



SAFE SAVVY KIDS INITIATIVE

Empowers Nunavut Youth to Make Safer Choices



Request for Proposal (RFP)

Development of an Visual Identity, Website and Mobile Application

ISSUE DATE: FEBRUARY 10, 2025
CLOSING DATE: FEBRUARY 25, 2025



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1. Introduction

SSKI is committed to children harm reduction by providing mentor scholarships, education, and tailor workshops to children 18 and under.

The Safe Savvy Kids Initiative (SSKI) is seeking proposals from qualified service providers to develop a fully automated and user-friendly platform that integrates the following within a Nunavut-context:

- Mentor matching and automation
- Automated marketing campaigns
- Automated ad creation
- Automated video content generation

SSKI seeks a platform that will enhance youth mentorship, personal safety education, and harm reduction training for children in Nunavut. The system must be designed to align with Inuit Qaujimagatuqangit (IQ) principles, ensuring cultural relevance and accessibility.

Pilimmaksarniq is a key IQ principle, representing the development of skills and mastery through effort, practice, and perseverance. Building on this principle, **Pilimmaksarniq Power** refers to the transformative strength gained through applying learned skills to create positive change.

In the context of the SSKI has developed the term “Pilimmaksarniq Power” which embraces the following skills:

- Facing Bullying with Confidence
- Turning to A Trusted Adult
- Being a Positive Role Model
- Using Safety Signals Daily

In its education collaboration with Kidpower, “Pilimmaksarniq Power” empowers youth to take charge of their personal safety, fostering the confidence and skills needed to navigate the world and support their communities, all while honoring Inuit traditions and values.



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2. Background

Nunavut has the highest suicide rate in Canada, with rates 10 times the national average, disproportionately affecting Inuit youth. The Safe Savvy Kids Initiative (SSKI) is guided by Pilimmaksarniq to help provide Nunavut youth of all ages with safety skills.

Safe Savvy Kids Initiative promotes harm reduction and personal safety through mentorship education and interactive workshops. The digital expansion will ensure access to learning, live mentorship, and interactive content in Inuktitut, Inuinnaqtun, English, and French.

To strengthen its impact, SSKI has partnered with Kidpower, a globally recognized leader in personal safety education. Through Kidpower's methodology and collaboration, mentors receive 8 hours of live and in-person training before leading personalized workshop sessions for children across participating Nunavut communities.

Each session is structured around 8 core personal safety skills, including:

- **Boundary setting** – Learning how to recognize and respond to unsafe situations.
- **Emotional regulation** – Managing stress, fear, and peer pressure.
- **Assertive communication** – Speaking up confidently and seeking help when needed.
- **Risk awareness** – Identifying potential dangers in everyday situations.
- **Safe social interactions** – Engaging positively with peers and adults.
- **Online safety** – Understanding digital risks and protecting personal information.
- **Emergency response** – Knowing what to do in crisis situations.
- **Self-empowerment** – Developing inner strength and resilience.

Expanding Support Networks & Resources

The initiative is also fostering growing mentorship networks by connecting students with trained local mentors, educators, and mental health advocates who provide ongoing support beyond the classroom.

To support student well-being, the program includes:

- **School meals** – Ensuring children have access to nutritious food during workshops.
- **Student Success Kits** – Free kits with school supplies, safety tools, and program literature.
- **Age-appropriate literature** – Books and resources focused on personal safety and empowerment.
- **Ongoing education & support** – Continuous access to learning modules, community events, and mentorship check-ins.



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3. Visual Identity & Collaboration

To ensure a strong visual presence and foster trust, the platform must incorporate elements that authentically represent the diverse cultural landscape of Nunavut. This includes:

Inuit-Inspired Design: The color palettes, motifs, and visual elements should draw inspiration from Arctic and Inuit traditions, featuring colors and patterns that resonate with the land, sky, and wildlife.

Language Integration: Recognizing the multiling nature of the regions, the platform should seamlessly integrate Inuktitut, Inuinnaqtun, English and French.

Harm Reduction Messaging for Youth: The platform's visuals should also resonate with the core message of the Safe Savvy Kids Initiative – to promote harm reduction. Engaging, child-friendly imagery and illustrations can reinforce the initiative's message of personal safety and empowerment for young people.

Intuitive Layouts for All Users: The platform's design must be intuitive and easy to navigate for a wide audience, including both youth and adults. It should feature simple, straightforward layouts optimized for mobile devices and desktops, ensuring it is accessible to the varying literacy levels within the Nunavut community.

Engaging Multimedia & Culturally Relevant Content: Beyond static images, the platform should incorporate multimedia elements that are culturally relevant, such as videos and animations that tell stories from Inuit perspectives.

Accessibility & Inclusivity: The design should cater to different literacy levels, ensuring that it is user-friendly for young children, parents, and educators alike. Accessibility features, including text-to-speech, visual aids, and color-blind friendly palettes, will ensure that all users can navigate and benefit from the platform.

Co-Creation & Collaboration: Collaboration will be key to the platform's development. By actively involving stakeholders in the creation process, the platform will reflect a genuine commitment to Inuit and local cultures, while also ensuring it remains effective in promoting harm reduction and safety among youth.



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4. Scope of Work

The selected contractor will develop a user-friendly, responsive and fully automated website and mobile application (iOS & Android). Ongoing consultation with the assigned SSKI project lead. The scope of work includes but is not limited to the following and assigned duties.

Key Responsibilities:

4.1 Brand Identity Development

Logo Design:

- Develop a unique, professional, and culturally relevant Safe Savvy Kids Initiative logo.
- Provide at least three (3) design concepts for review and feedback.
- Deliver final logo files in multiple formats (AI, PSD, PNG, SVG, JPEG, PDF) and color variations (full color, monochrome, inverted).

Brand Style Guide:

- Define brand colors, typography, and logo usage guidelines.
- Ensure accessibility and inclusivity in all branding elements.

4.2 Marketing & Promotional Materials

Visual Content & Design:

Create editable and print-ready marketing materials, including:

- Posters, flyers, and brochures.
- Social media graphics (Facebook, Instagram, LinkedIn banners).
- Presentation templates.
- Deliver all assets in high-resolution formats (PSD, AI, PDF, PNG, JPEG).
- Ensure all graphics align with the initiative's messaging and visual identity.

Original Photography & Illustrations:

- Provide custom stock photos and illustrations for promotional and educational purposes.
- Ensure all images are culturally appropriate and royalty-free for unrestricted use.



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4.3 Website & Digital Assets (If Required)

- Develop a simple landing page or a full website to showcase the Safe Savvy Kids Initiative.
- Implement easy-to-use navigation, accessibility features, and mobile responsiveness.
- Provide a content management system (CMS) for easy updates.

4.4 Ownership & Intellectual Property

- All designs, assets, and materials created under this contract will be 100% owned by the Safe Savvy Kids Initiative.
- Contractor must provide fully editable files for future modifications.

4.5. Core Features

- **AI-Powered Matching** – Automatic pairing based on subject, language, and student progress.
- **Automated Session Management** – AI-driven scheduling, reminders, and attendance tracking.
- **Task & Project Management for Mentors** – Assignments, deadlines, automated learning, and tracking tools.

4.6. AI-Powered Marketing & Content Creation

- **AI Campaign Management (Meta & Google Ads)** – Fully automated ad targeting, A/B testing, and performance tracking.
- **AI Ad Creation Tools** – Auto-generate ad copies, images, and graphics using Jasper AI, AdCreative.ai, and Canva AI.
- **AI Video Content Generation** – Use Synthesia, RunwayML, and Pictory AI to create promotional videos, mentor spotlights, and educational animations.
- **Automated Social Media Scheduling** – AI-powered tools like Hootsuite AI and Sprinklr AI for auto-posting and engagement tracking.
- **Email & SMS Automation** – AI-based customer journeys using Klaviyo or Mailchimp AI for automated follow-ups.

4.7. Hybrid Community Engagement

- **AI Chatbot (24/7 Support)** – Interactive chatbot for FAQs, general safety tips, & engagement.
- **AI-Based Moderation** – Automated security scanning for inappropriate behavior & safety risks.
- **Automated Feedback, Certification, and Marketing Campaigns** – AI-generated progress reports and student certificates.



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4.8. Performance & Optimization

- **Fast Loading:** Lazy loading for images and videos, optimized for fast load times, especially in areas with limited bandwidth. Use of WebP for images and MP4 (H.264) for videos.
- **Preloading & Mobile Optimization:** Preloading critical content and responsive design for mobile and desktop, ensuring seamless access across devices.

4.9. Accessibility

- **Text-to-Speech:** For video content.
- **Alt Text:** For images and multimedia.
- **Color Contrast:** Adjustments and dark mode for visual comfort.

4.10. Collaboration & Feedback

- Ongoing feedback from local communities, educators, and mentors for cultural relevance and user-friendliness.

5. Deliverables

- **Fully Automated Website, Mobile Apps, and Strong Visual Identity.**
- **Fast loading website and mobile application.**
- **Multiformat media including:**
 - **Videos:** Short-form educational videos (1-3 minutes), local Inuit voices, and animated tutorials on harm reduction. Optimized for quick load times and adaptive quality based on internet speed. **AI-powered learning and community engagement** such as interactive features: Quizzes, polls, maps, and gamified learning (e.g., badges for Safe Savvy progress).
 - **Images & Carousels:** High-resolution images of communities, mentors, and events. Interactive carousels for multiple images with clickable slides on safety, harm reduction, and Inuit culture.
- **Secure video, audio, and messaging features**
- **Security & Compliance** – Best data encryption and compliance with Canadian privacy laws.
- **Testing, Maintenance & Support** – AI-powered troubleshooting & automated error detection.



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6. Project Timeline

- **Workshop Kickoff (March 2025)** – Initial training sessions.
- **Platform & Content Development (March 2025)** – Creating digital resources and tools.
- **Website & Mobile Application Rollout (April 2025)** – Platform launch.
- **AI & Beta Testing (May 2025)** – Testing and AI integration.
- **Feedback & Evaluation (June 2025)** – User insights.
- **Improvements & Maintenance (Ongoing)** – Continuous updates.

7. Evaluation Criteria

Proposals will be assessed based on the following criteria:

CRITERIA	SCORE	PERCENTAGE
Inuit-Owned Business & Nunavut Northern Impact		10%
Creativity & Design		15%
AI & Automation Expertise		15%
Experience Nunavut Context		10%
Understanding of Project Needs		10%
Technical Solution & Innovation		20%
Cost-effectiveness & Scalability		15%
Past Success with AI-Based Platforms		15%
TOTAL SCORE		/100



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8. Submission Instructions

Proposals must be submitted electronically in PDF format to:

Tristan Howell

Safe Savvy Kids Initiative Project Manager

Nunavut Area Council

Tristan.Howell@neu.ca

Deadline: FEBRUARY 25, 2025 @ 11:59 PM EST

For questions, contact Tristan Howell at Tristan.Howell@neu.ca.

The Safe Savvy Kids Initiative is a partnership between Nunavut Area Council and Nunavut Employees Union.

