

**GSMA Mobile for Development Foundation**

**(“GSMA”)**

**REQUEST FOR PROPOSAL**

**USAGE INNOVATION FUND GRANTEES’ VIDEOS**

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**Section A**

**Requested Services and Deliverables**

1. **GSMA Mobile for Development Foundation Overview**

The GSMA Mobile for Development Foundation, Inc. (“GSMA”) is a U.S. 501(c)(3) charitable organization that seeks to relieve poverty and improve living conditions throughout the world through identifying opportunities for social, economic and environmental impact and to stimulate the development of scalable, life-enhancing mobile services.

GSMA is a wholly owned subsidiary of the GSM Association, which represents the interests of the worldwide mobile communications industry. Spanning 219 countries, the GSMA unites nearly 800 of the world’s mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

1. **Usage Innovation Fund grantees’ videos**

[The GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion](https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/) was set up to help address the key digital inclusion barriers that are preventing 3.4 billion people from adopting life-enhancing mobile internet services. The fund was launched in April 2020 and after a rigorous evaluation process followed by selection from an independent panel of industry experts, nine grantees were selected: [Africa 118](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fafrica-118%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772245468%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=lb2cs%2BH0nPbMy0ajI%2FWyUWvBOAEogdbOuTFVgloRtxE%3D&reserved=0), [Ensibuuko](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fensibuuko%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772245468%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=E3dAUDstH2FHmUhQqbBQLzKWDpnu5DsK3XcUTSdEbKc%3D&reserved=0), [Knowledge Platform](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fknowledge-platform&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772255463%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=IzuyFGuRqCNRMJdMn5VlOxyRWItt6teTdpwaMHAghas%3D&reserved=0), [Navana Tech](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fnavana-tech%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772255463%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=1Uqof4Ll4YLZYNHkM%2FXBdFAvtHGCkoXFYhZDVB1%2FnTQ%3D&reserved=0), [ScholarX](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fscholarx%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772255463%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=F4s1u9emvgn%2FxVTLXR%2B50%2BdgVO11BNgp6jIJhcs1Zm8%3D&reserved=0), [The Orenda Project](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fthe-orenda-project%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772265458%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=cMPgXEo6OCiUgr88I8ecdXTItUXEHhQmPwUjBilIHv0%3D&reserved=0), [Vceela](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fvceela%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772265458%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=xUmdjV8M1IR0DusQHbop2BqSoleWeJrukUwaTUjT%2BsA%3D&reserved=0), [WidEnergy Ltd](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fwidenergy-africa-ltd%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772275451%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=m40LjjZ%2BBA8GN8Z7GKzpnaoB%2FNYJuzeoHxfCg5nzsmw%3D&reserved=0) and [Zonful Energy](https://eur03.safelinks.protection.outlook.com/?url=https%3A%2F%2Fwww.gsma.com%2Fmobilefordevelopment%2Fm%2Fzonful-enrgy%2F&data=04%7C01%7Crleary%40gsma.com%7C9fa045cc8b2441178fef08d8f55fb8ca%7C72a4ff82fec3469daafbac8276216699%7C0%7C0%7C637529138772275451%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C1000&sdata=v9o8VAGCzpjwmlINzxVdGPtYb6bltnbYoEwbdU%2F5GYI%3D&reserved=0).

As we approach the fund’s completion, we would like to help our grantees raise their visibility by showcasing and promoting their work as well as exhibiting the impact of GSMA’s contribution. To achieve that, we will create case study videos for 6 of our grantees and one video on the success of our Innovation for Fund Mobile Internet Adoption and Digital Inclusion to capture the key learnings and highlights of the fund through the testimonies of our grantees and their beneficiaries primarily.

The grantees that we have shortlisted for our videos (tentatively) are:

* [Africa 118](https://www.gsma.com/mobilefordevelopment/m/africa-118/) | Ethiopia | Digital marketing service provider for African SMEs
* [Ensibuuko](https://www.gsma.com/mobilefordevelopment/m/ensibuuko/) | Uganda | Technology solutions provider to community-based savings and loans organisations
* [Knowledge Platform](https://www.gsma.com/mobilefordevelopment/m/knowledge-platform/) | Pakistan | Digital learning provider
* [ScholarX](https://www.gsma.com/mobilefordevelopment/m/scholarx-tech/) | Nigeria | Digital learning provider ​
* [WidEnergy Africa Ltd](https://www.gsma.com/mobilefordevelopment/m/widenergy-africa-ltd/) | Zambia | One stop shop for community energy, water and connectivity
* [Zonful Energy](https://www.gsma.com/mobilefordevelopment/m/zonful-energy/) | Zimbabwe | Pay-As-You-Go solar energy systems provider

The GSMA will promote the videos among our stakeholders and more broadly through our events, social media and websites.

**2.1 Project objectives**

The Contractor will produce the videos with the following objectives:

* Showcase how our grantees are solving a critical challenge through mobile technology;
* Demonstrate how people (especially the underserved: people with disabilities, women, rural people) are benefiting from the service;
* (When applicable) To show how our grantees are benefiting from working with mobile operators; and
* Showcase how the [GSMA Innovation Fund for Mobile Internet Adoption and Digital Inclusion](https://www.gsma.com/mobilefordevelopment/gsma-innovation-fund-mobile-internet-adoption/) is supporting them to scale
  1. **Methodology**

**The structure of the videos** should be the same in terms of structure, flow, visuals and animations as the previous Ecosystem Accelerator case study videos e.g.:

* <https://www.youtube.com/watch?v=n9GFbj8lL_A>
* <https://www.youtube.com/watch?v=DzsaGX_Ju2c>

The general structure would involve on field grantee interviews, (at least) two user interviews (good mix between male and female beneficiaries), (when applicable/possible) MNO interview.

