Scope of Work – Mobile-enabled digital inclusion in high GDP markets

Background

The GSMA Mobile for Development (M4D) department brings together mobile operator members, tech innovators, the development community and governments, to prove the power of mobile in emerging markets. Through the M4D portfolio of programmes, opportunities are identified and innovations with socio-economic impact in financial services, health, agriculture, digital identity, energy, water, sanitation, disaster resilience and gender equality are delivered.

To date the work of M4D has impacted 30 million lives across 49 countries. Mobile is the single technology which cuts across geographies, cultures and income levels and we expect the impact on emerging markets to grow exponentially.

M4D is currently exploring how mobile technology is playing a role in digital inclusion in high GDP markets, particularly through the application of digital tools to meet the needs of underserved populations in both urban and rural contexts. To begin this process, M4D will be undertaking a short piece of research to review the opportunity of mobile for underserved populations in high GDP markets and help inform the future work of M4D, identify opportunities for collaboration and seek input on themes and challenges where the GSMA can add value.

Objective

M4D requires an external consultant to explore the research question "How can mobile technology be used as a tool to accelerate digital inclusion and increase socioeconomic conditions amongst underserved and marginalised populations in high GDP markets?"

We refer to digital inclusion as a broadly defined framework for assessing and considering the readiness of communities to provide access to opportunities in a digital age, with three broad facets: access, adoption and application.

- Access: Availability, affordability, design for inclusion, and public access.
- Adoption: Relevance, digital literacy, and consumer safety.
- Application: Economic and workforce development, education, health care, public safety and emergency services, civic engagement, and social connections.

For this research our primary focus is on application, but interesting and relevant findings pertaining to access and adoption should not be excluded.

In particular, through interviews complemented by desk-based research, we seek to understand:

- What is already happening in the space of digital inclusion, particularly the facet of application, for the underserved in both urban and rural areas – and how this work has been proven effective/ineffective
- How different actors (civil society, mobile network operators, technology companies, NGOs/non-profits and the private sector at large) are currently using mobile technology to reach the underserved within 'developed'/high GDP markets
- Digital tools explicitly targeted at marginalized people and communities, especially migrants, the elderly, the disabled, homeless or transient populations lacking formal ID and other vulnerable groups

Considering these main themes, we also seek to understand:

- What mobile operators, in particular, are already doing to accelerate digital inclusion from a commercial perspective
- What 'social innovators' (non-profits or social enterprises) are already doing at small scale for to accelerate digital inclusion and socioeconomic wellbeing through digital

- What further research needs to be done to understand the needs of the underserved – what research already exists, how large the 'information vacuum' is, and how this gap can potentially be bridged

We expect the United States of America to be a primary site of enquiry, with two additional markets in Europe selected with potential opportunity to be identified by the consultant.

Deliverables

1. Schedule an initial kick off meeting at the GSMA's offices to provide additional background, identify potential interviewees (including experts, civil society organisations, technology providers, entrepreneurs/innovators, mobile network operators, etc.), interview and desk research guidance, and answer outstanding questions before the consultant begins the research.
2. These interviews should be complemented with desk-based research to answer the following questions:
    a. What initiatives using mobile technology for digital inclusion (application) already exist?
    b. How impactful have these initiatives been? What can be learned from their efficacy/inefficacy?
    c. Who are the key players actively using technology in this space, particularly at a more grassroots level (civil society actors, innovators, entrepreneurs, etc.)?
    d. What research on the digital needs of the underserved already exists?
    e. What is the outstanding research gap, and how can this be bridged?
    f. What do effective tools for digital inclusion look like in high GDP markets?
    g. How engaged are underserved and marginalised populations themselves in shaping these digital tools?
    h. Are there any clear triggers which drive digital inclusion among the underserved?
    i. What digital tools exist that are targeted at particular segments of the underserved population (i.e. specific marginalised/vulnerable groups)?
    j. What is already being done to address or anticipate the unforeseen/unintended negative impacts of technology? How much attention is this currently given?
3. Schedule a meeting to share preliminary findings and receive feedback from the GSMA and other relevant partners.
4. Write a thorough, compelling and digestible 15 page report that details the core findings of the scoping exercise. The report should include:
    a. Executive summary
    b. Introductory section explaining research methodology and a list of interviewees
    c. Main body addressing the questions under focus areas in point 2.
    d. Findings and recommendations, including clear guidance on ways for the GSMA to meaningfully participate in and add value to this space. We require this to include an estimate of the number of digitally excluded people in these markets to give an idea of the size of the issue.
5. Facilitate one workshop to present the report and key findings to the GSMA team with visual/slide deck of key insights and data points.

Timeline

The duration of this project is approximately 7 weeks, with an estimated start date of mid-January 2019.

The consultant is expected to join weekly check in calls with the GSMA to advise on the project and research findings as they progress.

The consultant is responsible for delivering the following items by the stated due date:

#	Deliverable	Due date
1	Initial meeting with the GSMA	14/01/2019
2	Interviews completed	01/02/2019
3	Preliminary findings meeting with the GSMA	08/02/2019
4	First draft	13/02/2019
5	Revised draft	20/02/2019
6	Final report delivered	27/02/2019
7	Workshop to present the report	5/03/2019