



# MOBILE FOR HUMANITARIAN INNOVATION FUND

## Terms and Conditions

ROUND  
THREE



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The GSMA Mobile for Humanitarian Innovation Fund ("the Fund") promotes innovation in the use of mobile technology to address humanitarian challenges.

The Fund is open to projects which provide solutions to challenges associated with **forced displacement and complex humanitarian emergencies** (see section 12).

This funding round will support grantees to:

- **Adapt existing mobile enabled solutions;**
- **Test and validate new models of service delivery;** or
- **Scale up solutions with proven potential for impact.**

Projects should be implemented through a **partnership of two or more organisations** (see section 5) and must be able to **demonstrate a plan for long-term sustainability** beyond the lifespan of the grant. **Applicants must demonstrate they have already engaged or plan to engage with one or more Mobile Network Operators (MNOs)** to support the design, implementation or future sustainability of their project.

All grant funded projects are expected to provide insights on how mobile technology can improve delivery of, and access to, digital humanitarian services. The Fund is supported by the UK Department for International Development (DFID), the GSMA, and its [members](#).

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### GRANTS

#### Grant Funding from £50,000 up to £500,000

- The funding requires between 10 per cent and 50 per cent match funding (see section 10) dependant on the requested amount. Successful applicants will need to justify expenditure and demonstrate lean project planning.
- There are three types of grants available depending on project category (see section 9)

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### PROJECT DURATION

- Project duration for all grants must be between **12 and 18 months**.
- Grant projects are expected to begin in February/March 2020.

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### SUPPORT

Once a grant is awarded an assigned Mobile for Humanitarian Innovation (M4H) Market Engagement Manager will manage your grant reporting processes and facilitate the below:

- Mentoring on the use of mobile technology and access to the GSMA's technical experience as well as regular and bespoke project support from the GSMA.
- An annual portfolio convening (a 2-3 day programme of expert-led sessions and targeted networking) with the opportunity to engage with the GSMA's M4H grantee portfolio to share learnings.
- Enhanced visibility through the programme's collection of insight publications, blogs, and podcasts, as well as representing the programme at events, for example, the GSMA hosts multiple regional (Mobile 360 Series) and global events (Mobile World Congress).
- Support in conducting additional research activities to evaluate the project, for example, on assessing the business model, and finding operational blind spots.
- Successful grantees will also receive support in conducting additional monitoring and evaluation (M&E) activities separately to any M&E required as part of project implementation. The GSMA will provide additional funding for conducting a tailored evaluation as well as provide technical assistance and proprietary tools to support wider M&E that can enhance project learning and feed into the wider M4H learning agenda.

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### ELIGIBILITY REQUIREMENTS

#### An application should be made up of:

- **A lead applicant**
- **A partner with an active role in implementing the project (1 or more)**

**Lead applicants** can be a: mobile network operator (MNO); non-governmental organisation (NGO); humanitarian agency; social enterprise; start-up; or private or limited company.

The following organisations cannot serve as lead applicants but are encouraged to join eligible partnerships as an implementing partner: United Nations agencies, academic institutions, government bodies.

Lead applicants are responsible for; starting an application, adding implementing partners to the application, reviewing content entered by implementing partners, submitting the application before the deadline, responding to due diligence requests and, if a grant is awarded, signing the contract with the GSMA Mobile for Development Foundation.



## 5

ELIGIBILITY  
REQUIREMENTS

(CONTINUED)

**Implementing partners** are any organisations that the Lead applicant will work with to deliver the grant project. Evidence of the partnership commitment will be required during the application stage (MOU / Contract etc). Where an implementing partner will receive greater than 30% of the GSMA grant funding, they will be termed a **Downstream Partner** and will be required to pass additional due diligence checks and honour reporting obligations.

Applicants must:

- Comply with the GSMA due diligence process, through which additional due diligence materials may be requested including but not limited to; background information for key individuals, operating history, CVs and references.
- Be in satisfactory financial health, have adequate financial systems and have human resource capacity to implement the grant project. GSMA may require the applicant to undergo a pre-selection assurance review. Such review, if required will be conducted by an independent organisation chosen by GSMA.
- Organisations must demonstrate their commitment to adhering to the Principles for Digital Development and the Humanitarian Principles in their proposal.
- Particular attention will be given to how ethical risks are considered and mitigated.
- Applicants may need to demonstrate how they are compliant with local and international data protection and privacy regulations for example; GDPR (a European data protection regulation), and be prepared to respond to questions or provide evidence.
- Have the necessary legal rights and/or permissions required to operate in the selected country of operation. You will also be asked to demonstrate you have relevant approvals to work in the implementation area(s) (i.e. refugee settlements).