* 1. **Country selection**

The Contractor is expected to video-shoot in the field in the following countries: Ethiopia ([Africa 118](https://www.gsma.com/mobilefordevelopment/m/africa-118/)), Uganda ([Ensibuuko](https://www.gsma.com/mobilefordevelopment/m/ensibuuko/)), Pakistan ([Knowledge Platform](https://www.gsma.com/mobilefordevelopment/m/knowledge-platform/)), Nigeria ([ScholarX](https://www.gsma.com/mobilefordevelopment/m/scholarx-tech/)), Zambia ([WidEnergy Africa Ltd](https://www.gsma.com/mobilefordevelopment/m/widenergy-africa-ltd/)), Zimbabwe ([Zonful Energy](https://www.gsma.com/mobilefordevelopment/m/zonful-energy/)).

\*Note this is just a tentative list, but suppliers must give due consideration to all markets in their proposal.

* 1. **Considerations for the research**

Responses to the RFP should account for and address the following considerations in the proposed research methodology and analysis:

1. **Expertise**
2. Have you undergone a similar project in low- and middle-income countries (LMICs)? If so, could you please provide evidence.
3. Do you have experience with recording case study videos? If so, could you please provide evidence.
4. Have you previously worked with underserved population in LMICs? What about in rural areas?
5. How will you ensure the project is successfully carried in an appropriate range of languages, particularly in markets where the less educated/poorer sections of society may not speak official languages?
6. What would be your methodology regarding the fieldwork execution?
7. **Fieldwork**
8. What types of quality checks would you put in place to ensure high standards on the final output?
9. How would you manage the fieldwork briefings?
10. Would the recording be conducted by your own crew, or would you subcontract a third party?
11. **Organisational / Other**
12. What would be your proposed work plan?
13. How would you ensure that the timelines listed in section 3.2 are respected?
14. What would be the team structure in place to undertake this project? Who would be involved?
15. Are there any issues with the GSMA taking full, unencumbered ownership of all deliverables?
16. Are you able to present the deliverables in the format specified in 3 below?

**IV. COVID-19**

1. Can you demonstrate experience on similar projects done during the COVID-19 pandemic?
2. How would you mitigate Covid-related risks (e.g. risks of not being able to conduct planned film in a given context, production delays)?
3. What kind of measures are put in place to mitigate health risks? How would you make sure that these are respected by the crew on the ground (e.g. if you are using a third party)?
4. What would be the protocol if a member of the crew or participant gets COVID-19?
5. What are your social distancing criteria during the filming (beyond government guidance)?
6. How would you manage consent form collection to mitigate the risk of COVID-19 spread between researchers and participants?

**2.5 Project Scope**

In Scope

* + Clearly demonstrate the context of the video by highlighting the problem that people face in the country and the need for the start-up's solution
  + Through interviews and creative video footage, demonstrate how the start-up is solving this challenge by showcasing what their product/service is, who it helps and how it benefits them
  + (Where relevant) Showcase how the grantee is working with a mobile operator/s to reach their audience, through more interviews and video footage
  + Share varied user perspectives on their experience of the product/service and specifically detail how it’s improved their lives including footage of them using the product or service
  + Demonstrate how the GSMA Innovation Fund is enabling the start-up to scale their product/service
  + Showcase how the start-up is tackling relevant usage barriers such as affordability, digital skills, access, relevance and safety and security, specifically for underserved groups

Out of Scope

* + Do not include very educated, wealthy, tech-savvy end users/beneficiaries
  + Do not include other projects/products/services the start-ups or mobile operators are working on which do not relate to the project the GSMA Innovation Fund is supporting
  + Do not include a full product demo

1. **Detailed Requirements of Services and Deliverables / Project Description**

The “Deliverables & Services” are set out in this Section 3. The Bidder should reply to specific questions asked. The Bidder is welcome to add comments to help distinguish themselves as a potential provider of the services defined.

The **final deliverables** will be:

**A. (Up to) Six grantee videos** (3-4 mins each)

**B. Usage Innovation Fund video** (3-4 mins)

For each video, the Contractor will deliver the following (this list is not exhaustive, and the Contractor will provide guidance on these):

* Storyboard creation
* Carry out interviews using questions the GSMA will provide
* Translation and subtitles
* Schedules to film
* Music
* Edit (s) – Production
* The final videos
* A variety of stills and short GIFs from the videos to be used on social media

