

GSMA Mobile for Development Foundation Inc. Request for Proposal

**AgriTech Monitoring, Evaluation
and Learning Partner**

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Contents

| | | |
|---|---|----|
| I..... | Background | 5 |
| 1) The GSMA | | 5 |
| 2) Mobile for Development | | 5 |
| 3) The GSMA AgriTech programme..... | | 6 |
| 4) The GSMA AgriTech Accelerator..... | | 6 |
| 5) The Matrix of Partners..... | | 8 |
| II..... | MEL partner role | 8 |
| 6) Objective of MEL..... | | 8 |
| 7) Target audience and potential uses for the findings..... | | 9 |
| 8) Locations..... | | 9 |
| 9) Theory of change and logframe | | 10 |
| 10) Monitoring, Evaluation and Learning questions and approach..... | | 10 |
| III..... | Services and deliverables | 11 |
| 11) Ongoing requirements..... | | 14 |
| 12) Out of scope..... | | 14 |
| IV..... | Ideal supplier qualities | 15 |
| 13) Ideal supplier qualities..... | | 15 |
| 14) Supplier contracting models | | 15 |
| V..... | Delivery timeline | 16 |
| VI..... | Request for proposal | 18 |
| 15) Proposal stage one | | 19 |
| 16) Proposal stage two..... | | 19 |
| 17) Proposal timelines..... | | 20 |
| 18) GSMA Contact details..... | | 20 |
| VII..... | Fees and charges | 20 |
| 19) Stage one budget template | | 20 |
| 20) Stage two budget template | | 21 |
| VIII..... | Section B: GSMA RFP Process Guidelines and Requirements | 21 |
| | Schedule 1: GSMA RFP Process and Expectations..... | 21 |

| | |
|---|----|
| Schedule 2: GSMA Policies and Additional Considerations | 25 |
| Schedule 3: Respondent Information..... | 27 |
| Schedule 4: Code of Conduct..... | 30 |
| Schedule 5: Declaration..... | 32 |

The [GSMA AgriTech Accelerator](#), supported by [Deutsche Gesellschaft für Internationale Zusammenarbeit](#) (GIZ) aims to support and accelerate the growth of innovative, revenue-generating digital agriculture solutions that support the **programme's mission** of improving smallholder farmers'

1. Livelihoods,
2. Financial inclusion, and
3. Climate resilience.

The GSMA AgriTech Accelerator is launching a request for proposal to select a Monitoring and Evaluation partner that will support the team in implementing data-focused MEL (monitoring, Evaluation and Learning) activities throughout the implementation phase of the project from June 2023 to August 2025.

I. Background

1) The GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry, and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Services and Solutions, and Outreach. This activity includes advancing policy, tackling today's biggest societal challenges, underpinning the technology and interoperability that make mobile work, and providing the world's largest platform to convene the mobile ecosystem at the MWC and M360 series of events.

We invite you to find out more at [gsma.com](https://www.gsma.com).

2) Mobile for Development

The Mobile for Development team drives innovation in digital technology to reduce inequalities in our world.

Singularly positioned at the intersection of the mobile ecosystem and the development sector, we stimulate digital innovation to deliver both sustainable business and large-scale socio-economic impact for the underserved.

Our unique research and insights platform advances digital innovations and implementations that empower underserved populations to build a better future. Our in-market expertise informs

partnerships between the mobile industry, tech innovators, governments and the development sector. And our unparalleled convening power motivates conversations and inspires action. To date, we have impacted the lives of over 126 million people. And counting...

3) The GSMA AgriTech programme

The AgriTech programme works towards the vision of **equitable and sustainable food chains that empower farmers and strengthen local economies**. Its mission is to bring together and support the mobile industry, agricultural sector stakeholders, innovators and investors in AgriTech space to launch, improve and scale impactful and commercially viable digital solutions for farmers in the developing world.

The AgriTech programme has three focus areas: Improving livelihoods, climate resilience and financial inclusion.

The mission will be achieved through a three-fold approach: delivering research, best practice and knowledge sharing; providing technical assistance; and partnership brokering.

The current RFP seeks monitoring, evaluation and learning (MEL) support for the GSMA AgriTech Accelerator. The AgriTech programme's principles are laid out in the annex to this document.

4) The GSMA AgriTech Accelerator

The GSMA opened the applications for the AgriTech Accelerator in December 2022 and will select applicants (cohort members) by April 2023. The GSMA will provide selected cohort members with technical assistance for a period of two years from June 2023, with the objective of supporting the scaling of digital agriculture solutions.

Cohort members will benefit from a range of technical assistance tools, including targeted consulting from the GSMA team, user experience and product design/management support, farmer feedback surveys and capacity building for investor readiness. [See the [Term Sheet](#) detailing the AgriTech Accelerator].

AgriTech Accelerator cohort members will be expected to clearly articulate how their digital agriculture solution, leveraging mobile technology, supports improved livelihoods, climate resilience and financial inclusion for smallholder farmers, and enable equitable access for female farmers, young farmers and/or farmers with disabilities. Equitable access for female farmers will be a particularly strong area of interest.

Some examples of use cases and their definitions that are relevant to the AgriTech Accelerator’s objectives are given below. More details can be found in the AgriTech Accelerator [Applicant Handbook](#).

| | | Sub use cases |
|--|---|--|
| Digital advisory | Information-based services providing smallholder farmers with agronomic and livestock advice and best practices, information on market prices, weather and climate information as well as financial and digital literacy training. | Agri VAS, weather information, pest and disease management, product verification, record keeping |
| Agri Digital Financial Services | Digitally-enabled financial services for smallholders to facilitate their inclusion in the formal financial economy and allow investment in farming activities. These services are customised to meet farmers' needs and tailored to suit their cropping cycles. | Insurance, credit, savings, credit scoring, digital payments, crowdfunding, input financing |
| Digital procurement | Digital solutions in the agricultural last mile that enable a range of digital systems and processes to transition from paper to digital. They help agribusinesses increase transparency in their transactions with smallholders and improve efficiency and operational profitability. At the same time, farmers benefit from more transparent transactions and improved market access. | Farmer profiling, traceability, digital payments, transactional records, receipting, advisory |
| Agri e-commerce | Digital platforms that enable the buying and selling of agricultural produce and inputs online. Although most agri e-commerce businesses sell domestically to urban consumers, agri e-commerce also enables farmers to reach international buyers. | Inputs, outputs |
| Smart farming | Smart farming refers to the use of on-farm and remote sensors to generate and transmit data about a specific crop, animal or practice to enable the mechanisation and automation of on-farm practices and achieve more efficient, high-quality and sustainable production of agricultural goods. | Smart crop management, smart livestock management, mechanisation access services |

