



GSMA Mobile for Development Foundation

("GSMA")

REQUEST FOR PROPOSAL

Scoping the GSMA Innovation Fund's Investment Inclusivity

Security Classification: This document contains GSMA Confidential Information

Access to and distribution of this document is restricted to the persons listed under the heading Security Classification Category. This document is confidential to the GSM Association ("Association") and is subject to copyright protection. This document is to be used only for the purposes for which it has been supplied and information contained in it must not be disclosed or in any other way made available, in whole or in part, to persons other than those listed under Security Classification Category without the prior written approval of the Association. The Association makes no representation, warranty or undertaking (express or implied) with respect to and does not accept any responsibility for, and hereby disclaims liability for the accuracy or completeness or timeliness of the information contained in this document. The information contained in this document may be subject to change without prior notice.

Copyright Notice

Copyright © 2024 GSMA Mobile for Development Foundation

Antitrust Notice

The information contain herein is in full compliance with the GSM Association's antitrust compliance policy.

Table of Contents

Section A – Requested Services & Deliverables

1. GSMA Mobile for Development Foundation Overview
2. Project Overview
3. Detailed Requirements of Services and Deliverables
4. Proposal Structure
5. Proposal Criteria Evaluation Weighting
6. RFP Timeline
7. GSMA Contact Details

Schedule 1 - GSMA RFP Process and Expectations

Schedule 2 - GSMA Policies and Additional Considerations

- 2.1 Corporate and Social Responsibility (“CSR”)
- 2.2 Insurance
- 2.3 Code of Conduct
- 2.4 Conflicts of Interest Policy
- 2.5 Data Security
- 2.6 Regulation
- 2.7 Business Continuity and Disaster Management
- 2.8 Service Level Agreements (“SLAs”)

Schedule 3 - Bidder’s Information

Schedule 4 - Total Price

Schedule 5 - Code of Conduct

Schedule 6 - Declaration

Section A

Requested Services and Deliverables

1. GSMA Mobile for Development Foundation Overview

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

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

2. Project Overview

This project, managed by the Mobile for Development Monitoring, Evaluation and Learning (MEL) team and funded by the UK’s Foreign, Commonwealth and Development Office, seeks to understand how the GSMA’s support to start ups (by supporting digital solutions) contributes to employment generation, poverty reduction, and improved income and livelihoods.

The GSMA Innovation Fund (GSMAIF) has completed several rounds of grant funding to startups in low and middle income countries (LMICs), but there have been limited opportunities for post-project impact evaluations of their work. Furthermore, most of the recent evaluative work of the Innovation Fund has focused on the activities or implementation processes of the fund, with limited opportunity to look at the overall reach and impact of grantees after a long period of time. This evaluation will be seen as an initial scoping, and it could lay out a targeted structure for future data collection, for both new grantees and also follow up data collection for those grantees included the study.

This evaluation will look at the ways in which GSMA’s grant making activities have contributed to reducing poverty, improving livelihoods, and generating employment, in particular decent jobs¹ among vulnerable populations targeted by digital solutions. In addition to applying the Poverty Probability Index (PPI), the evaluation will consider both the role of end-user mobile internet uptake and adoption, and ability to translate digitalisation into positive livelihoods outcomes.

While this has generally not been an explicit goal of GSMA’s work, there have been contributions to it in various ways, and considering this at a portfolio level across the Innovation Fund will allow GSMA to reflect on the ways that this could be targeted by future innovations.

3. Detailed Requirements of Services and Deliverables

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

The GSMA seeks a firm with research capacity to conduct both in-country fieldwork in Africa and Asia as well as multilingual telephone surveys, to conduct an evaluation of approximately six former GSMAIF grantees in Africa and Asia. Most grantees are start up organisations who are providing digital solutions for both commercial and social impact. While GSMA has reliable data on the commercial impact their support has had among grantees, the organisation needs to build a better evidence base of the social impact, particularly related to poverty, employment creation, livelihoods improvement, and digital access and uptake.

The supplier will be required to:

1. Participate in a cocreation process with GSMA and partner organisations to refine an evaluation plan
2. Adapt existing evaluation tools and plans to address the outlined evaluation questions with a high level of methodological rigour
3. Conduct fieldwork, which will include fieldwork to the site of grantees for interviews, as well as telephonic surveys of grantee service recipients. The survey will be less than 15 minutes in length, and will be a sample of approximately 1,000 recipients per grantee.
4. Quality assurance
5. Engage regularly with the GSMA during in-country data collection, including updates on progress, and emergent questions and/or results
6. Conduct data analysis, including both a preliminary analysis, but also the facilitation of a sense-making process with GSMA and partners
7. Collaboration around the finalisation of results
8. Produce a comprehensive report detailing the research methodology and results

¹ <https://www.ilo.org/topics/decent-work#:~:text=It%20involves%20opportunities%20for%20work,that%20affect%20their%20lives%20and>

9. Produce a PowerPoint presentation of the research results
10. Present the findings to GSMA and select external stakeholders

Key Evaluation Questions

A list of primary evaluation questions is provided below. This is not an exhaustive list and the GSMA encourages each bidder to include others in their proposal as may be appropriate.

