
GSMA
UKaid
from the British people
THE GSMA INNOVATION FUND
FOR DIGITAL URBAN SERVICES
June 2021

Session Agenda

10:00 – 10:15	Welcome & Introduction by the GSMA and FCDO
10:15 – 10: 40	Introduction to the GSMA Innovation Fund for Digital Urban Services • Fund objectives • Funding and other support available • Eligibility criteria • Application process, including key dates and resources • Fund sector overview
10:40 – 11:00	Q&A

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Questions



TYPE QUESTIONS HERE

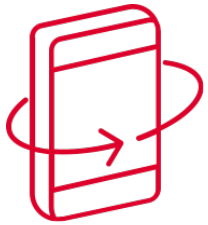
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Max Cuvellier

Head of Mobile for Development

GSMA

About the GSMA



GSMA Membership:

750+ mobile operators

400 companies in the broader ecosystem



Nearly **200,000** attendees worldwide come to our events



In 2016 we're the first sector to commit to the SDGs



5.2 billion+ unique mobile subscribers



30 million data points included in GSMA Intelligence's database



94 million+ lives impacted through Mobile for Development

About Mobile for Development

We drive innovation in digital technology to reduce inequalities in our world.

Mobile for Development unlocks private sector action to launch and scale transformative digital technology.

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The GSMA Innovation Fund

The GSMA Innovation Fund supports innovative digital solutions in emerging markets.

The GSMA has 10 years of experience running innovation funds on a multitude of topics within Mobile for Development.



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The GSMA Innovation Fund for **Digital Urban Services**

The GSMA Innovation Fund for Digital Urban Services is funded by UK aid from the UK Foreign, Commonwealth & Development Office (FCDO), and supported by the GSMA and its members.

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The GSMA Innovation Fund for Digital Urban Services will **test, scale and extract insights from innovative urban services that are inclusive and impactful.**

Essential urban services

- **PLASTIC AND WASTE MANAGEMENT**
- **ENERGY**
- **WATER**
- **SANITATION**

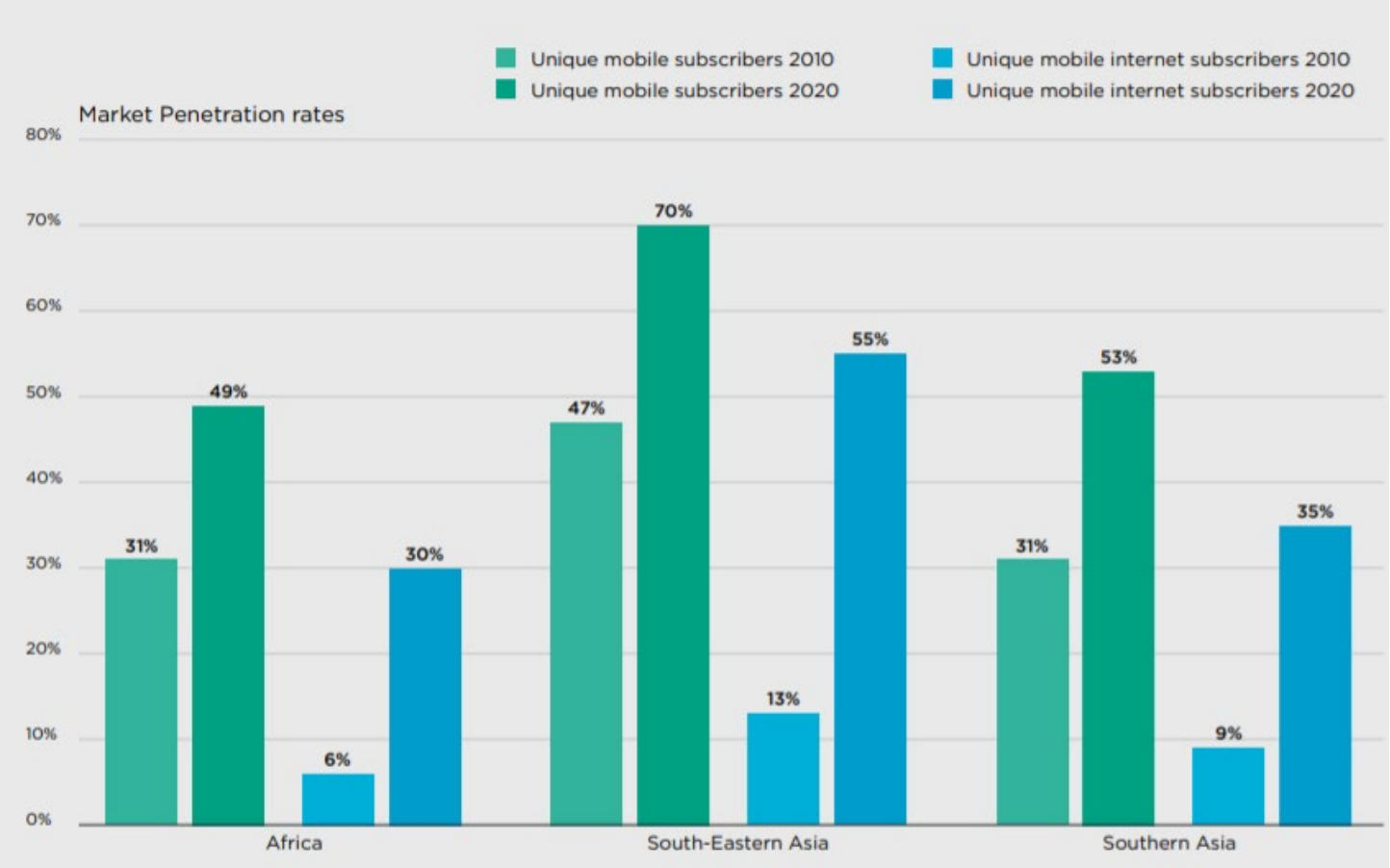
The 30 fastest growing cities with a population of over 1 million are located in Africa and Asia*



