

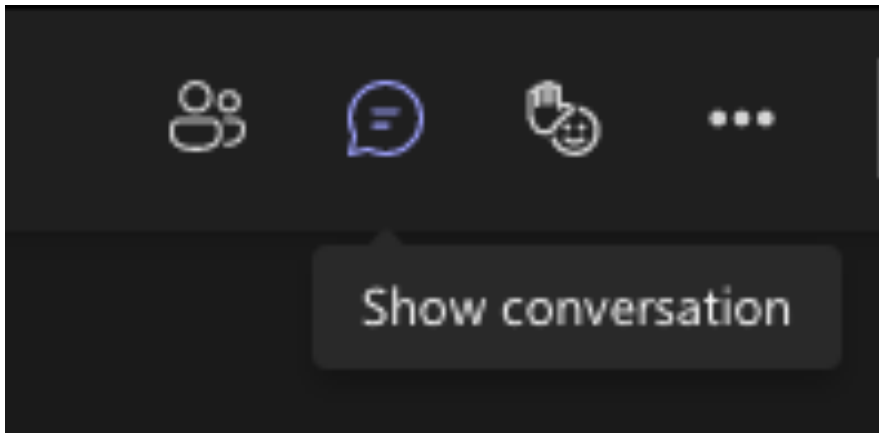


GSMA

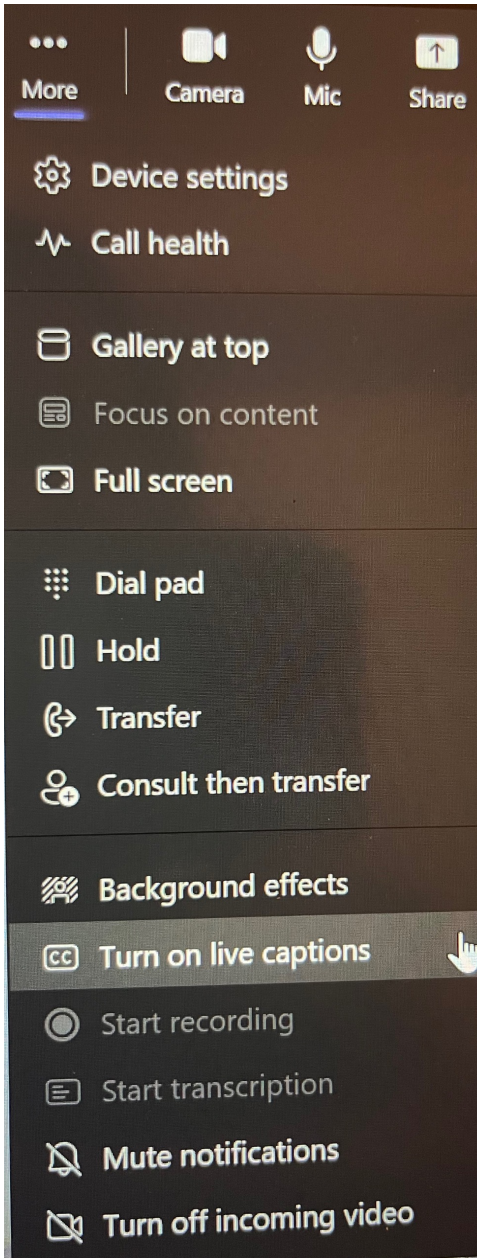
**The GSMA
Innovation Fund
for Humanitarian
Challenges**



The GSMA Innovation Fund for Humanitarian Challenges is funded by UK International Development from the UK government and is supported by the GSMA and its members.



- Please don't hesitate to ask questions in the conversation/chat panel throughout the webinar. The team will address them as soon as possible.
- If you have any issues, please flag it in the conversation/chat panel.



- Please feel free to use the live captions feature, if you would like to see live subtitles on the screen.