**Your project proposal must:**

- Provide solutions to challenges associated with forced displacement and complex humanitarian emergencies. Solutions which address preparedness and response to sudden onset natural disasters will not be considered eligible unless they also meet the above criteria.
- Clearly demonstrate how the project meets the core aims of the Fund, including the critical role of mobile in the solution and how it engages with MNOs currently or plans to in the future.
- Project plans should already have developed or implemented a minimum viable product, beta version, or pilot. Further development can be required through the GSMA partnership, although we are unable to fund early ideation or research and development stage proposals.
- Have a planned route to scale. Applications will be assessed on their ability to achieve sustainability, commercial or otherwise, beyond the lifespan of the grant. Considerations for environmental sustainability and climate change adaptation are highly encouraged.
- Provide formal evidence of a partnership in the form of a contract or MoU with one or more eligible Implementing Partners. Provide evidence of how you do/plan to work a mobile network operator.

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## GEOGRAPHY

The Fund is open to applicants whose projects are implemented in the following regions:

- Sub-Saharan Africa
- Asia and the Pacific
- Middle East and North Africa
- Latin America and the Caribbean

Please note, as a U.S 501(c)(3) organisation, The GSMA Mobile for Development Foundation Inc is obliged to comply with the sanctions laws and regulations of the United States and other sanctions regimes as may be applicable. This may restrict the GSMA from distributing grant funding to certain entities or regions. Any such restrictions will be made clear through the application portal.

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FAVoured  
CHARACTERISTICS

The Fund highly encourages applicants with the following characteristics:

- Diverse and inclusive project teams.
- Innovation designed and led by local innovators addressing local issues.
- Innovations designed by or in collaboration with targeted communities.
- Strong involvement from local / national organisations.
- Inclusivity in the design of the innovation (gender, disability, cultural and ethnic considerations, language).
- Projects which consider or address issues of environmental impact and sustainability.

The Fund is particularly interested in applications which demonstrate impact within one or more of the following 5 key themes within humanitarian contexts:

1. Mobile-enabled utilities
2. Gender and inclusivity
3. Mobile financial services
4. Digital identity
5. Food security, adaptation and resilience to climate change



<b>1. Concept note</b>	1 May - 7 June 2019	Complete a short online application outlining the concept for the grant project and how you meet the funding criteria.
<b>2. Proposal</b>	17 June - 26 July 2019	<p>Applicants will be informed of the success of their concept note in mid-June. Selected applicants will be invited to develop a formal proposal in July 2019. The proposal will set out the project's business case (justifying reasons for the funding amount requested).</p> <p>NOTE: A successful concept note does <b>not</b> mean the project will necessarily be funded.</p>
<b>3. Due diligence</b>	5 August - 29 September 2019	Applicants will be required to participate in a due diligence process, including interviews via video conference and an in-person 2 day visit. Applicants which successfully pass this process will be reviewed by the Fund Panel.
<b>4. Fund Panel</b>	October 2019	<p>An independent panel of experts ('Fund Panel') will appraise proposals based on submitted material as well as recommendations from the GSMA and Fund Manager. The applicant may be required to undergo a pre-selection assurance review, the results of which will be considered by the Fund Panel during selections.</p> <p>The Fund Panel is expected to select 6 to 12 applicants to the portfolio. The final decision from the Fund Panel will be communicated to all shortlisted applicants in early November 2019.</p>
<b>5. Contracting</b>	November 2019 - January 2020	If successfully awarded a grant by the panel, applicants will be invited to contracting stage to determine the terms of the grant. The GSMA will work with applicants to build a schedule of incremental fund payments. These payments are dependent on the grantee delivering proof that the mutually agreed milestones have been achieved.
<b>6. Project launch</b>	February/March 2020	Successful grantees will be expected to begin project implementation.

Recognising that projects require different levels of funding and support throughout the project lifecycle we have created three funding categories as set out below. You will be asked to select which category your project falls within and the level of funding required and provide justification as part of the proposal process.

#### Category 1: Adapt existing mobile enabled solutions for humanitarian contexts

- You will have an established project that is revenue generating in commercial markets.
- The project will have been available for a minimum of 2-4 years and more than one viable product will be available.
- Grant funding under this category would be used to adapt the current business model to humanitarian context/s and begin pilot testing the model within the lifetime of the grant.
- As part of the grant conditions, organisations will be expected to ensure they have access to relevant humanitarian expertise required to undertake the work or to partner with organisations who can provide this support as part of their project proposal.

#### Category 2: Test and validate new models of service delivery

- You will have a minimum viable product (a product that already exists and has been tested but which may require further adaptations) in a humanitarian context ready for roll-out / distribution.
- The project will have carried out market research and some market validation activities and have evidence that there is market demand with an understanding of the model of operation required.
- Grant funding under this category will be used to support the roll-out of the product or service, to validate uptake of the product or service and make further adaptations to the product or service.
- Projects in this stage should be aiming to be collecting actionable results by the end of the grant period to support further expansion or pivoting.



**Category 3: Scale up solutions with proven potential for impact in humanitarian contexts**

- You will have an established product or and service which has already been pilot tested in a humanitarian setting for at least 12 months.
- Grant funding under this category should support further market validation, scaling or replication of the existing product or service, within or across new geographies.
- Necessary MNO and critical partnerships should already be developed and an understanding of the models of operation and levels of subsidy required should be known.
- Projects in this category should be aiming for a transformative step up in the availability or presence of their product or service during the grant period, with success monitored over time.