Figure 1: Definition of services supported by the AgriTech Accelerator

This is not an exhaustive list and the final services supported by the AgriTech Accelerator will be finalised as cohort members are selected. Services are intended to generate socio-economic impact and to contribute to the programme's objectives. A high-level summary of the intended impact and outcomes for smallholder farmers include:

| | |
|----------------------|--|
| Improved livelihoods | <ul style="list-style-type: none"> • Higher productivity and profitability • More informed farm-level decision making • Improved access to services, markets and assets with a gender-smart lens |
| Financial inclusion | <ul style="list-style-type: none"> • Digital footprints and economic identities • Access to formal, tailored digital financial services • Improved access to services, markets and assets with a gender-smart lens |
| Climate resilience | <ul style="list-style-type: none"> • Adoption of climate-smart agriculture practices • Improved preparedness for, and response to, climate events • Improved and equitable access to climate-smart services and technologies with a gender smart lens |

Figure 2: AgriTech programme objectives and associated use cases

5) The Matrix of Partners

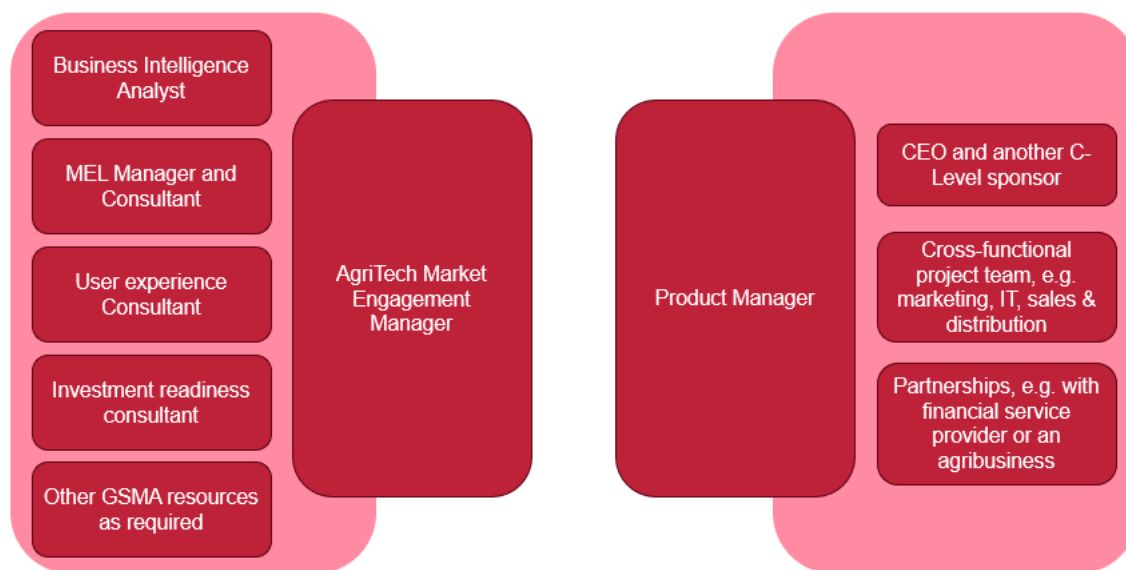


Figure 3: AgriTech Accelerator matrix of partners

II. MEL partner role

6) Objective of MEL

Monitoring Evaluation and Learning (MEL) will be part of the technical assistance package offered to cohort members in the form of data analysis, data collection through surveys and capacity building for cohort members to learn about data collection and analysis approaches.

The MEL has four main objectives:

Monitor – analyse service data to gather evidence of the performance of services

Evaluate – gather evidence of the impact of digital services on farmer productivity, financial inclusion, incomes and climate resilience

Learn – leverage service data and user feedback collected through surveys to contribute to the iteration of digital services;

Build Capacity – support cohort members in improving the way they leverage service and user survey data to demonstrate service performance and impact

These four objectives feed into the broader GSMA-led objective of improving cohort members investor readiness. See Section III Services and deliverables for more details on the supplier's expected role.

7) Target audience and potential uses for the findings

Cohort members teams – the primary audience for learning from the projects is the cohort members. The MEL will be included as part of the technical assistance package delivered by the GSMA in order to support cohort members to scale digital agricultural solutions and be better placed to raise investments. Through product iteration workshops (PIWs), facilitated by the GSMA Market Engagement Managers, the MEL insights will add onto the UX, BI and cohort members' internal service reviews to contribute to the product roadmap.

GIZ – data collected will be used to report against the GIZ logframe and provide evidence to test the programme theory of change. This will be communicated to GIZ as part of the annual reporting cycle and quarterly reports.

The wider agritech industry – insights on successes and challenges to scale digital agricultural solutions for smallholder farmers will be shared with the wider industry to encourage best practice and demonstrate the scalability of these services.

Development and MEL practitioners – insights regarding impacts on farmer livelihoods, financial inclusion, climate resilience and approaches to programme monitoring and evaluation measurement will be promoted within the development and MEL practitioner communities.

GSMA AgriTech programme – aggregated evidence from the MEL workstream will help the GSMA AgriTech team to assess how well they are achieving their goals (captured in the logframe and the four-year plan and strategy) and whether the technical assistance model is effective.

8) Locations

Inception and data collection framework design will be desk based – ability to visit the GSMA team in their London HQ for an in-person inception workshop would be advantageous.

Data collection in country – the supplier will need to collect data for each of the AgriTech Accelerator-supported cohort members in up to ten countries, primarily through phone surveys, with a possibility to include face-to-face interviews for a select number of cohort members (detail provided in sections III-V below).

As the AgriTech Accelerator selection process is on-going at the time of launching this RFP, the specific countries where data will need to be collected are still to be confirmed. Stage one proposals for this RFP will be accepted prior to the final decision of the cohort member selection panel. Suppliers should build approximate costs in their budget based on the eligible country list provided below. Shortlisted MEL suppliers will receive an updated RFP listing the final country locations in order to complete stage two of the procurement process (see Section VI. 17 Proposal stage two).

