Request for Proposal

WhatsApp Chatbot Development, Maintenance and Capacity Building – CERIM II

Community Engagement to Reduce Irregular Migration from the Kurdistan Region of Iraq to the UK.

RFP reference	RFP-CERIM-2610-01
Date published	Thursday 29 October 2026
Submission deadline	Thursday 5 November 2026, 12 AM Iraq time (UTC+3)
Maximum budget	GBP 6,800 inclusive of all taxes
Submit to	Ahmed@seefarfoundation.org – mukti@seefar.org copied.

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1. CERIM

CERIM II Is a project designed to support young people most at risk of irregular migration, as well as their communities, to think critically about irregular migration, reject smuggler narratives, increase confidence in viable alternatives. The project is delivered by Seefar Foundation in partnership with the Women Empowerment Organization (WEO)

2. Background

As part of CERIM II, we have built a working two-way WhatsApp chatbot on the Turn.io platform. The chatbot gives people information on irregular migration, covering:

- safe alternatives to irregular migration
- risks, myths and facts
- living in the UK
- dangers of the journey
- real-life stories.

The chatbot is built for multiple journeys and runs in three languages: English, Kurdish Badini and Kurdish Sorani. It also includes infographics and videos, and is powered by AI.

3. Purpose of this RFP

We invite qualified suppliers to submit technical and financial proposals for the development, maintenance and capacity building of the CERIM II WhatsApp chatbot, as set out in the scope of work below. We expect to award one contract to a single supplier.

Important to note:

We hold a Turn.io subscription until the end of the project on 31 March 2027. The selected supplier will work on our existing Turn.io account; no separate platform licence is needed.

4. Scope of work

The selected supplier will deliver the six deliverables below. All work must be carried out on our existing Turn.io account and must work in English, while we provide Kurdish translation where needed unless stated otherwise.

Deliverable 1: Counselling sign-up journey (priority deliverable)

Design, build, test and launch a new chatbot journey that directs users to our MALTO tool, sign-up form for individual remote counselling. Users who meet the eligibility criteria will be contacted by a Seefar counsellor. The supplier will:

- design the journey flow and share it with us for approval before building
- build the journey in English, While Seefar translate the journey into Kurdish Badini and Sorani
- integrate it with the existing chatbot flow, including entry points from existing menus and journeys
- test the journey end-to-end in all three languages, including the link to the sign-up form
- launch the journey between 15 and 20 November 2026.

This deliverable is time-critical. The launch window is not negotiable.

Deliverable 2: Monthly capacity-building workshops

Deliver one online workshop per month for Seefar and WEO staff, from contract start to project end (November 2026 to March 2027). The workshops should teach staff how to manage, build and edit journeys independently on Turn.io. Each workshop should include practical exercises on the live account or a test environment, and short follow-up materials.

Deliverable 3: Handover workshop and documentation for WEO

WEO will take full ownership of the chatbot at the end of the project. Before the project ends, deliver a comprehensive handover workshop and handover documentation so WEO can own and run the chatbot independently. Documentation should include, at minimum:

- journey maps for all live journeys
- an admin guide for managing the Turn.io account
- user guides for building, editing and publishing journeys and content.

Deliverable 4: Chatbot review and quality assurance

Carry out an initial review of the full chatbot, covering functionality, broken flows, language consistency and user experience. Submit a written finding report with prioritised recommendations, then fix the issues we agree on.

Deliverable 5: Feedback mitigation

Respond to staff feedback that we share during the contract, and make the necessary fixes or changes. Response and resolution times will be agreed at contract stage, based on the times bidders propose.

Deliverable 6: Content integration

Upload and integrate new content that we produce during the project – such as infographics, videos and stories – into the relevant journeys, in all three languages. We will provide content in final form and translated; the supplier is responsible for integrating and testing it.

The supplier should ensure that all new content is correctly displayed, functional, and consistent with the existing design and user experience across all three language versions. This includes checking the formatting, links, media playback, and overall functionality of the relevant user journeys before publication.