Session agenda

11:00 - 11:05 Welcome and introduction

11:05 - 11:15 Introduction to M4H and the GSMA Innovation Fund

11.15 - 11.30 Pitching a humanitarian solution

- Humanitarian aid, principles, definitions
- Innovation journey
- Innovation Fund for Humanitarian Challenges
- Essential details to include in your application

11:30 - 11:40 Grantee support and eligibility

- Funding and other support available
- Eligibility criteria
- Application process, including key dates

11:40 - 12:00 Q&A with the audience



Guy Peggram

Senior Market Engagement Manager
Mobile for Humanitarian Innovation
GSMA

The GSMA

unites

the mobile industry

unlocking the power of
connectivity, so that people,
industry and society thrive

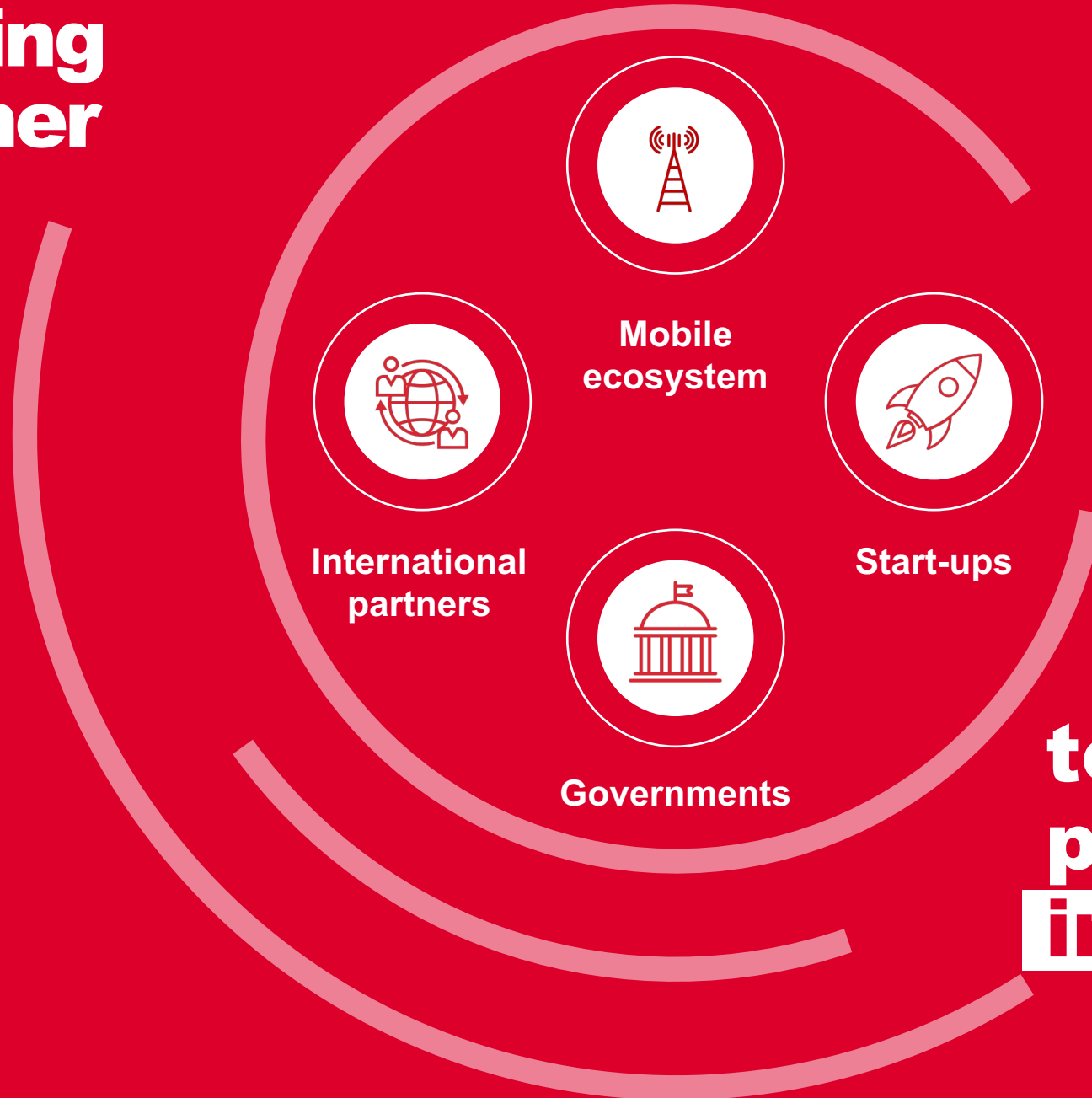




Mobile for Development

drives innovation in
digital technology to
reduce inequalities in
our world

**We bring
together**



**to build
partnerships and
inspire action**

Accelerating

digital humanitarian assistance



**11+ million
people**
reached to date



Building **partnerships**
to deliver safe, efficient and
dignified humanitarian
assistance