The list of eligible countries is as follows – projects in up to ten countries will be selected: There may be more than one project in a particular country.

Asia: Jordan, Pakistan, Cambodia

Africa: Burkina Faso, Cameroon, Egypt, Ghana, Ivory Coast, Madagascar, Malawi, Mali, Morocco, Mozambique, Nigeria, Senegal, Togo, Tunisia, Zambia

LatAm: Colombia, Ecuador, Peru

9) Theory of change and logframe

The programme-level Theory of Change (ToC) below was developed by the GSMA AgriTech team. It provides a high-level overview of the outputs, outcomes and impact that the programme intends to achieve. MEL questions are based on this Theory of Change and the MEL data collection framework and tools should aim to leverage data to evidence the logical links and assumptions in the ToC. Individual ToCs will be designed by the GSMA AgriTech team for selected cohort members in the Agritech Accelerators’ first months of implementation.

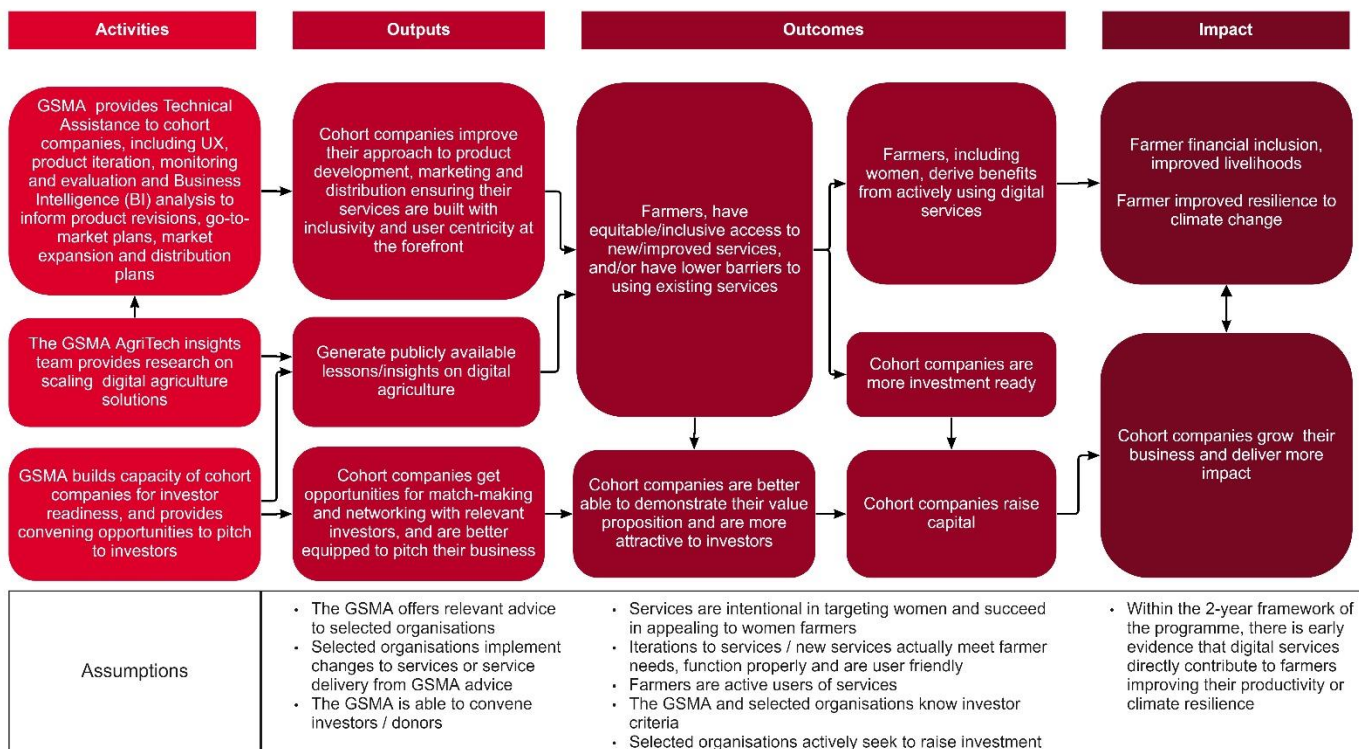


Figure 4 – Programme Theory of Change

10) Monitoring, Evaluation and Learning questions and approach

The following monitoring, evaluation and learning (MEL) questions will need to be refined as part of the inception process. The more programmatic questions will fall under the remit of the GSMA AgriTech MEL Manager who will be the supplier's main point of contact to provide guidance, review

and approve deliverables. Some of the questions will also partly fall under the GSMA UX partners during the design research. They are included here to give full transparency regarding the MEL agenda and encourage suppliers to think about the matrix of partners supporting these projects and the role of the chosen supplier (the “MEL Partner”) in that matrix.

| MEL question | Responsibility |
|--|---------------------------------|
| What are farmers’ perceptions toward- and usage behaviour of the supported digital services? | MEL Partner |
| Are farmers, in particular women, reporting improved access to services, markets or assets? How can digital services be iterated or designed to improve farmer access to these services? | MEL Partner / UX Partner |
| Are services leading to benefits for farmers, including improved productivity and income, financial inclusion and climate resilience? | MEL Partner |
| Is the GSMA technical assistance model helping cohort members improve their approach to product development, marketing and distribution? | MEL Manager (GSMA) / UX Partner |
| Is the GSMA technical assistance model helping cohort members become more investor-ready? | MEL Manager (GSMA) |

III. Services and deliverables

3.1 Inception

Services:

- Desk review of relevant GSMA reports and internal documentation; external literature covering key topics of the MEL questions
- Understand the structures and ways of working of the GSMA AgriTech Accelerator and the AgriTech programme
- Review workplan and deliverables through engagement with GSMA AgriTech programme staff
- Outline roles and responsibilities for the approach going forward together with the GSMA MEL Manager
- Identify key performance indicators to be collected through surveys to answer MEL questions
- Attend an Inception workshop lead by the GSMA AgriTech team, which will give an opportunity to present the MEL approach to the broader AgriTech team and to the other suppliers involved in the project. In particular, this is an opportunity to identify areas of collaboration with the User Experience supplier.