1. **(Up to) Six grantee videos:**
   * **Grantees:** [Africa 118](https://www.gsma.com/mobilefordevelopment/m/africa-118/), [Ensibuuko](https://www.gsma.com/mobilefordevelopment/m/ensibuuko/), [Knowledge Platform](https://www.gsma.com/mobilefordevelopment/m/knowledge-platform/), [ScholarX](https://www.gsma.com/mobilefordevelopment/m/scholarx-tech/), [WidEnergy Africa Ltd](https://www.gsma.com/mobilefordevelopment/m/widenergy-africa-ltd/), [Zonful Energy](https://www.gsma.com/mobilefordevelopment/m/zonful-energy/).
   * The Contractor will shoot the case studies videos in the countries described in section 2.3.
   * It is important that the video includes a deep dive into the barriers/issues that each grantee is tackling.
   * All raw footage should be made available to the GSMA if requested.
   * Subtitles in English and lower thirds to include relevant information (e.g. name, job title, organisation)
   * Must use GSMA branding (GSMA logo, font, colours) and M4D branding (GSMA blue and yellow)
   * Must include the logos of this project’s donors (FCDO and GIZ) at the end of each video.
   * The contractor will collect the participants’ consent forms.
   * A variety of short GIFs (minimum 10 per video) that can be used on social media to promote the series.
   * A variety of HD stills (minimum 15 per video) that can be used on social media to promote the series.
   * Suitable intro and outro frames, including appropriate motion graphics and call-to-action.
   * Suitable music in the background of the video.
   * Translation of interviews (where the person does not already speak English).
2. **Overview video**
   * Produce a 3-4 minute video which includes an infographic style animation with key fund achievements and reuses footage from each of the individual grantee videos to give an overview of the user impact of this Innovation Fund for Mobile Internet Adoption and Digital Inclusion.
   * The focus should be on the beneficiaries of the projects, weaving a story of how the start-ups are solving various problems and helping the end users.
   * No additional footage will need to be shot for this video but additional motion graphics will be required.
   * While this is a different type of video to the 6 grantee videos, it should still be edited in a way that shows it is part of the same project, i.e. using similar branding, colours, editing style.
   * Must use GSMA branding (GSMA logo, font, colours) and M4D branding (GSMA blue and yellow)
   * Subtitles in English and lower thirds to include relevant information (e.g. name, job title, organisation)
   * Must include the logos of this project’s donors (FCDO and GIZ) at the end of each video.
   * Suitable intro and outro frames, including appropriate motion graphics and call-to-action.
   * Suitable music in the background of the video.
   * Translation of interviews (where the person does not already speak English).
   1. **Service Levels and Service Availability**

* All communication both written and verbal to the GSMA to be conducted in English by the Respondent (including the translation of documents required by law to be created in local language)
* *See section 3.4 for other points*
  1. **Delivery milestones**

The below table indicates a rough timeline as we envisage this project to unfold but we welcome suggestions and encourage your proposals to include detailed proposed timelines. However, due both to our commitments to our donors, and current plans for this project, all work must be completed and signed off **by October 2022**.



* 1. **Location of delivery**

Fieldwork to take place in 6 markets (see 2.3). The locations within those countries will be determine by the location of our grantee’s headquarters. Kick off meeting and final debrief to take place via video conference.

* 1. **Project management requirements**

The successful bidder is expected to:

* Provide a named key point of contact
* Respond to emails from the GSMA within 2 working days
* Inform the GSMA about delays and complications in a timely manner
* Provide weekly updates on the progress of the project

**3.5 Risks**

Various risks have been identified for this project – some of which are easier to mitigate than others. It would be good to understand what actions pitching organisations would undertake in light of these risks from the perspective of being the research supplier:

* In country shooting could get delayed, due to COVID-19 and resultant country lockdowns and restrictions
* Timelines can be quite short
* Multiple videos need to be worked on simultaneously
* We are often not given much (if any) choice of days for interviewing mobile operators so flexibility from the video agency would be necessary

1. **Ongoing Support Requirements**

It is expected that the winning organisation will continue to respond to reasonable requests for information about the project after the final debrief e.g., requests for raw footage at a later date, request for video transcripts.

1. **Criteria for Bidder Selection**

|  |  |  |
| --- | --- | --- |
| **Criteria** | **Importance** | **Weighting** |
| **Cost** | Value for money of the proposal | 30% |
| **Quality** | Quality of the approach outlined in the proposal, including degree to which it addresses the outlined questions | 30% |
| **Bidder capacity to manage international project** | Demonstrated experience in leading similar international projects and the ability to do so in the current COVID-19 context | 20% |
| **Relevant experience** | Experience of Respondent in delivering similar projects in LMICs | 20% |

1. **Additional Mandatory requirements**
   1. In addition to Bidder adherence to GSMA Policies and Additional Considerations (see Schedules 1, 2, 3, 4, 5) the Bidder will also provide the following requirements for GSMA as laid out in Section 6.2. These must be met or the Proposal will be rejected.
   2. Mandatory Requirements

|  |  |
| --- | --- |
|  | **Mandatory Requirements** |
|  | We expect all our suppliers to comply with the EU General Data Protection Regulation. The selected supplier will be responsible for obtaining appropriate consents from all interview or focus group subjects |
|  | Full transparency of any local partners intended for use - GSMA has the right to veto selection. (Please include local fieldwork partner credentials and bios of key members in your proposal) |
|  | The chosen agency must be able to bring together findings in a meaningful way and communicate them concisely and creatively. |
|  | The chosen agency must liaise regularly with their local partners in order to ensure consistent levels of quality control |
|  | Winning agency to take full responsibility for acquiring any permissions required for carrying out the project |
|  | Previous client testimonials |
|  | Case studies of relevant projects |
|  | Details of proposed team including roles and brief CV |
|  | Clear breakdown of costs (please be as detailed and transparent as possible) |
|  | References may be asked for from shortlisted agencies |

1. **Overview of attached documents**

Bidder will list images, designs, agreements or documents that will be attached to the RFP to support the detailed requirements.