*Based on UN World Urbanisation Prospects database on fastest growing cities with a population of over 1 million

How can digital solutions help?

Digital solutions can unlock business models with the capacity of extending service provision to low-income urban populations.



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Magdalena Banasiak

Head of Tech and Innovation, Research and Evidence Division

UK Foreign, Commonwealth and Development Office (FCDO)

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Objective of the Innovation Fund

The objective of the GSMA Innovation Fund for Digital Urban Services is to **test, scale and extract insights from innovative, digital urban services that are inclusive and impactful.**

The Innovation Fund will aim to demonstrate:

- How digital technology, including mobile, can support and scale the delivery of urban services to underserved populations;
- The socio-economic, commercial and environmental/climate impact of digital urban services;
- The business and/or partnership models required to enable digital urban services to be adopted at scale; and
- How partnerships with mobile operators and other technology companies can improve the scale and sustainability of digital urban services.

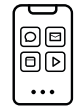
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Support Provided to Grantees through the Innovation Fund

Support provided to grantees will include:



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



- Bootcamp (a programme of expert-led sessions and targeted networking) and regular online clinics on topics such as product or service improvement, human-centred design and usability testing;



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



- Monitoring and evaluation support to evidence socio-economic impact and promote product improvement;



- Facilitation of relationships with mobile operators and public sector organisations where relevant;

- Opportunity to increase your visibility and raising your profile to potential investors and partners through profiling in GSMA publications, social media and events.

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Eligibility Criteria for the Innovation Fund

Key eligibility criteria:

1. Start-ups, small to medium sized private sector companies, and social enterprises;

2. Can demonstrate the long-term sustainability and scalability of the innovation beyond the lifespan of the grant; and

3. Have active users and revenue in at least one eligible low- or middle-income market.

The following types of organisations will not be eligible to apply to the Innovation Fund: **Governments (or appointed government agencies); Mobile Network Operators; University or Academic organisations; start-up accelerators and incubators.**

Geography:
Low- and middle-income countries in Africa, South Asia and Southeast Asia; *some exclusions apply – see Terms and Conditions*

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Innovation Fund Key Dates

17 May 2021

ANNOUNCEMENT & OPEN OF APPLICATIONS

Press Release to announce the fund; Release of Terms Sheet; Applicants will have 7 weeks to submit a pitch via an online form

2 June 2021

LAUNCH WEBINAR

The GSMA will host a webinar to explain the fund, the eligibility criteria and the application process

7 - 10 June 2021

SECTOR DEEP DIVES

Virtual sessions on Plastic and Waste Management, Water, Sanitation and Energy to understand sector challenges and the Innovation Fund learning agenda

2 July 2021

APPLICATIONS CLOSE

The Pitch Submission Stage closes

2 Aug – 5 Nov 2021

PROPOSAL STAGE

Shortlisted applicants submit a full project proposal including:
- Technical proposal
- Project implementation plan
- Budget

The selection will be made in late November, with contracting completed by March 2022

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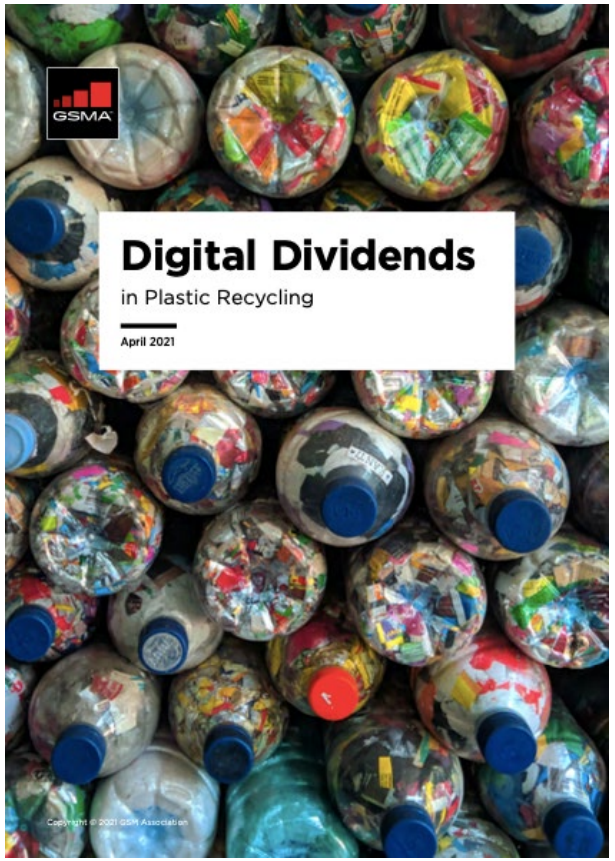
Sector Overviews