Deliverables:

- Present MEL tools and refined MEL learning questions in PowerPoint format (15 slides max.) during Inception workshop with AgriTech staff at GSMA office in London (August 2023)

- MEL data collection framework document (<20 pages) in Microsoft Word, outlining your understanding of the project, proposed methodology and justifications, processes for data collection, proposed key performance indicators to collect through surveys, clear set of requirements from GSMA and the AgriTech Accelerator's cohort members to ensure MEL data collection proceeds as planned

3.2 Project monitoring - rapid feedback surveys

For each cohort company, the MEL supplier will work with the AgriTech Accelerator cohort members and the GSMA MEL Manager to design quantitative surveys to identify insights on smallholder farmer usage of services and whether smallholders have seen their barriers to service access and/or usage reduce. These surveys are expected to be rapid feedback surveys, with up to 20 questions for end users on service satisfaction and usage.

Services:

- Co-design end user (smallholder farmers) quantitative survey questionnaires with the support of the GSMA MEL Manager
- The MEL supplier will be responsible for delivering the quantitative survey data collection on demand across the countries in which the 10 cohort members operate. The surveys will be phone-based, with a 4-week turnaround time¹ from survey initiation to results delivered. The GSMA is open to receiving suggestions regarding the type of phone surveys (Enumerator-based, IVR, SMS, etc.). Applicants should detail their approach(es) and resulting costs in the Stage one submission.
- Share results with the GSMA AgriTech team in the form of clean databases of the data collected and short PowerPoints presentations of 20 slides maximum summarising the main findings from the research.

Deliverables:

- 10 rapid feedback surveys, each with a sample of 400 farmers, deployed throughout the implementation period (estimated Nov 2023 to Oct 2024), including
 - 10 clean databases of the quantitative data collected in Excel and/or SPSS format
 - 10 short PowerPoints presentations of 20 slides maximum summarising the main findings from the research
- Based on a needs assessment from the GSMA AgriTech team and on demand from selected organisations, up to 10 additional rapid feedback surveys may be deployed within the implementation period² (estimated May 2024 to Mar 2025).

3.3 Capacity building

¹ The chosen supplier will assess the feasibility of these 'on demand' rapid feedback surveys and advise on the quickest and best approach available

² These surveys will be on-demand, in support of each of the services. Depending on how quickly each service scales, the number of surveys deployed in each market will vary but the total will be limited to up to 20.

One of the core objectives of the AgriTech Accelerator is to support cohort members in raising commercial investment. As such, the GSMA will provide capacity-building to improve selected organisations' investor-readiness.

Services:

- share lessons and toolkits on how to design and deploy user surveys
- share best practices on leveraging user data for storytelling

Deliverables:

- a toolkit in PowerPoint format (20 slides max) on how to design and deploy user surveys
- Deliver a presentation at an in-person workshop organised by the GSMA in one of the AgriTech Accelerator eligible countries on how to leverage data for storytelling

3.4 Impact case studies

For up to three projects that have achieved most success within the project period, the MEL supplier will work with the AgriTech Accelerator cohort members and the GSMA MEL Manager to design a quantitative survey (N:500), complemented by qualitative research (N:20), to explore the impact of digital services on smallholder livelihoods. The areas of impact will be linked to financial inclusion, farmer incomes and/or climate resilience.

Services:

- Co-design end user (smallholder farmers) studies with the support of the GSMA MEL Manager, consisting of quantitative survey questionnaires complemented by qualitative interviews and/or focus groups with smallholder farmers
- The MEL supplier will be responsible for delivering the quantitative survey data collection, as well as conduct in-person qualitative interviews with smallholder farmers and/or other user groups across up to three countries
- Share results back to the GSMA AgriTech team in the form of clean databases of the data collected and short PowerPoints presentations of 20 slides maximum summarising the main findings from the research.

Deliverables:

- 3 impact case studies, each with a sample of 500 farmers for quantitative research and 20 users for qualitative research, deployed in the last two quarters of the implementation phase (estimated Sep 2024 - Dec 2024), including
 - Clean databases of the quantitative data collected in Excel and/or SPSS format
 - Clean transcripts of the interviews conducted with farmers translated to English in Word format
 - PowerPoint presentations of 30 slides maximum summarising the main findings from the quantitative and qualitative research

11) Ongoing requirements

- A dedicated project lead for the overall project, to drive progress against the workplan and act as the single point of contact between the MEL supplier and the GSMA AgriTech team through the GSMA MEL Manager. They commit to attending at least fortnightly updates during the implementation phase of key tasks and at least quarterly check-ins when no key activities are on-going, in addition to responding to requests from the GSMA within 48 hours.
- The selected MEL supplier must be available to respond to GSMA and GIZ questions up to 90 days after final submission of all deliverables

GSMA responsibilities

The GSMA MEL Manager will be the main contact point for providing guidance to the MEL supplier, notably for the design of surveys and to ensure:

- Timely sharing of user phone numbers to the MEL supplier ahead of phone surveys
- Updates on changes in digital services or service delivery models, especially ahead of rapid feedback surveys
- Commitment from AgriTech Accelerator cohort members to participate in MEL activities, including putting data sharing agreements in place and ensuring that end users are notified ahead of the surveys
- Timely reviews of deliverables

12) Out of scope

The GSMA will fully lead on several aspects of the MEL pillar, which will fall outside of the scope of the MEL supplier. For a full picture of the MEL pillar, these activities that fall fully under the GSMA will include:

- developing a programme-level Theory of Change and MEL plan
- developing bespoke theory of changes with AgriTech Accelerator cohort members
- communicating survey findings to cohort members during product iteration workshops
- conducting Business Intelligence analysis from service data - the GSMA AgriTech team offers in-house Business Intelligence support by using data generated by the services. Whilst generating indicators for business intelligence will be the remit of the MEL workstream and will complement the findings of the rapid feedback surveys, any analysis of service data will be performed in-house at GSMA or by the cohort members themselves
- conducting a process evaluation of the GSMA AgriTech team's technical assistance
- write-up of findings of the work for an external audience will be out of scope for the supplier, as that will be managed internally. The MEL partner will be named as a contributor on external reports which rely on data they have collected. Any external sharing of learnings from this work by the MEL partner will require GSMA approval
- in line with the Mobile for Development Foundation policies, travel required to attend meetings at GSMA London offices cannot be included in the budget. Depending on the location of the chosen supplier, the number of expected meetings at the London office may vary – but in-person presence at minimum for the inception workshop is encouraged. All other travel should be included in the budget.