Investing in innovation
to target humanitarian
challenges with 29 solutions
delivered to date



Enabling **life-saving
information** to reach
those in crisis



Snapshot of achievements

GSMA

Scan the QR code to learn more about the GSMA Mobile for Humanitarian Innovation programme



The work of the M4H programme has now impacted **11 million +** people with improved access to, and use of, life-enhancing mobile-enabled services during humanitarian preparedness, response, and recovery.



Innovation Fund rounds completed:

3

Total funding distributed:

£5,481,627



More than

70,000

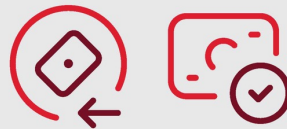
downloads of M4H publications as well as 16,000 podcast streams

M4H has published 85 outputs, including research, podcasts, toolkits, and case studies since the programme launched in 2017.



Total crowd-in funding:

£36m



20

Innovation Fund projects completed in

27 countries

M4H is actively supporting a further 8 grantees through the GSMA Innovation Fund for Anticipatory Humanitarian Action.



38

strategic partnerships formed



83

programme stakeholders engaged

including humanitarian organisations, mobile network operators, Fintechs and more



GSMA Innovation Fund

Accelerating mobile tech solutions that are **addressing key global challenges**



Reaching scale
for mobile products and
services is a challenge



Facilitating
partnerships
and training to help
start-ups grow



**Over
£650 million**
in additional
investment generated



Impacting
47 million
people

* All figures as of December 2023



Implemented by



GSMA portfolio follow-on funding

As of December 2023, the GSMA Mobile for Development has disbursed **over £23m in grant funding to over 100 organisations**, delivering life-enhancing solutions to **47 million beneficiaries***. In addition, the portfolio organisations have attracted over £650 million in additional investments.



*since 2016

Note: Lists above are not exhaustive

Previous GSMA Innovation Funds

**Disaster
response**



**Complex
emergencies
and
forced displacement**



**Long term
sustainability
and scalability**



**Anticipatory
humanitarian
action**



**Mobile internet
adoption
and digital
inclusion**

Assistive tech

**Digital urban
services**

**Climate
resilience and
adaptation**

**Climate
resilience
and adaption
2.0**



Indicates humanitarian focused round

Pitching a humanitarian solution

Humanitarian aid

“Humanitarian aid’ is aid and action designed to save lives, alleviate suffering, and maintain and protect human dignity during and in the aftermath of emergencies.”

Development Initiatives’
Global Humanitarian Assistance

Humanitarian principles

Humanity

Human suffering must be addressed wherever it is found. The purpose of humanitarian action is to protect life and health and ensure respect for human beings.

Neutrality

Humanitarian actors must not take sides in hostilities or engage in controversies of a political, racial, religious or ideological nature.

Impartiality

Humanitarian action must be carried out on the basis of need alone, giving priority to the most urgent cases of distress and making no distinctions on the basis of nationality, race, gender, religious belief, class or political opinions.

Independence

Humanitarian action must be autonomous from the political, economic, military or other objectives that any actor may hold with regard to areas where humanitarian action is being implemented.

[OCHA Humanitarian Principles](#)
[Core Humanitarian Standards on Quality and Accountability \(2014\)](#) [SPHERE](#)
[Humanitarian Charter and Minimum Standards \(2018 edition\)](#)

For a concise summary of the above resources and their relevance to humanitarian innovation, see: <https://higuide.elrha.org/humanitarian-parameters/humanitarian-principles-and-standards/>

Definitions

Innovation

“The successful application of new ideas that add value”

- Success
- Ideas
- Applied
- Value

The Oxford Handbook of Innovation Management

Humanitarian innovation

“An iterative process that identifies, adjusts and diffuses ideas for improving humanitarian action.”