1. **RFP Timeline**
   1. The RFP Timeline below is subject to change at GSMA’s sole discretion.

|  |  |
| --- | --- |
| **Time and Date** | **Action** |
| 01/06/22 | RFP Issued |
| 08/06/22 | Acknowledge intention to respond by 5pm GMT+1 |
| 13/06/22 | Submit questions to GSMA by 3pm GMT+1 |
| 15/06/22 | Questions and answers circulated back to all Bidders by 5pm GMT+1 |
| 29/06/22 | Submit proposal to the GSMA by 5pm GMT+1 |
| 30/06/22 to 01/07/22 | Estimated GSMA proposal assessment period |
| 04/07/22 to 05/07/22 | Follow-up calls [if required] |
| 08/07/22 | Shortlisted Bidder presentations [if required] |
| 11/07/22 | Estimated date invitation to negotiations extended to one or more Bidders |
| 13/07/22 | Supplier selected |

1. **GSMA Contact Details**
   1. All correspondence and queries in relation to this RFP must be emailed to csanchez@gsma.com.
   2. Queries are accepted in written form only by email, and GSMA’s responses will be copied to all Bidders, including an anonymous version of the query. No queries will be answered, except in extraordinary circumstances within GSMA’s sole discretion, except on the deadlines as provided in the question and answer period described in the Project Timeline.
2. **Proposal structure**

**10.1 Technical proposal structure**

* Proposals must be submitted on time and in Word or PowerPoint format and clearly answer the requirements of the brief as outlined above
* Proposals should provide an overview of the methodology that the bidder plans to use for this project
* Clearly outline any responsibilities for the GSMA in the project
* Include an example timeline
* Include how potential risks may be mitigated
* The proposal should demonstrate how the proposed research is feasible and can be conducted in the current COVID-19 context of potential travel and movement restrictions that may be in place during the course of the research
* Respondents should submit a full documentation package via email no later than 29/06/22. Electronic submission should be sent to: csanchez@gsma.com

**10.2 Cost proposal structure**

* Financial proposal must be submitted on time and in Excel format offering full cost transparency in UK Pounds Sterling
* Itemisation of total budget, quoting for each country individually

1. **Fees and charges**
2. Respondent should provide all relevant detail on how the Services and Deliverables are to be charged.
3. Respondent must provide a breakdown of the charges per item, or per hour broken down by function, as may be applicable according to the Table in “Total Price”, Section 11, below.
4. For the avoidance of doubt, GSMA’s payment terms are contained in the GSMA Standard Terms & Conditions (“T&Cs”), attached to the email containing the RFP, and are sixty days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.
5. Please note, GSMA does not make advance payments prior to completion of the Services and Deliverables unless the payment requested is specifically traceable to purchase of items required to perform the Services or provide the Deliverables, which would otherwise be a loss for the Respondent. Any specific payment requirements must be notified as part of the RFP response.
6. The Respondent’s Total Price is inclusive of all costs, insurances, fees, costs, expenses, liabilities, obligations, risks, and all financial requirements for the performance of Services and provision of Deliverables.
7. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.
8. Total Price is exclusive of VAT but inclusive of all other taxes.
9. All fees to be quoted in UK pounds sterling
10. Please provide a full breakdown of costs
11. Be transparent about fieldwork costs
12. All expenses and travel costs must be included in the total cost and cannot be charged after / separately
13. All such expenses shall comply with our donor’s travel policy
14. All flights shall be economy
15. All costs from subcontracting to local suppliers, translators, translation of research materials and transcripts etc must be included in the total cost and cannot be charged after / separately
16. The table below must be completed for the suppliers proposal to be considered

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Item/Title** | **Unit/Activity Description** | **Standard Base Rate** | **Discount Applied** | **Discounted Rate** | **Volume** | **Total Charge** |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Appendix**