IV. Ideal supplier qualities

13) Ideal supplier qualities

The ideal supplier would have:

- Demonstrable experience developing and deploying MEL surveys for agriculture projects in countries listed under the eligible AgriTech Accelerator markets
- Demonstrable experience leveraging gender-specific user insights
- Demonstrable experience building organisations' capacity in designing and deploying surveys and leveraging user data for storytelling
- Prior experience in AgriTech Accelerator some or all eligible countries
- Prior experience in handling multi-country projects
- Prior experience in the digital for development space
- Evaluation experience involving private, public and development sector stakeholders
- Experience deploying and/or evaluating mobile-enabled solutions for projects related to financial inclusion, women's empowerment, farming livelihoods and climate resilience
- Proven experience in delivering results to MEL specialists and non-specialists
- Proven track record of helping organisations use evidence generated from MEL to drive decision-making
- A multi-lingual team, and/or an established quality assurance process for translating tools into multiple languages
- A network of enumerators or data collectors, including women to conduct research with women smallholder farmers, in the chosen countries, and/or an established approach to assembling and training these teams in a reasonable time
- Skill in quantitative and qualitative analysis, including non-experimental and theory-based methods to respond to logframe indicators and MEL questions
- Excellent project management skills, with a dedicated project manager assigned
- Ability to dedicate multiple team members at key delivery times
- A network of domain experts (on agriculture, financial inclusion, climate resilience, gender empowerment, innovation programming) who can be consulted as needed by the MEL partner to input on the domain specific aspects
- The flexibility to provide support to various AgriTech Accelerator cohort members and product/services with different requirements and changing roadmaps

14) Supplier contracting models

Projects in up to ten countries will be selected from the list of eligible countries for AgriTech Accelerator applicants (See **section 8) Locations**).

The GSMA AgriTech programme recognises the complexity of working across multiple continents and countries and potential challenges associated. We also believe that significant cost and carbon savings can be achieved by leveraging local firms, where possible, and we expect proposals to be creative in minimising travel requirements to yield the greatest value for money without compromising on quality. We feel that well-trained and experienced local teams, with the right capacity and relevant knowledge of local environment, allow for more time spent on the project and a greater degree of operational flexibility, which enables better results.

Therefore, we are open to working with firms proposing one of three contracting models which maximise available on-ground time to deliver on the rapid feedback surveys and the case studies components of the MEL workstream.

Please specify which model you propose to follow in your proposal, and reference any data collection partners you might partner with.

Model 1: GSMA contracts a single “global” supplier to be responsible for all contracted support across the 10 cohort members of the AgriTech Accelerator. The selected MEL partner’s employees will lead data collection work and in-person interviews for the impact case studies in all markets, with support from their own local data collection centres, translators, fixers and logistics companies.

Model 2: GSMA contracts a single “global” supplier to lead a consortium of local data collection centres and qualitative researchers. The lead supplier would be responsible for:

- All contracted work being completed at a high standard and consistent manner across all markets on schedule
- Directly delivering in-country research outputs in their primary market(s) of operation
- Sub-contracting data collection centres for other markets and closely managing them
- Ensuring support from local translators, fixers and logistics companies, as needed

Model 3: GSMA contracts one or more “regional” firms/suppliers to be responsible for delivering all contracted work in 3 or more markets. These suppliers will be contracted separately and individually responsible for delivery in their assigned markets but will be required to work closely with the other MEL supplier(s), especially during desk review and inception phases to develop standardised output templates. The regional suppliers can opt to subcontract work in markets where they do not have local presence, with expectations similar to those in Model 2.

V. Delivery timeline

The chosen supplier will be responsible for completing the following milestones by the stated deadline.

Timelines are subject to change at GSMA’s discretion, and will be reviewed with the contractor during the inception stage.

| Delivery Stage | Completion date |
|---|----------------------|
| 3.1 Inception stage | |
| Desk research and planning | August 2023 |
| Inception workshop with AgriTech staff at GSMA office in London | August 2023 |
| Presentation or interactive workshop at FFW, ~10 ppt. slides minimum | August 2023 |
| MEL data collection framework document (<20 pages) in Microsoft Word | September 2023 |
| 3.2 Project monitoring - rapid feedback surveys | |
| Ten rapid feedback surveys (N:400): design, data collection and analysis | Nov 2023 to Oct 2024 |
| 10 report decks (Max 20 PowerPoint slides per report) and 10 clean databases in SPSS and/or Excel format | Nov 2023 to Oct 2024 |
| Demand-driven: Up to ten additional rapid feedback surveys with report decks and clean databases | May 2024 to Mar 2025 |
| 3.3 Capacity building | |
| Toolkit in PowerPoint format (20 slides max) on how to design and deploy user surveys Presentation at a workshop organised by the GSMA on how to leverage data for storytelling | June 2024 |
| 3.4 Impact case studies | |
| 3 PowerPoint presentations of 30 slides maximum each, summarising the main findings from the impact case studies, which include a combination of: quantitative research (N:500): survey design, data collection and analysis qualitative research (N:20): interview guide design, interviews and/or focus groups, transcription and thematic analysis | Sep 2024 - Dec 2024 |
| Data from the impact studies 3 clean databases of the quantitative data collected in Excel and/or SPSS format Clean transcripts of the interviews conducted with farmers translated to English in Word format | Jan 2025 |
| Project management | Ongoing |

VI. Request for proposal

THE RESPONDENT SHALL PREPARE AND SUBMIT AN RFP RESPONSE THAT CORRESPONDS WITH THE PROPOSAL STAGES (VI.17-18) BELOW. RESPONDENTS MAY ALSO INCLUDE THEIR ORGANISATIONAL READINESS FOR OTHER ACTIVITIES OR APPROACHES THAT ARE NOT PART OF THE CURRENT SCOPE, WHERE THEY FIND IT NECESSARY FOR A COMPREHENSIVE APPROACH (THOUGH THESE SHOULD BE BUDGTED SEPERATELY FROM THE SCOPE OF WORK OUTLINED ABOVE).