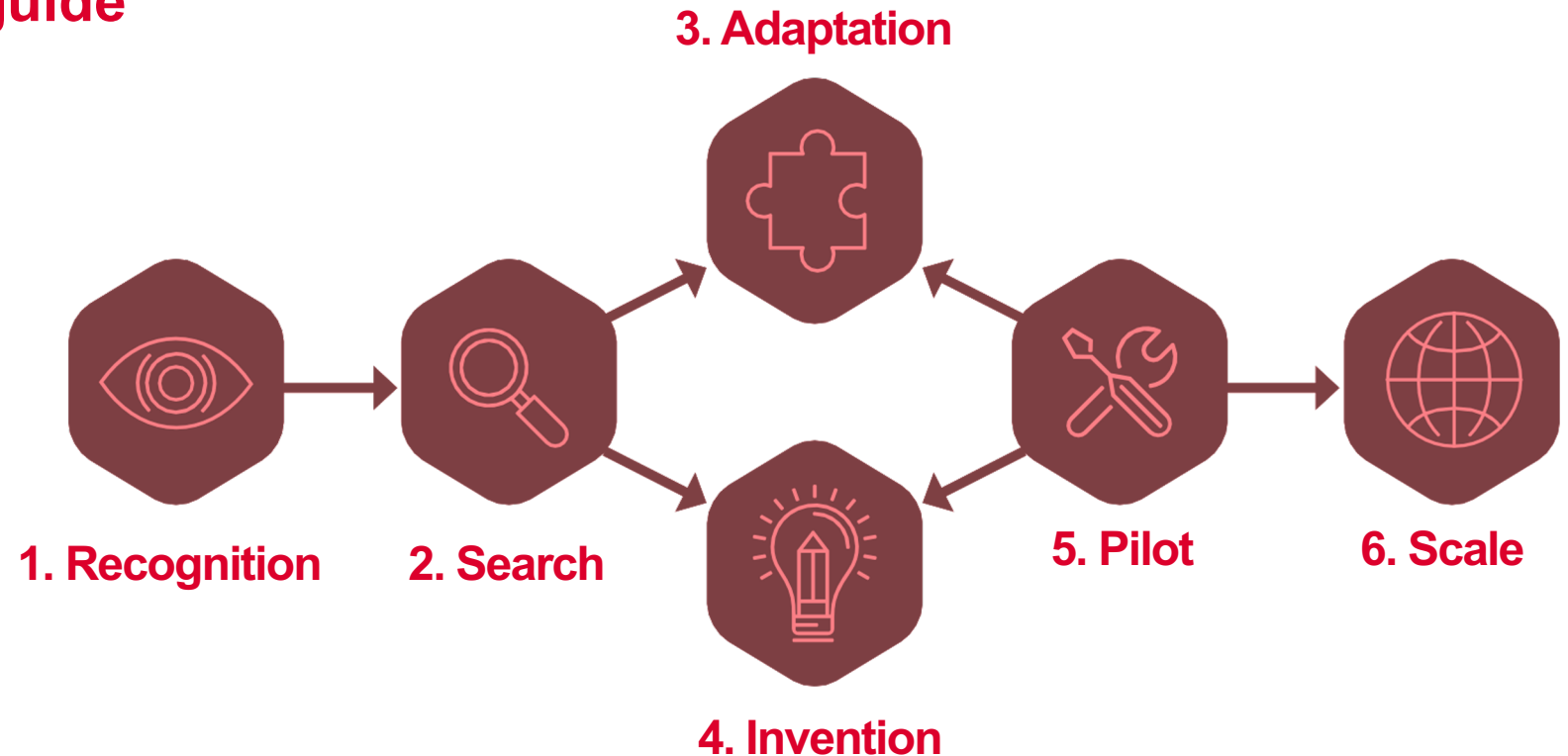
- Doing something different at a sector/ system level
- Seeking improvement for the sector/system
- Iterative