**Schedule 1**

**GSMA RFP Process and Expectations**

1. **Definitions**
   1. Request for Proposal (“RFP”) means this document, together with its Schedules and any addendums, exhibits, or policies referenced herein.
   2. GSMA Group means the GSM Association, its Affiliates and GSMA members together with the directors, employees and agents of each of those.
   3. Bidder means any party that has a) signed an NDA; and b) received this RFP.
   4. Deliverables means the items, documents, or other tangible products to be provided to GSMA as outlined in this RFP.
   5. Services means the services outlined in this RFP.
   6. Service Level Agreements (“SLAs”) means the standards for the level of service that Bidder will provide to GSMA under any agreement for the provision of services that may be entered between the parties. The SLAs will be tied to service credits, which will be provided to GSMA should the Services not reach the minimum standard as outlined in the SLAs.
   7. Proposal means the Bidder’s response to the RFP.
   8. Term means the period required to complete the Services and Deliverables as detailed in this RFP.
   9. Total Price means the “all-in” cost of Bidder’s provision of the Services and Deliverables, and will be deemed to include all expenses (unless otherwise stated). Total Price is exclusive of VAT or sales taxes, but inclusive of all other taxes and fees.
2. **Services and Deliverables**
   1. The Services and Deliverables required are as set out in this RFP.
   2. The Bidder will confirm its Proposal meets all the requirements defined in this RFP. Any variations must be clearly highlighted in the relevant deficient section of the Proposal. Any variation in the Proposal from the requirements stated by GSMA in this RFP are not deemed accepted by GSMA unless specifically highlighted in the Proposal.
   3. Should the Proposal developed by Bidder be of interest to GSMA, any agreement pursuant to this Proposal shall comprise the contents of the Proposal, subject only to amendments as agreed by the GSMA.
   4. If the Bidder also wishes to submit an alternative proposal, the Bidder must clearly define the alternative method and commercial terms in a separate proposal. Alternative proposals should be submitted when the Bidder feels there is a superior way to achieve the GSMA’s goals under this RFP which do not fit the particular requirements contained herein.
3. **Requirements on Bidders**
   1. GSMA hereby invites you to submit a Proposal for the Services and Deliverables as defined in Section 3.16 below, in accordance with the requirements of this RFP.
   2. This RFP and the information contained herein are strictly confidential. This RFP is subject to the terms of the NDA signed by both GSMA and Bidder relating to this RFP. Any information held in this RFP or associated materials may be used only for the purpose of preparing and submitting a Proposal to GSMA. This RFP remains the property of GSMA. This RFP or any information held in this RFP shall not be duplicated, disclosed or distributed to any third party without the prior written consent of GSMA and, unless otherwise expressly agreed between the parties in writing, all material submitted becomes the property of GSMA. Notwithstanding any provision of the NDA, GSMA shall have no obligation to return any Proposal and related materials received.
   3. Bidders must not:
      1. Tell any other party what their Proposal contains or may contain;
      2. Try to obtain information about any other party’s Proposal;
      3. Make arrangements with another organization about whether or not it should submit a Proposal or about the other organization’s Proposal or lack thereof; or
      4. Offer any inducement of any kind in relation to obtaining this or any other contract with GSMA.
   4. Accuracy of Data/Bidder responsibilities.
      1. GSMA has taken reasonable care to ensure the RFP is accurate, but GSMA gives no representation or warranty as to the accuracy or completeness of the information contained in this RFP. The Bidder is responsible for ensuring a complete understanding of all the requirements, conditions, risks and any circumstances relating to the performance of the Services, provision of the Deliverables, and this RFP. The information contained in this RFP may be subject to change without prior notice.
      2. The Bidder is solely responsible for becoming familiar with the RFP requirements and conditions that might affect the cost or performance of any Services or provision of the Deliverables. Failure to do so is solely at the Bidder’s risk, and no relief will be given by GSMA for errors or omissions in the Bidder’s Proposal, nor for changing circumstances.
      3. The Bidder must pay special attention to the RFP Timeline, as any failure to meet the deadlines contained therein may result in the rejection or the down-scoring of the Proposal, in GSMA’s sole discretion. GSMA reserves the right to amend or end the RFP process at any time without incurring any liability/penalty to the Bidder.
   5. Completeness of Proposal
      1. The Bidder is required to submit answers to all the RFP Questions detailed in this RFP. Proposals will be down-scored for failure to answer any question fully.
      2. The Bidder is required to clearly state if they do not wish to respond to a specific question, and explain such refusal.
   6. Cancellation or Amendment
      1. GSMA reserves the right to cancel the RFP and/or the Services and Deliverables at any time, either in part or whole, at the sole discretion of GSMA. In such cases, GSMA will not be liable for any costs incurred by the Bidder in this RFP process.
      2. GSMA reserves the right to amend the RFP by issuing such notice to all Bidders which may: (i) extend or reduce the RFP Timeline; (ii) extend or reduce any timeline for Services and Deliverables; or (iii) amend the scope of the Services and Deliverables.
      3. Nothing in this RFP constitutes an offer capable of acceptance by the Bidder.
   7. Validity
      1. The Proposal shall remain valid for three (3) months from the closing date for receipt of the Proposal.
   8. Acceptance
      1. GSMA reserves the right to accept a Proposal in whole or part, and acceptance shall not be deemed made until a Schedule, containing the agreement of the parties with relation to the Services and/or Deliverables (subject to the GSMA Standard Terms and Conditions, as agreed in the Master Services Agreement [“MSA”]) has been fully executed by GSMA for the Services and/or Deliverables covered by this RFP.
      2. GSMA is under no obligation to accept the lowest priced Proposal, and reserves the right to reject any Proposal for any reason, in GSMA’s sole discretion.
      3. Any decision as to the successful Proposal is a matter solely for GSMA based on whatever criteria GSMA deems relevant.
   9. Post-Proposal Negotiations
      1. GSMA may, at its option, conduct post-tender negotiations with one or more Bidders.
      2. GSMA may invite Bidders to present the Proposal, answer any outstanding questions and conduct any post-Proposal negotiations.
   10. Bidder Costs
       1. All costs incurred by the Bidder in connection with this RFP, including but not limited to costs for preparation, transmittal, or presentation of any Proposal or other material submitted in relation to this RFP are entirely the responsibility of the Bidder and shall not be chargeable in any manner to GSMA irrespective of the Bidder’s success or failure in the tender process.
   11. Proposal Contents
       1. The Bidder is required to submit a Proposal in accordance with the requirements of Section 3.16 of this RFP, including a Total Price and a schedule of standard itemized rates, which are relevant to the work requested. Any subsequent negotiation regarding the scope of Services and Deliverables does not permit upward modification beyond the initially stated Total Price.
       2. All variations from and failures to meet the requirements stated in this RFP must be identified explicitly as described in Section 2.2.
   12. Language
       1. All Proposals must be in English.
   13. Submission Guidelines
       1. Bidders must submit their Proposal to the GSMA Contact by email no later than the date and time specified in the Proposal Timeline.
       2. The Bidder’s emailed Proposal should not exceed 5mb in size unless otherwise agreed in writing by GSMA and in such cases, supporting documentation will be submitted as a supporting email and titled as such.
       3. If, following submission of the Proposal, the information contained therein changes, Bidders must advise the GSMA Contact immediately.
   14. Terms and Conditions
       1. The terms and conditions governing any award of business are the GSMA Standard Terms and Conditions, as attached to this RFP as the MSA (the “T&Cs”). The T&Cs form the exclusive basis for the performance of Services and provision of Deliverables.
       2. By submitting a Proposal, the Bidder acknowledges and agrees that:
          1. At GSMA’s option, Bidder will enter into a Schedule A, governed by the T&Cs, without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable); and
          2. Bidder will be bound by any requirements in this RFP, obligations of its Proposal, and the T&Cs.
   15. Structure of Bidder’s Proposal
       1. Bidder’s Proposal shall contain:
          1. A completed Schedule 3 to this RFP (Bidder’s Information);
          2. The Bidder’s Proposal for the performance of Services and/or provision of Deliverables, including responses to all questions presented for the Bidder in this RFP (including all requested items in Schedule 2);
          3. The Total Price, including price breakdown and itemization per the template included in Schedule 4;
          4. A copy of the Declaration contained in Schedule 6, signed by the Bidder, containing the representations and warranties made by Bidder with relation to this RFP process which form part of the foundation of the relationship; and
          5. A copy of the T&Cs signed by the Bidder without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable).

