarity;
   c. Management information provision;
   d. Contractual compliance.

b) Service Capability:
   a. Service delivery experience;
   b. Service delivery models;
   c. Quality;
   d. Compliance between products (Event management system, Event Mobile Application, Social Media Wall);
e. Previous experience in cooperation with NATO and NATO military bodies.

c) Level of Compliance with ITT:
   a. Understanding of all parts of the ITT;
   b. Proposal/ bids provided are in accordance with the instructions;
   c. Adherence to the timescales to send back responses.

d) Technical Detail:
   Collection of evidence of the necessary IT and date security requirements.

You are reminded that through the process the NATO StratCom COE will continually assess all contact with the bidders’ organizations including compliance to the process, presentation. The NATO StratCom COE reserves the rights at its sole discretion to disqualify without further consideration any submission that does not satisfy this basic requirement.

6. Briefing for Unsuccessful Participants

The NATO StratCom COE intends to offer feedback to every Bidder submitting an unsuccessful proposal. The NATO StratCom COE reserves the right to control the format and content of any such briefing, and to limit it in any way believed by the NATO StratCom COE to be appropriate (which includes, in exceptional circumstances, the right to refuse a briefing without giving any reasons for doing so).

7. Contract Details

Contractual and payment details will be subject to negotiation with the selected supplier. The contractor will be required to sign a confidentiality agreement with the NATO StratCom COE.