HIF/ALNAP More Than Just Luck

Innovation journey

Humanitarian innovation guide

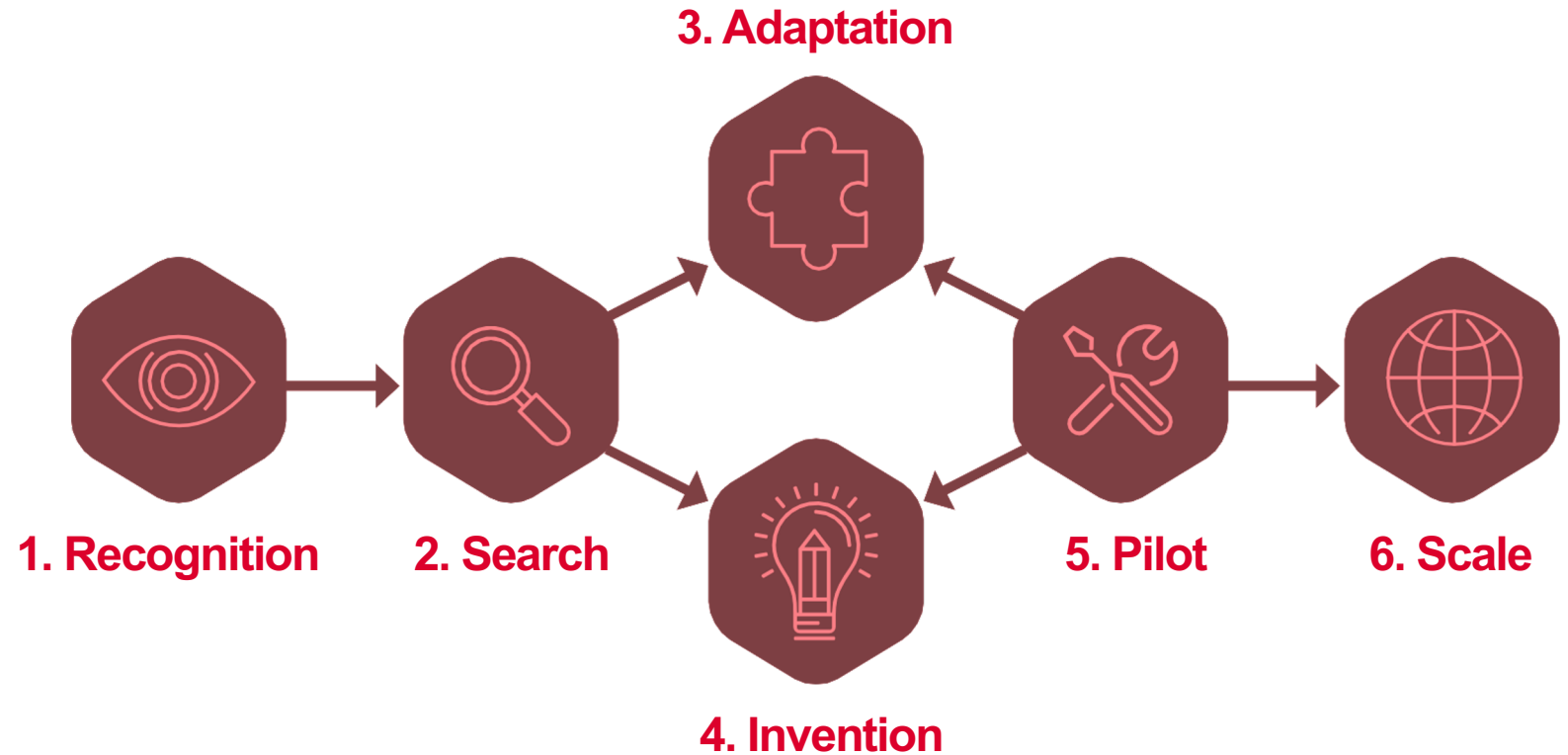
1. Recognition
2. Search
3. Adaptation
4. Invention
5. Pilot
6. Scale



Humanitarian Innovation Guide, ELRHA

Map your process

- Where do you consider your innovation to be at in this process?
- Has your project followed this route?
- Have you skipped any steps?



Humanitarian Innovation Guide



GSMA

**The GSMA
Innovation Fund
for Humanitarian
Challenges**

Who are we targeting with the Fund?