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New Report:

Digital Dividends in Plastic Recycling



Our new report explores the challenges LMICs face when managing plastic waste, and the benefits that plastics organisations can gain by using digital tools (mobile, AI, IoT, etc.) or partnering with technology organisations.

The report encourages MNOs and other technology organisations to explore how they could benefit from supporting plastic organisations, and to work with the GSMA to identify opportunities for collaboration.

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Plastic and Waste Management (1)

The total amount of waste generated will triple in Africa and double in Asia by 2050. In many cities found in these regions, formal waste management systems are underdeveloped or non-existent, and 70% of waste is mismanaged. This has negative impacts on socio-economic development, public health and our climate.

Plastic waste is particularly problematic. It is estimated that less than 10% of the plastic ever produced has been recycled, and waste that is 'leaked' into the environment chokes waterways and affects vital climate processes. By 2050, the production of virgin plastic could account for one fifth of the world's oil consumption.

What is contributing to the plastic and waste management crisis:

- A rapid increase in single-use plastic;
- Waste management (collection, sorting and recycling) is dominated by the informal sector;
- Limited willingness among municipalities to prioritise or pay for waste management solutions;
- Low levels of public awareness and citizen apathy on environmental, economic and public health risks;
- Low levels of coordination and digitization in the waste management value chain; and
- A lack of, or poorly enforced, Extended Producer Responsibility (EPR) policies.



Source: https://www.nationalgeographic.com

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Plastic and Waste Management (2)



Source: https://theintercept.com

The GSMA Innovation Fund will seek to:

- Develop, pilot or scale digital tools and business models that support the transparency, sustainability and profitability of plastic recycling and/or broader waste management services;
- Test how mobile operators and other technology organisations can leverage their digital platforms, services and expertise to support new recycling and waste management models;
- Identify how improved traceability can increase the commercial and social impact of plastic recycling for all stakeholders in the value chain; and
- Promote and showcase best practice.

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Water

Globally, 2.2 billion people rely on non-piped water sources for survival. Additionally, there are still 144 million people in the world reliant on surface water. In many countries access to safe water is highly inequitable, with wealth and location key determinants of who has access to safe water.



Source: https://www.theglobalist.com/

The GSMA Innovation Fund will seek to:

- Tackle the barriers for digital solutions to scale including partnerships with utilities and mobile operators, and strengthening business models;
- Build a greater breadth and depth of evidence for the value that these solutions provide to support follow-on financing opportunities;
- Explore new innovations such as the use of big data for improved water service planning and response.

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Energy

Over 600 million people are expected to still be without electricity in 2030. Many of those who *do* have access to electricity still rely on kerosene and diesel generators. Prolific use of small gasoline generators in Africa and Asia has wide-ranging negative impacts on the environment, public health, and government budgets.



Source: https://www.thenewhumanitarian.org/

The GSMA Innovation Fund will seek to:

- Support the replication and expansion of digitally-enabled **clean cooking** (PAYG LPG, electric cooking);
- Explore the role of digital solutions to drive innovative electric mobility services through battery monitoring and logistics;
- Test and scale generation/storage solutions for urban small enterprise to replace diesel generators;
- Test and scale synergistic models between energy service providers and mobile operators.

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Sanitation

Over half of the world's population, 4.2 billion people, currently do not have access to a safe toilet or latrine. The consequences of poor sanitation are far reaching, affecting health, wealth, education, and gender equality. Every $1 invested in improved sanitation brings a $5.5 return in increased productivity.



Source: https://www.wsup.com/

The GSMA Innovation Fund will seek to:

- Build a greater depth and breadth of evidence for the use of digital tools to make decentralised collection models (CBS and pit/septic collection) more economically viable and effective;
- Test and scale digital platforms to enable sanitation services that are partnerships between public and municipalities and private entrepreneurs.
- Explore synergies between sanitation and waste management business models based on the role of digital tools.

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Review the Terms and Conditions & Apply!

- Review Terms and Conditions, FAQs and Apply: https://bit.ly/2QhYnSr
- Read our report “Supporting Innovation in Digital Urban Services”
- For questions, contact us at: GSMAIF@gsma.com

This initiative has been funded by UK aid from the UK government and is supported by the GSMA and its members.

The views expressed do not necessarily reflect the UK government’s official policies.

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