Applicants are required to provide match funding.

**Categories 1, 2 and 3:**

- Up to £100,000 grant requested: 10 per cent + match funding required (Including minimum 5 per cent cash match funding)
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- £100,001 - £300,000 grant requested: 20 per cent match funding is required (Including minimum 10 per cent cash match funding)

**Category 3 only:**

- £300,001 - £500,000 grant requested: 50 per cent match funding is required (Including minimum 25 per cent cash match funding)

Type	Description	Evidence accepted	Example (sources)
In cash	Direct financial contributions to the project from the applicant and/or third parties such as donors (individuals, foundations, governments), venture capital firm, impact investor, mobile operator etc.	Signed MoU or contract, a bank statement and letter confirming the total amount that has been disbursed or will be disbursed by the other party(-ies) by the time the project starts.  Evidence submitted to the Fund of matching commitments must include all conditions, timescales and any other considerations.	<b>May include funding from:</b> <ul style="list-style-type: none"> <li>• Partnerships with MNOs</li> <li>• Cash reserves/revenue</li> <li>• Investment funding (equity finance)</li> <li>• Impact investment</li> <li>• Crowdfunding</li> <li>• Grants (from governments or foundations)</li> </ul>
In kind	In kind matching includes any significant and quantifiable contribution to the project that is not financial.  Applicants must be able to quantify and demonstrate what results any matching given in kind will achieve for the proposed project	In cases where in kind matching is offered, the Fund will discuss with the applicant how best to agree the match funding commitment and valuation.  For example: a contractual agreement of support from organisations (providing the equivalent monetary value of the service).  All evidence will need to be shared at concept note stage.	<b>May include:</b> <ul style="list-style-type: none"> <li>• Use of goods, services and facilities (such as software)</li> <li>• Provision and access to equipment</li> <li>• Technical assistance</li> <li>• HR costs must include evidence of salary benchmarks and justification for per cent of time spent on the project. Evidence of contracts and timesheets will be required during financial reporting.</li> </ul>

Applicants commit to the following if awarded a grant:

- Communicate regularly with GSMA and Fund Manager during the grant period and submit monthly project reports and quarterly financial reports. Reporting is to be required on an irregular basis up to 2 years following the grant.
- Fully abide by the contracting terms outlined by the GSMA.
- Commit to providing the required match funding for the selected grant size (see section 10).
- All grant funded projects are expected to provide examples of best practice and lessons learnt on how mobile technology can improve delivery of and access to digital humanitarian services.



In addition, all grant projects must measure and regularly report on:

- The number of people (direct and indirect beneficiaries disaggregated by gender) who have improved access to and use of life-enhancing mobile enabled services through the project.
- Report on a series of further project-specific impact indicators / targets which will be mutually agreed and defined by each lead applicant and the GSMA during the contracting process.
- Adhering to the monitoring and evaluation plan submitted in the full proposal, including tracking certain indicators up to 18 months after the grant period has ended.
- All impact targets are expected to be disaggregated by gender.

If selected, applicants must be committed to:

- Sharing project data with the GSMA. All data will be treated confidentially, unless otherwise agreed.
- Participating in lesson learning and experience sharing activities for internal and public audiences.
- Travelling to GSMA events or other key events where relevant. Dependant on project size, £2000 - £5000 of the GSMA grant funding must be allocated to exclusively cover these expenses.
- Participating in DFID or other donors' annual review processes.
- Providing demo material to the GSMA (expenses can be covered).

### Complex humanitarian emergencies

For the purposes of the Fund, a complex humanitarian emergency is defined as a major humanitarian crisis of a multi-causal nature, which requires a multi-faceted, cross-sectoral, international response that goes beyond the mandate or capacity of any single agency.

Complex emergencies are typically characterized by:

- Extensive threat(s) to lives and livelihoods;
- Population displacement;
- Widespread damage to societies and economies; and
- The need for large-scale, multi-faceted humanitarian assistance.

### Forced Displacement

For the purposes of the Fund, displacement refers to the forced removal of a person from his/her home or country, often due to armed conflict or natural disaster. The Fund is particularly interested in solutions that address challenges specific to protracted displacement.

**Solutions which address preparedness and response to sudden onset natural disasters will not be considered eligible unless they also meet the above criteria.**

To apply to the Mobile for Humanitarian Innovation Fund, please see the website: [www.gsma.com/M4HInnovationFund](http://www.gsma.com/M4HInnovationFund)

A Fund Manager, Coffey International Development Ltd, plays a managerial, compliance and advisory role, executing decisions on behalf of the Fund.

For any further questions related to the Fund, please see the website [www.gsma.com/M4HInnovationFund](http://www.gsma.com/M4HInnovationFund) or email [M4Hfund@gsma.com](mailto:M4Hfund@gsma.com)

Frequently asked questions (FAQs) will be published on website above by 17 May.