**Schedule 2**

**GSMA Policies and Additional Considerations**

1. **Corporate and Social Responsibility (“CSR”)**
   1. GSMA continuously commits to the preservation of the environment and achieving carbon neutral certification for our global events under PAS 2060, an internationally recognised standard. To achieve this certification, GSMA’s carbon neutral consultants will implement data collection and carbon footprint calculation. Should Bidder’s Proposal be successful, Bidder will be contacted by GSMA consultants to provide all necessary data related to participation in any event on which Bidder may be working.
   2. GSMA takes its environmental impact seriously and has made a series of policy commitments to address the issue. Please outline the measures that Bidder’s company has taken, or can take, in order to minimize the environmental impact of Bidder’s proposed solution.
      1. In what way should GSMA deem Bidder’s Proposal environmentally preferable?
      2. Please attach a copy of the formal CSR policy for Bidder’s company.
2. **Insurance**
   1. Bidder shall procure and maintain for the duration of the contract insurance against claims for injuries, damages, or other types of losses that may arise from or in connection with the performance of the work hereunder by the Bidder, its agents, representatives, or employees. The cost of such insurance shall be borne by Bidder.
   2. Bidder shall provide to the GSMA, at time of tender, original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. Bidder’s cover note will be presented on the insurance broker’s headed paper detailing all the insurance held, the term of each insurance, level of cover, and any exclusions.
   3. Bidder’s insurance coverage shall be the primary insurance coverage for all claims related to this contract. GSMA and its affiliates, officers, officials, employees, and volunteers are to be covered as additional insureds. Each insurance policy required above shall state that coverage shall not be cancelled, except with notice to GSMA. GSMA reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.
   4. If Bidder’s current insurance coverage is insufficient to meet GSMA’s standards, Bidder agrees to procure such insurance as GSMA requires prior to execution of any MSA.
3. **Code of Conduct**
   1. Bidder shall comply with the GSMA code of conduct as laid out in Schedule 5.
4. **Conflict of Interest Policy**
   1. A conflict of interest is a set of circumstances that creates a risk that an individual’s ability to apply judgment or act in one role is, or could be, impaired or influenced by a secondary interest. It can occur in any situation where an individual or organization can exploit a professional or official role for personal or other benefit. Conflicts can exist if the circumstances create a risk that decisions may be influenced, regardless of whether the individual actually benefits. The perception of competing interests, impaired judgment or undue influence can also be a conflict of interest.
   2. Examples of conflicts of interest situations such as:
      1. When a supplier has a direct or indirect financial relationship with a GSMA employee, customer or competitor; or
      2. When a supplier has a non-financial or personal relationship with a GSMA employee, customer or competitor.
   3. Conflicts of interest can be actual, perceived, or potential. GSMA treats these categories equally.
   4. Disclosure of conflicts of interest is a continuing obligation, requiring an updated disclosure should a conflict of interest begin, end, or circumstances change in any material way.
   5. The disclosures required in Schedule 3, Bidder’s Information, will form the basis for GSMA’s internal analysis as to the acceptability of the conflict of interest and how it may be managed. Should any information contained therein prove to be inaccurate, GSMA reserves the right to terminate the contract immediately with no penalty, notwithstanding any other term in the MSA to the contrary.
5. **Data Security**
   1. GSMA requires that Bidder hold and process all data/information (personal or not) in line with the regulatory requirements in GSMA’s primary business locations (United States and/or United Kingdom, as applicable) and ensure that any data transfer is authorized and conducted in a secure manner. Bidder should describe whether data will be collected, processed, or transferred, and how Bidder will comply with GSMA’s data security standards, as well as with all relevant regulations.
   2. Any information systems that hold information are required to be controlled in line with good information system security and operation measures and protected against information and service loss (physical and logical). Bidder should describe its information security and operation measures, including measures to protect against loss.
   3. Bidder agrees it will agree to and comply with the GSMA Data Protection Addendum, attached to the MSA as Exhibit 1.
6. **Regulation**
   1. Bidder should state whether the industry with which it is engaging regulated, and if regulated describe how. Bidder should demonstrate how Bidder’s company meets this regulation.
   2. Bidder should describe any future regulation that may affect the Services and Deliverables requested in this RFP, and demonstrate how Bidder will meet this regulation.
7. **Business Continuity and Disaster Management**
   1. GSMA requires organizations with which it transacts to take reasonable measures to protect the operation of their business in the event of a business interruption event (both physical and logical). Bidder should attach a copy of Bidder’s company’s business continuity policy and disaster management plan.
8. **Service Level Agreements**
   1. “**Service Standard**” means in relation to the performance of any of the Services and provision of any Deliverables, Bidder and its third party bidders, contractors, agents and sub-licensees shall carry out those Services and provide those Deliverables:
      1. in a good, safe and professional manner and in a manner free from dishonesty and corruption and in accordance with the US Foreign Corrupt Practices Act, UK Bribery Act and any applicable anti-bribery or anti-corruption legislation;
      2. without material deviation from the best practice of a reasonable and prudent company and with adherence to relevant standards;
      3. in accordance with all relevant provisions of the service agreement, and any rules, codes, policies, procedures and standards notified to the Bidder, as revised from time to time during the Term in accordance with the service agreement;
      4. in co-operation with GSMA, its agents, sub-licensees and Bidders especially, but without limitation, in relation to the provision of information reasonably requested by GSMA;
      5. in a manner which is not detrimental to the public image and reputation of GSMA or any of its Affiliates; and
      6. in a manner not less professional than the manner in which the Bidder would perform similar services for its other customers.
   2. Bidder should provide suggested service level agreements (“SLAs”) to dictate acceptable response times for provision of the Services and Deliverables. The proposal of SLAs should include suggested service credits available should the service level fall below the standards set in the SLAs.