Proposals will be requested in two stages.

All methodologies and approaches provided in the proposal will be subject to refinement during the executed contract.

Queries about the MEL RFP are accepted in written form only, by email at agritechaccelerator@gsma.com with the subject line <MEL RFP questions>, **between January 10 and January 16 2023**. GSMA's responses will be copied to all RFP Respondents who have confirmed interest in submitting a proposal, including an anonymous version of each query. No queries outside of the period described in the RFP timeline will be answered, except in extraordinary circumstances within GSMA's sole discretion.

In addition, responses must adhere to the following:

- All RFP responses must be in English
- The GSMA default currency requirement for all proposals is 'UK Pounds Sterling'
- State any dependencies on GSMA staff and/or operator members
- Any additional value-added elements or recommendations to the proposed GSMA approach that will enhance the potential outcome of the project for the GSMA are appreciated, but must be accounted for clearly on a separate budget line within the template
- Respondents should submit a **stage one** documentation package via email no later than **17:00 GMT 15th February 2023**. Electronic submission should not exceed more than 5 MB in size per email and should be sent to agritechaccelerator@gsma.com with the subject line <MEL RFP stage one application>
- Shortlisted suppliers should submit a **stage two** documentation package via email no later than **17:00 GMT 28th April 2023**. Electronic submission should not exceed more than 5 MB in size per email and should be sent to agritechaccelerator@gsma.com with the subject line <MEL RFP stage two application>
- Acknowledgement of receipt of electronic submissions will be sent by Close of Business the next working day
- In case the Respondent encounters a problem in its electronic submission, please contact the GSMA by email (agritechaccelerator@gsma.com) with the subject line <MEL RFP failed submission>
- Failure to comply with above requirements may result in a disqualification.
- If, following submission of the tender, the information contained therein changes, please advise the GSMA immediately.

Where proposals are incomplete or not supplied, they may not be considered for evaluation. By submitting a response, respondent agrees to respond to any other questions issued by GSMA in connection with this RFP within the stated deadlines.

15) Proposal stage one

Interested suppliers must submit Schedule 3 (See Section VIII Schedule 3: Respondent Information) alongside

1) a brief PowerPoint deck (10-20 slides) including:

- A summary of the approach proposed to meet deliverables, including proposed contracting model(s) and types of phone surveys
- A suitability statement - describe and demonstrate current and historical experience that best positions respondents' organisation for this contract, referencing all delivery stages outlined in section V. Delivery timeline, as well as any additional work the supplier believes is required to deliver against the brief
- Budget itemised by deliverables and other expenses, estimating costs for each delivery stage detailed in Section V. Delivery timeline (see template in section VII Stage one budget template below). If several contracting models or types of phone surveys are proposed, please submit associated costs for the different options. Suppliers should build approximate costs for surveys based on the eligible country list. Suppliers are expected to provide cost estimates for a total of 20 rapid feedback surveys
- Examples of previous work, anonymised if necessary, providing a synopsis of activities, methodologies and outputs

2) An annex including:

- CVs of the proposed team
- At least 2 client references for whom you have recently completed a MEL project of similar size and complexity

16) Proposal stage two

Shortlisted suppliers develop their original proposal to include:

- Any amendments to stage 1 proposal, based on a revised RFP document, including updated list of selected Fund projects and countries
- Proposed methodology and a sample MEL matrix, outlining some key performance indicators and data collection methods to answer MEL questions
- Two case studies, to be outlined in the second RFP document
- Risk matrix including mitigation strategy
- Data protection and privacy statement
- Updated full budget based on final country locations (see template in section VII Stage two budget template below)

17) Proposal timelines

Timelines are subject to change at GSMA's sole discretion.

| Proposal stage | Timeline |
|---|------------|
| 1.1 RFP issued | 10/01/2023 |
| 1.2 Questions from Respondents | 16/01/2023 |
| 1.3 GSMA answers in writing | 20/01/2023 |
| 1.4 Suppliers submit schedule 3 and proposal (stage 1) | 15/02/2023 |
| 2.1 GSMA shortlists Respondents | 06/03/2023 |
| 2.2 GSMA shares updated RFP | 21/04/2023 |
| 2.3 Respondents submit technical and financial proposal (stage 2) | 28/04/2023 |
| 2.4 Final supplier selection | 15/05/2023 |
| 2.5 Contracting complete | 15/06/2023 |

18) GSMA Contact details

All correspondence and queries in relation to this RFP must be emailed to agritechaccelerator@gsma.com with the following subject lines:

- <MEL RFP questions> for questions on the Stage one proposals
- <MEL RFP stage one application> to submit Stage one proposals
- <MEL RFP stage two application> to submit Stage two proposals
- <MEL RFP failed submission> to report technical issues with submitting proposals

VII. Fees and charges

19) Stage one budget template

This contract is a deliverable-based contract, not a person-day based contract.

Please provide the total price and the breakdown by unit cost in GBP (£) as per the table below.

| Deliverable/Title | Unit/Activity Description (including survey country location) | Standard Base Rate | Discount Applied | Discounted Rate | Volume | Additional expenses (if any) | Total Charge |
|--|---|--------------------|------------------|-----------------|--------|------------------------------|--------------|
| Inception stage - Desk research and planning | | | | | | | |

| | | | | | | | |
|--|--|--|--|--|--|--|--|
| Inception stage - Inception workshop with AgriTech staff at GSMA office in London | | | | | | | |
| ... | | | | | | | |
| | | | | | | | |
| | | | | | | | |

20) Stage two budget template

Please provide the total price and the breakdown by unit cost in GBP (£) as per the table below.

| Deliverable/Title | Unit/Activity Description Unit/Activity Description (including survey country location) | Standard Base Rate | Discount Applied | Discounted Rate | Volume | Additional expenses (if any) | Total Charge |
|--|--|-----------------------|---------------------|--------------------|--------|------------------------------------|-----------------|
| Inception stage - Desk research and planning | | | | | | | |
| Inception stage - Inception workshop with AgriTech staff at GSMA office in London | | | | | | | |
| ... | | | | | | | |
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VIII. Section B: GSMA RFP Process Guidelines and Requirements

Schedule 1: GSMA RFP Process and Expectations

1. Definitions

- 1.1. **Request for Proposal** ("RFP") means this document, together with its Schedules and any addendums, exhibits, or policies referenced herein.
- 1.2. **GSMA** means the entity identified in Section A, part 2, as the GSMA contracting entity.
- 1.3. **GSMA Group** means the GSM Association, GSMA Ltd., the GSMA Mobile for Development Foundation, their Affiliates and GSMA members together with the directors, employees and agents of each of those.

- 1.4. **Respondent** means any party that has a) signed an NDA; and b) received this RFP.
- 1.5. **Deliverables** means the items, documents, or other tangible products to be provided to GSMA as outlined in this RFP.
- 1.6. **Services** means the services outlined in this RFP.
- 1.7. **Service Level Agreements** (“SLAs”) means the standards for the level of service that Respondent 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.
- 1.8. **Proposal** means the Respondent’s response to this RFP.
- 1.9. **Term** means the period required to complete the Services and Deliverables as detailed in this RFP.
- 1.10. **Total Price** means the “all-in” cost of Respondent’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

- 2.1. The Services and Deliverables required are as set out in this RFP.
- 2.2. The Respondent 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.
- 2.3. Should the Proposal developed by Respondent 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.
- 2.4. If the Respondent also wishes to submit an alternative proposal, the Respondent must clearly define the alternative method and commercial terms in a separate proposal. Alternative proposals should be submitted when the Respondent 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 Respondents

- 3.1. GSMA hereby invites you to submit a Proposal for the Services and Deliverables in accordance with the requirements of this RFP.
- 3.2. 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 Respondent 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 or destroy any Proposal and related materials received.
- 3.3. Respondents must not:
 - 3.3.1. Tell any other party what their Proposal contains or may contain;
 - 3.3.2. Try to obtain information about any other party’s Proposal;
 - 3.3.3. 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
 - 3.3.4. Offer any inducement of any kind in relation to obtaining this or any other contract with GSMA.
- 3.4. Accuracy of data/Respondent responsibilities
 - 3.4.1. 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 Respondent 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.
 - 3.4.2. The Respondent 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 Respondent's risk, and no relief will be given by GSMA for errors or omissions in the Respondent's Proposal, nor for changing circumstances.
- 3.4.3. The Respondent 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 Respondent.
- 3.5. Completeness of Proposal
- 3.5.1. The Respondent is required to submit answers to all questions in this RFP. Proposals will be down-scored for failure to answer any question fully.
- 3.5.2. The Respondent is required to clearly state if they do not wish to respond to a specific question, and explain such refusal.
- 3.6. Cancellation or Amendment
- 3.6.1. 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 Respondent in this RFP process.
- 3.6.2. GSMA reserves the right to amend the RFP by issuing such notice to all Respondents 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.
- 3.6.3. Nothing in this RFP constitutes an offer capable of acceptance by the Respondent.
- 3.7. Validity
- 3.7.1. The Proposal shall constitute an offer which remains valid for three (3) months from the closing date for receipt of the Proposal.
- 3.8. Acceptance
- 3.8.1. GSMA reserves the right to accept a Proposal in whole or part, and acceptance shall not be deemed to occur 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) has been fully executed by GSMA for the Services and/or Deliverables covered by this RFP.
- 3.8.2. 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.
- 3.8.3. Any decision as to the successful Proposal is a matter solely for GSMA based on whatever criteria GSMA deems relevant.
- 3.9. Post-Proposal Negotiations
- 3.9.1. GSMA may, at its option, conduct post-tender negotiations with one or more Respondents.
- 3.9.2. GSMA may invite Respondents to present the Proposal, answer any outstanding questions and conduct any post-Proposal negotiations.
- 3.10. Respondent Costs
- 3.10.1. All costs incurred by the Respondent 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 Respondent and shall not be chargeable in any manner to GSMA irrespective of the Respondent's success or failure in the tender process.
- 3.11. Proposal Contents
- 3.11.1. The Respondent is required to submit a Proposal in accordance with the requirements 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.
- 3.11.2. All variations from and failures to meet the requirements stated in this RFP must be identified explicitly as described in Section 2.2.
- 3.12. Language
- 3.12.1. All Proposals must be in English.
- 3.12.2. All Services and Deliverables will be provided in English unless otherwise explicitly noted.
- 3.13. Submission Guidelines
- 3.13.1. Respondents must submit their Proposal to the GSMA Contact by email no later than the date and time specified in the RFP Timeline.

- 3.13.2. The Respondent'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.
- 3.13.3. If, following submission of the Proposal, the information contained therein changes, Respondent must advise the GSMA Contact immediately.
- 3.14. Terms and Conditions
 - 3.14.1. The terms and conditions governing any award of business are the GSMA Standard Terms and Conditions, as attached to the e-mail containing this RFP (the "T&Cs"). The T&Cs form the exclusive basis for the performance of Services and provision of Deliverables.
 - 3.14.2. By submitting a Proposal, the Respondent acknowledges and agrees that:
 - 3.14.2.1. At GSMA's option, Respondent will enter into a contractual agreement governed by the T&Cs, without any additions, omissions, or amendments; and
 - 3.14.2.2. Respondent will be bound by any requirements in this RFP, representations in its Proposal, and the T&Cs.
- 3.15. Structure of Respondent's Proposal
 - 3.15.1. Respondent's Proposal shall comprise:
 - 3.15.1.1. The Respondent's Proposal for the performance of Services and/or provision of Deliverables, including responses to all questions presented for the Respondent in this RFP (including all requested items in Section B, Schedule 2);
 - 3.15.1.2. The Total Price, including price breakdown and itemization per Section A;
 - 3.15.1.3. A copy of the Declaration contained in Schedule 5, signed by the Respondent, containing the representations and warranties made by Respondent with relation to this RFP process which form part of the foundation of the relationship, including an intention to accept the GSMA Standard Terms and Conditions applicable to this transaction should Respondent's Proposal be selected; and
 - 3.15.1.4. Copies of Respondent'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) in the Proposal. Note: If Respondent cannot provide this information, 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.

Schedule 2: GSMA Policies and Additional Considerations

1. Corporate and Social Responsibility (“CSR”)

- 1.1. 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 Respondent's Proposal be successful, Respondent will be contacted by GSMA consultants to provide all necessary data related to participation in any event on which Respondent may be working.
- 1.2. GSMA takes its environmental impact seriously and has made a series of policy commitments to address the issue. Please outline the measures that Respondent's company has taken, or can take, in order to minimize the environmental impact of Respondent's proposed solution.
 - 1.2.1. In what way should GSMA deem Respondent's Proposal environmentally preferable?
 - 1.2.2. Please attach a copy of the formal CSR policy for Respondent's company.

2. Insurance

- 2.1. Respondent 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 Respondent, its agents, representatives, or employees. The cost of such insurance shall be borne by Respondent.
- 2.2. Respondent 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. Respondent'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.
- 2.3. Respondent'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.
- 2.4. If Respondent's current insurance coverage is insufficient to meet GSMA's standards, Respondent agrees to procure such insurance as GSMA requires prior to execution of any MSA.

3. Code of Conduct

- 3.1. Respondent shall comply with the GSMA code of conduct as laid out in Schedule 4.

4. Conflict of Interest Policy

- 4.1. 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.
- 4.2. Examples of conflicts of interest situations such as:
 - 4.2.1. When a supplier has a direct or indirect financial relationship with a GSMA employee, customer or competitor; or
 - 4.2.2. When a supplier has a non-financial or personal relationship with a GSMA employee, customer or competitor.
- 4.3. Conflicts of interest can be actual, perceived, or potential. GSMA treats these categories equally.
- 4.4. 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.
- 4.5. The disclosures required in Schedule 3, Respondent 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

- 5.1. GSMA requires that Respondent 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. Respondent should describe whether data will be collected, processed, or transferred, and how Respondent will comply with GSMA's data security standards, as well as with all relevant regulations.
- 5.2. 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). Respondent should describe its information security and operation measures, including measures to protect against loss.
- 5.3. Respondent agrees it will agree to and comply with the GSMA Data Protection Addendum, attached to the T&Cs as Exhibit 1.

6. Regulation

- 6.1. Respondent should state whether the industry with which it is engaging regulated, and if regulated describe how. Respondent should demonstrate how Respondent's company meets this regulation.
- 6.2. Respondent should describe any future regulation that may affect the Services and Deliverables requested in this RFP, and demonstrate how Respondent will meet this regulation.
- 6.3. If Respondent is an organization based in the United Kingdom, please note whether, and how, TUPE would apply to any potential transaction between Respondent and GSMA.

7. Business Continuity and Disaster Management

- 7.1. 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). Respondent should attach a copy of Respondent's company's business continuity policy and disaster management plan.

8. Service Level Agreements

- 8.1. "**Service Standard**" means in relation to the performance of any of the Services and provision of any Deliverables, Respondent and its third party respondents, contractors, agents and sub-licensees shall carry out those Services and provide those Deliverables:
 - 8.1.1. 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;
 - 8.1.2. without material deviation from the best practice of a reasonable and prudent company and with adherence to relevant standards;
 - 8.1.3. in accordance with all relevant provisions of the service agreement, and any rules, codes, policies, procedures and standards notified to the Respondent, as revised from time to time during the Term in accordance with the service agreement;
 - 8.1.4. in co-operation with GSMA, its agents, sub-licensees and Respondents especially, but without limitation, in relation to the provision of information reasonably requested by GSMA;
 - 8.1.5. in a manner which is not detrimental to the public image and reputation of GSMA or any of its Affiliates; and
 - 8.1.6. in a manner not less professional than the manner in which the Respondent would perform similar services for its other customers.
- 8.2. Respondent 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: Respondent Information

Respondent should complete this form and return to the GSMA Contact on the date noted in the RFP Timeline for Respondent's indication of the intention to respond.

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 | |

2. Director Details

Please list the names of Respondent'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 | |

3. Company Profile—Financial Data

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

| | | | |
|------------|--|--|--|
| Net Income | | | |
|------------|--|--|--|

Respondent must provide a copy of its 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) for purposes of assessing financial soundness. If Respondent feels the audited company accounts do not provide a complete view of Respondent's financial health, Respondent should provide information sufficient for GSMA to ascertain the full picture.

Please note that copies of Respondent's balance sheet and profit and loss account for the past three accounting years (or its full period of trading if trading for less than twelve months) must be submitted to GSMA prior to submission of the Respondent's formal response to this RFP. This information is maintained in the strictest of confidence by GSMA in accordance with the Mutual Non-Disclosure Agreement entered into by GSMA and the Respondent, associated with this RFP.

4. Current Activity with GSMA

Does Respondent'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 |
|--------------|----------------------------|---|--------------------|
| | | | |
| | | | |

5. Insurance

Confirm the types and levels of insurance held. Please refer to the insurance policies 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 Respondent'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.

6. Conflict of Interest Questionnaire

6.1. Please provide Respondent's instrument of ownership or beneficial interest, including a description of Respondent's corporate form, and any other information which may be relevant to GSMA's full understanding of this subject.

6.2. Ownership Share

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

6.3. Distributive Income

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

6.4. Does Respondent use a lobbyist or agent? If so, please disclose.

6.5. Disclosure must be made of any gifts or entertainment provided to GSMA employees in the past twelve (12) months.

6.6. Please provide details of current or previous employment of Respondent's personnel and ownership, (including self, spouse, and immediate family members) with ties to GSMA employees.

Schedule 4: 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 5: Declaration

By submitting a Proposal, Respondent:

- 1) Represents and warrants that it has the authority to agree to the terms of this Declaration;
- 2) Understands that giving false, incomplete, misleading or inadequate information that materially affects or could materially affect the decision-making process could result in Respondent's exclusion from the list of approved RFP invitees, or subsequent determination of the contract in the event of it being awarded to Respondent;
- 3) Certifies that the information supplied is accurate to the best of Respondent's knowledge and that Respondent accepts the conditions and undertakings set out in this Declaration and the RFP;
- 4) 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; and
- 5) Acknowledges and agrees that, if selected as the successful Proposal:
 - (a) At GSMA's request, Respondent will negotiate, in good faith and within the required timeframes, any additional documents required in relation to this RFP including commercial terms;
 - (b) The provision of Services and Deliverables will be governed by the GSMA Standard Terms and Conditions applicable to the transaction, as provided to Respondent with this RFP; and
 - (c) Any agreement for the Services and Deliverables will contain no less favourable terms than those set out in Respondent's Proposal.