- The GSMA Innovation Fund for Humanitarian Challenges (“the Fund”) will provide grants as well as additional non-financial and technical support to **for-profit small and growing enterprises, including start-ups**, that leverage mobile and digital technology to pilot and scale solutions that address humanitarian challenges in low and middle-income countries (LMICs). Humanitarian challenges include, but are not limited to food insecurity, displacement, and natural hazards such as floods, earthquakes and typhoons
- A focus on for-profit small and growing enterprises for this round specifically will: reach an additional range of humanitarian innovations; leverage the GSMA’s expertise in supporting public/private partnerships ; and generate and share insights and evidence from these innovations to benefit crisis-affected communities, the humanitarian sector, and digital and mobile industry stakeholders.
- Small and growing enterprises refers to commercially viable start-ups, small to medium enterprises and social enterprises with up to 250 employees that have significant potential, and ambition, for growth. To be eligible, applicants will need to demonstrate that a majority of their income is derived from commercial activities.

What solutions is the fund interested in

- **Prevent and minimise the impact of humanitarian crises** through preparedness and early warning. This can be for challenges such as natural hazards or drivers of food insecurity (extreme weather, drought).
- **Improve preparedness and response to humanitarian challenges** using frontier tech-enabled solutions including AI.
- **Respond to the needs of crisis-affected populations**, including internally displaced persons and refugees, through access to humanitarian assistance, services, and life-saving information.
- **Are existing innovations that can be adapted or replicated** in a new context to respond to a humanitarian challenge.

What do we expect to see in the application'?

- ✓ That you have a strong sense of your user base.
- ✓ Summary of the humanitarian problem or challenge you are addressing.
- ✓ How your innovation uses mobile/digital technology.
- ✓ The ideal outcome of your solution.
- ✓ That you have match funding available (at least 25% of grant requested).
- ✓ Awareness of your project's risks/unintended consequences and how to mitigate them.
- ✓ What makes your solution unique/different from competitors.

Grantee support and eligibility



William Kihara

Senior Manager
GSMA Innovation Fund

Support provided to grantees through the Innovation Fund



- Grant funding between £100,000 - £250,000 to support projects over 15 to 18 months.



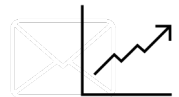
- Learning exchange opportunities with other grantees and networking opportunities with other GSMA partners.



- Monitoring and evaluation support to evidence, measure and promote product impact.

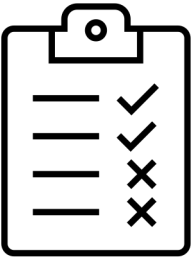


- Facilitation of relationships with mobile network operators.



- Opportunity to increase visibility and raising profile to potential investors and partners through GSMA publications, case studies, social media and events.

Eligibility criteria for the Innovation Fund



1. For-profit organisations, including start-ups, small-to-medium enterprises (SMEs) and social enterprises.
2. Leveraging digital technology, especially mobile, to deliver innovative solutions.
3. Can demonstrate the long-term sustainability and scalability of the innovation beyond the lifespan of the grant.
4. Have active users and commercial revenue (users and revenue from any products or services offered by the organisation) in at least one eligible country.
5. Fully compliant with relevant business licensing, taxation, employee, and other regulations in all applicable countries of grant project operation.

Geography:

Africa, Middle East, South Asia and South East Asia, Pacific, Caribbean, Latin America; *some exclusions apply – see Terms and Conditions.*

Which countries of project implementation are eligible?



Geography eligibility:

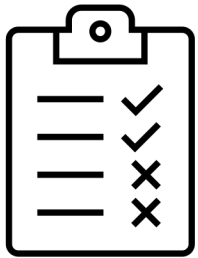
1. Countries identified as recipients of overseas development aid in this [DAC list](#) **AND** are within the regions of geographical scope are eligible.
2. Companies must be registered in the countries of proposed project implementation.
3. The GSMA cannot distribute payments to and thus fund projects in the following countries:
 - Afghanistan
 - Central African Republic
 - Chad
 - Cuba
 - Equatorial Guinea
 - Guinea-Bissau
 - Iran
 - Iraq
 - Libya
 - Myanmar
 - Nicaragua
 - North Korea
 - Syria
 - Turkmenistan
 - Ukraine
 - Venezuela
 - Yemen

Geographical scope:

Africa
Middle East
South and South East Asia
Pacific Islands
The Caribbean
Latin America

some exclusions apply – see Terms and Conditions.