**Schedule 3**

**Bidder’s Information**

1. **Company Information**

|  |  |
| --- | --- |
| Company Name |  |
| Company Registration Number (if any) |  |
| Address of Registered Office |  |
| Street |  |
| Town/County |  |
| Country |  |
| Post Code |  |
| Web Site |  |
| VAT registration No if applicable |  |
| Financial Year-End |  |

1. **Director Details**

Please list the names of Bidder’s company’s directors (use an extra sheet if necessary). If not a limited company, list members of the Management Board, Partners, Associates, etc. who are responsible for the activities of the company or organization.

|  |  |
| --- | --- |
| Company’s directors |  |
| List members of the Management Board |  |
| Partners |  |
| Associates |  |
| Other |  |

1. **Company Profile—Financial Data**

Please enclose copies of Bidder’s audited company accounts (such as the directors’ report, auditors’ report, balance sheet, profit and loss account, cost of sales accounts and full notes) for the past three accounting years (or for your full period of trading if less than twelve months).

If Bidder cannot provide the information requested above, please describe why and give the best alternative financial information available, such as a certified statement of turnover for the last year, signed by an independent auditor or bank manager.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **FY 1** | **FY 2** | **FY 3** |
| Total Turnover |  |  |  |
| Number of Full Time Employees |  |  |  |
| Products/Services sold |  |  |  |
| Services Provided |  |  |  |
| Net Income |  |  |  |

1. **Current Activity with GSMA**

Does Bidder’s company (or any branch or affiliate thereof) currently provide any products or services to GSMA?

 Yes  No

If yes, please provide the following information for the products and services currently supplied to GSMA.

|  |  |  |  |
| --- | --- | --- | --- |
| **Project Name** | **Business Group and Contact** | **Description of Product or Services Provided** | **Total Project Cost** |
|  |  |  |  |
|  |  |  |  |

1. **Insurance**

Confirm the types and levels of insurance held. Please refer to the insurance policies contained in Schedule 2.

|  |  |
| --- | --- |
| **Insurance Type** | **Cover Currently Held** |
| Public liability (third party) insurance |  |
| Professional indemnity insurance |  |
| Errors and Omissions insurance |  |
| Workers compensation insurance [US only] |  |
| Commercial liability insurance |  |
| Commercial automobile liability insurance |  |
| Other information |  |

Have any claims been made (or are any forthcoming) against Bidder’s company’s employer’s liability insurance, public liability insurance, or professional indemnity insurance within the last three (3) years? If yes, please provide details.

1. **Conflict of Interest Questionnaire**
   1. Please provide Bidder’s instrument of ownership or beneficial interest, including a description of Bidder’s corporate form, and any other information which may be relevant to GSMA’s full understanding of this subject.
   2. Ownership Share

|  |  |  |
| --- | --- | --- |
| **Name** | **Address** | **Percent Ownership** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

* 1. Distributive Income

|  |  |  |
| --- | --- | --- |
| **Name** | **Address** | **Percent Ownership** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

* 1. Does Bidder use a lobbyist or agent? If so, please disclose.
  2. Disclosure must be made of any gifts or entertainment provided to GSMA employees in the past twelve (12) months.
  3. Please provide details of current or previous employment of Bidder’s personnel and ownership, (including self, spouse, and immediate family members) with ties to GSMA employees.