5. Timeline

Milestone	Date
RFP published	Thursday 29 October 2026
Proposal submission deadline	Thursday 5 November 2026, 12 AM Iraq time (UTC+3)
Expected contract start	Tuesday 10 November 2026
Counselling sign-up journey live	Between 18 and 20 November 2026
Monthly capacity-building workshops	November 2026 to March 2027
Handover workshop	During March 2027
Contract end	31 March 2027

The timing of deliverables other than the counselling sign-up journey can be negotiated with the selected supplier.

The supplier should propose a realistic timeline for the remaining deliverables. The timeline will be agreed upon jointly with the project team and may be adjusted as needed, subject to mutual agreement and without affecting the agreed deadline for the counselling sign-up journey.

6. Budget

The maximum budget for this assignment is **GBP 6,800 inclusive of all taxes**. We will not consider proposals above this ceiling.

We assess value for money across quality, cost and the ability to deliver on time. The lowest price will not automatically win.

7. Proposal requirements

7.1 Technical proposal

The technical proposal must include:

1. Company profile and proof of legal registration.
2. Relevant experience, especially with Turn.io, WhatsApp chatbots and humanitarian or migration contexts.
3. Understanding of the assignment and proposed methodology for each of the six deliverables.
4. A detailed work plan and timeline, including how the counselling sign-up journey will be live by 20 November 2026.
5. Proposed team and CVs.
6. Approach to the monthly capacity-building workshops and the handover workshop, including format, content and materials.
7. Approach to data protection and the confidentiality of user data, given the sensitive subject matter and the vulnerability of users.
8. Proposed response and resolution times for feedback and fixes.

7.2 Financial proposal

The financial proposal must include:

1. An itemised quote in GBP, broken down by deliverable, with day rates and number of days where relevant. Please use the template in Annex A.

2. The quotation should clearly identify the costs associated with each deliverable, including any relevant assumptions, additional expenses, or potential costs that may arise during implementation. Any costs not included in the initial quotation should be clearly specified, and the supplier should seek approval from the project team before incurring any additional expenses.

8. Submission instructions

- Email proposals to ahmed@seefarfoundation.org and keep mukti@seefar.org copied by Thursday 5 November 2026, 12 AM Iraq time (UTC+3).
- Use the subject line: **RFP– CERIM II Chatbot – [Bidder name]**.
- Submit the technical and financial proposals as single file
- Write all proposals in English.
- Shortlisted suppliers may be contacted for clarification or further discussion, and all applicants will be informed of the outcome once the selection process is complete.
- We will not consider late or incomplete proposals. We will confirm receipt by email.

9. Eligibility, conflict of interest and anti-fraud

- **Eligibility.** Bidders must be legally registered entities or individuals able to enter into a contract and issue invoices. Bidders must not be subject to sanctions or debarment by the UK Government or any other donor.
- **Conflict of interest.** Bidders must declare any actual or potential conflict of interest, including any personal, family or business relationship with Seefar.
- **Anti-fraud and anti-bribery.** We have zero tolerance for fraud, bribery and corruption. Any attempt to offer gifts, payments or other inducements to Seefa, or to collude with other bidders, will lead to immediate disqualification. Bidders must comply with the UK Bribery Act 2010 and all applicable anti-corruption laws.

10. Safeguarding

The chatbot serves people who may be considering irregular migration and who may be vulnerable. The selected supplier and all its personnel must comply with our safeguarding policy and code of conduct, and report any safeguarding concern immediately.

11. Intellectual property

All journeys, content, documentation and other materials produced under this contract belong to Seefar. They will be transferred to WEO at the end of the project. The supplier may not reuse or publish these materials without our written consent.

12. Seefar's rights

We reserve the right to accept or reject any proposal, in whole or in part, and to cancel this RFP at any time without explanation. We are not obliged to award a contract. We will not cover any costs bidders incur in preparing or submitting a proposal.

Annex A: Financial proposal template

Please complete this table and include it in your financial proposal. Add rows if needed. All figures in GBP.

Deliverable	Unit	No. of units	Rate (GBP)	Total (GBP)
1. Counselling sign-up journey				
2. Monthly capacity-building workshops (Nov 2026 – Mar 2027)				
3. Handover workshop and documentation				
4. Chatbot review, QA report and fixes				
5. Feedback mitigation				
6. Content integration				
Other costs (please specify)				
Subtotal				
Total (must not exceed GBP 6,844 inclusive of all taxes)				

Bidder name, signature and date: _____