Eligibility criteria for the Innovation Fund



Match contributions



- Applicants must provide a match contribution of at least 25% of requested grant amount between £100,000 to £150,000. For instance, if an applicant is requesting £100,000 from the Fund, a contribution of at least £25,000 from other sources is required.



- Applicants must provide a match contribution of at least 50% of requested grant amount between £150,001 to £250,000. For instance, if an applicant is requesting £200,000 from the Fund, a contribution of at least £100,000 from other sources is required.



*Match contributions must be secured and evidenced as such **by the time final proposals are submitted** and must then be used towards the proposed project and spent in full across the 15 to 18 month project cycle.*

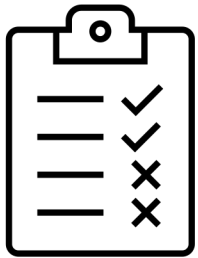
Strongly encouraged for the Innovation Fund



- Organisations that are female founded and/or female led and or/have good representation of women at all levels
- Applicants who have a strong presence in their country of implementation and a commitment to supporting/upskilling and promoting local staff.
- Applicants who have partnerships with relevant local stakeholders (e.g. community-based organisations) to deliver the project on the ground
- Applicants with a clear understanding of how the solution improves the resilience and adaptive capacity of vulnerable communities and have proactively taken steps to set targets and systematically measure these impacts.
- Applicants that have not received prior FCDO grant funding through the GSMA.



What to expect: Due diligence



Due diligence

Purpose: to identify and assess risks associated with supporting the project and to confirm that applicants are compliant with GSMA IF guidelines and are capable of delivering the project.

Consists of:

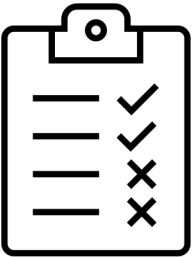
- Company Due Diligence Questionnaire (online form)
- Virtual due diligence interview
- In-person due diligence visit

Focus areas:

- Operational (governance, risk management)
- Safeguarding (ethical working, SEAH, labour management)
- Fiduciary (financial management, value for money)
- Reputational (downstream partner management)
- Ability to Deliver (resourcing, prior donor performance)

Due diligence is a critical component of the GSMAIF selection process. Applicants should be prepared to devote adequate resources to participating in these activities during the proposal process. Due diligence must be completed prior to the selection panel.

What to expect: Reporting and payments



Reporting requirements

Successful applicants will be expected to provide regular updates to GSMA, including:

1. Monthly Progress Reports
2. Quarterly KPI Reporting & Evidencing
3. Quarterly Financial Reporting & Evidencing
4. Midway/Final Compliance Spot Checks
5. Milestone Completion Reporting
6. Final Lessons Learned Report

The Fund will closely oversee the monetary usage of the grant and only disburse funding based on milestones achievement and satisfactory grant spend.

Grantees are expected to maintain adequate financial systems throughout the grant period to provide evidence of grant expenditures and undergo an external audit.

Grantees should be prepared at times to receive reimbursement in arrears of spend occurring, especially the final milestone payment (20%) which will be made at grant closure.

Innovation funds key dates

11 Dec 2023

APPLICATIONS OPEN

Fund announced;
Release of Terms & Conditions.
Applicants will have ~9 weeks to submit a pitch via an online form.

12 Feb 2024

APPLICATIONS CLOSE

The pitch submission stage closes at 23:59 UTC on 12 February 2024

23 Mar-12 June 2024

PROPOSAL STAGE

Shortlisted applicants submit a full project proposal including:

- Project proposal
- Budget

The GSMA will conduct:

- Due diligence assessment
- Field visit (if possible)

July 2024

FUND PANEL

Independent panel of experts (Fund Panel) will appraise proposals based on the submitted material as well as recommendations from the GSMA and the Fund Manager.

Nov 2024

PROJECT COMMENCE

Successful grantees will begin project implementation.

Innovation Fund grantees will be announced by GSMA

Q&A

Thank you for joining this webinar

For questions, contact us at GSMAIF@gsma.com
Review the Terms and Conditions, FAQs and apply at
www.gsma.com/M4HInnovationFund



The GSMA Innovation Fund for Humanitarian Challenges is funded by UK International Development from the UK government and is supported by the GSMA and its members.