**Schedule 4**

**Total Price**

1. **Fees and Charges**
   1. Bidder should provide all relevant detail on how the Services and Deliverables are to be charged.
   2. Bidder should provide a breakdown of the charges: per item, per hour, as may be applicable.
   3. For the avoidance of doubt, GSMA’s payment terms are contained in the MSA, and are sixty days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.
   4. Detail of how the Bidder requests payments to be made (examples: single lump sum, monthly, quarterly, phased payments). Please note, GSMA does not make advance payments prior to completion of the Services and Deliverables unless the payment requested is specifically traceable to purchase of items required to perform the Services or provide the Deliverables, which would otherwise be a loss for the Bidder.
   5. All rates and prices are in UK Pounds Sterling.
   6. Total Price
      1. Based on the requirements of this RFP, Bidder should place the fee breakdown for the Services and Deliverables contained herein in the Pricing Table below.

|  |  |  |  |
| --- | --- | --- | --- |
| **Item** | **Unit Price** | **Units** | **Total Price** |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |
|  |  | Total Price |  |

1. **Inclusions**
   1. The Bidder’s Total Price is inclusive of all costs, insurances, fees, costs, expenses, liabilities, obligations, risks, and all financial requirements for the performance of Services and provision of Deliverables.
   2. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.
   3. Total Price is exclusive of VAT but inclusive of all other taxes.
2. **Itemized base rate schedules**

|  |  |  |
| --- | --- | --- |
| **Item** | **Unit Price** | **Bulk Pricing** |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |
|  |  |  |

**Schedule 5**

**Code of Conduct**

**Purpose**

The GSMA Supplier Code of Conduct (“the GSMA Code”) reflects our intent to minimise the social, environmental and ethical impact of our supply chain and to ensure that we and our suppliers act in a responsible manner.

**Scope**

This GSMA Code applies to all suppliers and contractors in any capacity including agency workers, seconded workers, volunteers, agents, contractors, external consultants, third-party representatives and business partners who provide goods or services, to or on behalf of GSMA. We require suppliers notify any sub-suppliers that are used on behalf of the GSMA of their responsibility to implement the GSMA Code.

**Principles**

GSMA expects all suppliers to adhere to the following principles and will cease trading with suppliers showing persistent disregard for important elements of environmental, social and ethical performance.

GSMA seeks to ensure that the working conditions at suppliers of the products and services we purchase meet the standards of the International Labour Organisation (ILO) and the Universal Declaration of Human Rights (UDHR)

**Social Compliance**

1. **Child Labour:** Organisations should ensure the effective long-term elimination of child labour, in a manner consistent with the interests of the children concerned.
2. **Forced Labour:** There should be no forced, bonded (including debt bonded),involuntary labour, trafficked labour and workers should be able to leave after giving reasonable notice.
3. **Health, Safety and Hygiene:** All employees should expect to work in an environment that is both safe and healthy. Adequate steps should be taken to prevent accidents occurring in the normal course of work including the provision of suitable health and safety training.
4. **Discipline:** Physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse or other forms of intimidation is not acceptable. Disciplinary and grievance procedures shall be clearly documented and communicated to all employees.
5. **Freedom of Association and Employee Representation**: Organisations should adhere to all local laws regarding trade union representation and the formation of employee representation groups
6. **Working Hours**: working hours should not be excessive and shall comply with relevant national laws.
7. **Equality of Treatment:** Organisations will seek to avoid any form of unlawful discrimination in all aspects of employment including, but not limited to the following protected characteristics or any others that may be covered by local legislation: age; caste or tribe; disability; gender / sex; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sexual orientation; military status.
8. **Remuneration:** Wages and benefits afforded to workers should meet national standards. Workers should be provided with clear written information on their pay and conditions. Excessive deductions on wages should not be permitted as a disciplinary measure.
9. **Employment terms**: All workers should be provided with simple, written contracts which must detail the terms and conditions of their employment. Contracts should be clearly understandable to each worker. Work performed should be on the basis of recognised employment law and practice.
10. **Right to work**: It is expected that supplier’s hiring practices will accurately verify a worker
11. **Community impact:** Organisations are encouraged to support the communities in which they operate through appropriate community initiatives.

It is understood that organisations must comply with national and other applicable laws and regulations and where there is conflict between these and the GSMA Code then the highest standards linked with such laws and regulations shall be applied.

**Environment**

We seek to ensure that appropriate attention is paid to environmental issues when GSMA purchase products and services. In all cases suppliers should be able to demonstrate environmental policies and management systems sufficient to ensure continuous improvement in environmental performance and be in accordance with local and internationally recognised environmental standards.

**Business Practices**

Suppliers shall comply with applicable local laws and regulations concerning bribery, corruption, fraud and unethical business practices.

**Schedule 6**

**Declaration**

Bidder understands that giving false, incomplete, misleading or inadequate information that materially affects or could materially affect the decision-making process, could result in Bidder’s exclusion from the list of approved RFP invitees, or subsequent determination of the contract in the event of it being awarded to Bidder.

Bidder certifies that the information supplied is accurate to the best of Bidder’s knowledge and that Bidder accepts the conditions and undertakings set out in this Declaration and the RFP.

Bidder declares that the Proposal is made without collusion, knowledge, comparison of data or arrangement with any other company, firm or person applying to participate in the process for this RFP and is in all respects fair and without collusion and fraud.

Bidder acknowledges and agrees that:

1. At GSMA’s request, it will negotiate in good faith and within the required timeframes, any additional documents required in relation to this RFP, in particular the MSA, including commercial terms;
2. The Services and Deliverables as described in the MSA will be governed by the GSMA Standard Terms and Conditions without any additions, omissions, or amendments (other than any proposed amendments to the GSMA Standard Terms and Conditions made by a Bidder in its Proposal that GSMA deem acceptable); and
3. The MSA will not contain any less favourable terms than those set out in Bidder’s Proposal.

Company Name:

Address:

Email:

Tel No:

Name: Position:

Signature: Date: