CROIX-ROUGE FRANÇAISE

Terms of Reference

PRINTING AND MANUFACTURING OF THE "RISK PÉYI MATINIK" BOARD GAME

Project « Fok Nou Paré » : Tous préparés face aux risques naturels"

Martinique

Planned mission period: 23 November 2026 to 18 Décembre 2026

PF278_ABY_ABY_2026_0164

Purpose of the mission	• Printing, production, and delivery of the standard version of the “Risk Péyi Matinik” board game for raising awareness about natural hazards.
Location of the assignment	• Production at the service provider’s facility; delivery to Martinique (Le Lamentin, 97232).
Project Manager	• Project Manager, Fok Nou Paré
Desired start date	11/30/2026
Desired end date	12/28/2026
Assignment Duration	4 weeks

1. LA PIRAC

Founded in 2005, the Regional Intervention Platform for the Americas and the Caribbean (PIRAC) is the French Red Cross's (CRF) representative delegation for the Caribbean region, based in Guadeloupe, as well as its operational arm for humanitarian action and regional cooperation. PIRAC provides assistance to Caribbean communities in the event of disasters and works to develop initiatives that strengthen the resilience of communities in French territories as well as in the countries of the Caribbean arc and the Guiana Shield.

Since 2019, PIRAC has been developing tools to raise awareness about natural hazards and appropriate behaviors in order to strengthen a culture of risk awareness in the French Antilles. Since early 2026, the "Fok Nou Paré" project, funded by "Direction de l'Environnement, de l'Aménagement et du Logement" (DEAL) in Martinique, aims to foster a culture of risk awareness among the people of Martinique so that they are better prepared to respond to natural risks and climate change by promoting appropriate behaviors through fun and participatory educational approaches.

The board game "Risk Péyi Matinik" was designed as part of this initiative, based on an adaptation to the Martinican context of tools developed in Guadeloupe as part of the "Paré pa Paré" program. It addresses the territory's natural hazards—earthquakes, tsunamis, hurricanes, floods, landslides, volcanic eruptions, lahars, and climate change—as well as the actions to take before, during, and after a disaster. It is intended for the general public and is particularly suitable for children ages 7 and up, for use at awareness booths, educational activities, and public events organized by PIRAC and its partners in Martinique.

This board game includes a game board depicting a map of Martinique with pictograms representing natural hazards, as well as a set of question-and-answer cards, game pieces, and two dice. The objective of the game is to be the first to reach the "Finish" square by correctly answering as many questions as possible.

- **General Objective**

This request for proposals pertains exclusively to the printing, manufacturing, packaging, and delivery of the "Risk Péyi Matinik" game. The graphic design and educational design of the materials are not included in the scope of work: the finalized print files (high-definition PDF, 300 dpi, with source files) are available and will be provided to the selected contractor.

The service provider may not make any changes to the provided files without the prior written consent of the French Red Cross, with the exception of technical adjustments strictly necessary for printing (bleed, color profiles, imposition), which must be reported and approved.

- **Specific Objectives**

As part of the service, the contractor will be asked to design an educational board game titled “Risk Péyi Matinik,” based on the following elements:

Component	Expected Characteristics	Qty / unit
Game box	Dimensions: 280 × 280 × 60 mm, rigid cardboard, full-color printing, laminated finish	1
Game board	Size 535 × 535 mm, folds into four sections, laminated rigid cardboard, full-color printing	1
Game cards	Size 88 × 64 mm, full-color on both sides, rigid cardboard (weight to be specified), rounded corners, laminated finish	114
Card storage box	Fits the card size, made of rigid cardboard	1
Rulebook	A5 size, 3-panel, laminated	1
Dice	6-sided dice, standard size	2
Game pieces	Wooden game pieces, 6 different colors	6
Hourglass	30-second hourglass	1
Storage bag	Storage bag for game pieces	1

The service provider is asked to provide, for informational purposes only and without any obligation on the part of the French Red Cross, the price per batch for 50 copies of the standard version.

- **Technical Considerations**

- Printing based on files provided by the French Red Cross, with a minimum resolution of 300 dpi, in strict compliance with the project’s formats, colors, and visual identity.

- Submission of a ready for print (ROP) along with the digital prototype.
- Materials and finishes that ensure safe and repeated handling in event settings, including by young audiences.
- Preservation of the integrity of the logos of the French Red Cross, PIRAC, and the institutional and technical partners featured on the materials.
- Packaging of the copies to ensure they can be stored and transported to Martinique under optimal conditions.

- **Implementation timeline**

The objective of the project is to deliver the final deliverables by December 28, 2026.
To this end, a timeframe of 4 weeks is allocated for the entire project.

The schedule for delivering the deliverables may be revised based on the stages of development of the tools to be created by the service provider.

Delivrables	**Details**	**Estimated dates**
Inception report	File verification/preparation: file transfer Scoping meeting	1 to 3 days
Digital prototype	Ready for print / digital prototype	7 to 10 days
Board game and accessories	Printing	5 days
Board game and accessories	Cutting / creasing / finishing	5 days
	Assembly and packaging	5 days
Board game and accessories	Delivery (including air shipping time)	10 days

The service provider is invited to propose, based on this timeline, any changes it deems necessary for the smooth execution of the project. A detailed timeline outlining the delivery dates for the various deliverables is required. It will be discussed and approved during the kickoff meeting at the start of the project.

- **Organization of the mission**

The project manager will be the main point of contact for this project. The DRR Programme Co-ordinator will be involved in the process of approving the final deliverables.

A scoping meeting will be organised between PIRAC and the contractor at the start of the assignment to confirm the details and timetable for the expected deliverables. This meeting may take place remotely or in person.

Regular exchanges between the contractor and PIRAC will enable the general content of the work to be validated on an ongoing basis. Preliminary versions of each deliverable will be submitted to PIRAC for comments and suggestions, which must be incorporated into the final versions of each deliverable. The time required for validation must be included in the timetable for review prior to the submission of the final version.

The tools, guides, visual designs, and any other materials produced during the course of this project shall be the property of the French Red Cross and may not be distributed by the contractor without the prior consent of the French Red Cross.

- **Budget**

The total estimated cost for this project is proposed by the contractor. It includes the costs associated with printing, manufacturing, packaging, and delivery of the finished game.

- **Consultant profile**

Below are the skills and experience expected of the service provider:

- A printer or manufacturer with proven experience in printing games, boxes, and cardboard products.
- Ability to produce all components, either directly or through subcontractors identified and listed in the proposal.
- Expertise in large-format printing on vinyl and associated finishing processes.
- Ability to deliver to Martinique within the specified deadlines.
- Experience collaborating with associations, local governments, or charitable organizations is appreciated.

- **Offer and submission deadline**

The deadline for submitting proposals is November 20, 2026, inclusive

Each service provider must submit a proposal by this date, including:

- A technical proposal outlining the proposed methodology for carrying out the service, the implementation phases, the planned organization, and the projected timeline for delivering the deliverables in accordance with the phases described in the Terms of Reference (TOR), as well as a schedule for the delivery of the expected deliverables.
- A description of the contractor's experience or prior work on similar projects involving the design of educational tools.
- A detailed cost estimate clearly specifying the costs of carrying out the assignment described above, including air freight charges and customs duties.

The contractor may attach to its application a list of similar past projects that highlight its expertise.

Reference documents will be provided only to the selected contractor following the selection phase. The purpose of making these documents available is to enable the contractor to draw on existing materials to facilitate the analysis, adaptation, and structuring of the expected content.

In particular, these documents will enable the selected service provider to better understand:

- the level of detail expected
- the type of content and messages to be conveyed
- the preferred pedagogical approach

They should therefore be used as a working document to guide the design of new tools, while ensuring that they are adapted to the Martinique context.

A response will be sent to applicants on November 25, 2026.

Proposals must be submitted by email, with the referencePF278_ABY_ABY_2026_0164, by November 20 , 2026, to:

Recipient:

- severine.couchy@croix-rouge.fr

CC:

- cedric.jeannot@croix-rouge.fr
- stephanie.rene@croix-rouge.fr

ATTACHMENTS

The following documents may be shared with the selected service provider:

- Low-resolution images of the board game, cards, box, and rulebook.
- High-resolution print files (300 dpi) and source files, to be sent to the selected service provider.
- Graphic guidelines for the “Fok Nou Paré” project and partner logos.