1. To what extent have GSMAIF alumnae contributed to employment generation, poverty reduction, and improved income and livelihoods through scaling innovative digital solutions?
 - a. Under what circumstances, and why were these contributions possible, and what challenges were faced that limited these contributions?
2. How has the mobile ecosystem supported the GSMAIF alumnae to reach social goals?
3. Who have been the final, end-user recipients of the work of a selection of GSMA's innovation fund grants? What are their socioeconomic characteristics, and what changes can be seen as a result of their interaction with GSMAIF supported start-ups, particularly years into the future?
 - a. Have there been any noteworthy changes since the GSMAIF gathered relevant data at the time of the grant award, and if so, what have they been?
4. How have these users' livelihoods been impacted by the work of the grantees?
 - a. Mobile internet adoption is crucial to the uptake of grantees' services. What are the opportunities and barriers they experience for mobile internet adoption, and its contribution to livelihoods?
5. What characteristics make start-ups more likely to contribute to poverty reduction, including job creation and livelihoods strengthening?
6. What has influenced the sustainability of the results of the GSMAIF's grantees?
7. How could the Innovation Fund strengthen its ability to reach and positively affect populations living in poverty?
8. Furthermore, each bidder should situate the evaluation in literature that looks at how SMEs working in the digital space can contribute to various development outcomes, and secondly, what barriers to digital uptake SMEs have helped users overcome, what barriers still remain for different population groups, and what outcomes (positive and negative) early adopters have experienced.

Methodology

Prospective bidders should propose a mixed-methods approach that can best answer the evaluation questions listed above, within the provided parameters below. Furthermore, a capacity building approach will be taken to support the evaluation, data systems, and analytical capabilities of GSMA grantees, to ensure stronger use of results.

The study should include a robust sample of end users from all grantees included in the study. Due to the varied customer base of each grantee, the sampling approach will be tailored based on the included grantees and their individual customer bases, but should not be fewer than 500 per grantee nor more than 2,000 per grantee. This should allow for significant results for each population. Either their entire customer base, or a sample of it, will be selected to apply the PPI, as well as to gather additional data about mobile internet use and uptake, and barriers to adoption. Surveys should take no more than 15 minutes, and should be translated into the appropriate national language. Contact details of the population to sample from will be provided by each GSMAIF former grantee.

In addition to a telephonic survey adaptation of an adapted PPI tool, qualitative data collection should be planned on the ground with each of the grantees, both to understand the organisational context, and also to identify specific users for more in-depth interviews. The proposal should lay out the ways in which the methods of data collection will be used to answer the evaluation questions, including details on planned analysis.

Due to time constraints in the evaluation delivery, both methods of data collection can be run concurrently. Proposals should include a plan for how analysis should take place.

Selection of evaluation participants / Location

All GSMAIF alumnae are currently being contacted with an offer to participate in this evaluation. A maximum of six former grantees will be selected. The current expectation is that there will be an even split between Asia- and Africa-based alumnae.

The GSMA expects fieldwork to be conducted in-person; however, exact locations may not be known until grantee selection has been completed. For costing purposes, please use the list of potential countries below:

- Africa – Nigeria and Kenya
- Asia – Pakistan and India

This list will be updated as the GSMA narrows down the list of Innovation Fund alumnae.

Bidders who are able to cover both regions will be given preference, but the GSMA will also consider proposals who are only able to carry out the research in Africa, or in Asia, understanding that local organisations often bring a good understanding of the context, and may not be well placed to find a suitable partner in the other region. In that case, GSMA will propose a partnership approach.

Deliverables

The below table indicates the current proposed timeline for this project; however, it remains subject to change. The GSMA welcomes suggestions and expects Bidders to include detailed project workplans that fit the proposed approach. Based on current plans for this project, all work must be completed and signed off by 28 February 2025. All invoices must be approved and processed by 31 March 2025.

Deliverable	Deadline²
Kick-off meeting	1 August 2024
Co-creation of research scope and evaluation plan confirmed in inception report <ul style="list-style-type: none">Submitted in Word, between 7-12 pages in length	9 August 2024
All data collection tools developed and translated as appropriate with detailed sampling plan	20 August 2024
In-country fieldwork completed, with data delivered in a summary report <ul style="list-style-type: none">Submitted in Word, between 10-15 pages, with interview transcripts not more than 0.5 pages per minute of interview	August-November 2024
Telephonic fieldwork completed, with data delivered in a summary report <ul style="list-style-type: none">Submitted in Word, between 15-20 pages, with full dataset in Excel or STATA	August-November 2024
Sense-making workshop of interim findings	15 November 2024
Draft report and PowerPoint presentation of the research results submitted to GSMA contract manager for review and approval. <ul style="list-style-type: none">Report should include a comprehensive summary of the approach used, results of the in-country fieldwork and telephonic surveys, key findings, any identified gaps, and recommendations for the future (both for the GSMAIF and the grantees), maximum of 25 pages, excluding annexesPowerPoint presentation should be a maximum of 20 slides	17 January 2025
Final report and PowerPoint presentation (abiding by the requirements listed above and incorporating all of the GSMA's comments) submitted to the GSMA contract manager for review and approval	17 February 2025
Video presentation to GSMA and select external stakeholders	15 March 2025

Additional Requirements

The following elements are mandatory service requirements for this project:

- Communication – All communication, both written and verbal, to the GSMA must be conducted in English (including the translation of any documents that are created in the local language for in-market use). Additionally, this includes any documentation submitted as final deliverables to the GSMA, including transcripts and research materials. Suppliers should also demonstrate their ability (either through direct employment or via partners) to bring on highly skilled bilingual researchers in various contexts to conduct in-country fieldwork.
- Transparency – The GSMA requires the appointed supplier to be fully transparent about local partner / fieldwork agencies they intend to use and the GSMA has the power to veto selections. Additionally, all data will be provided in their entirety with methods of analysis, including interview transcripts and survey results. This should be disclosed to all participants.
- Safeguarding – As part of the GSMA's commitment to ensuring all those involved in research and evaluation are safeguarded, the supplier is requested to provide information on their safeguarding approach / mitigating activities to ensure the safety and dignity of any vulnerable persons.
- Service availability – GSMA requires a named project manager and ideally requires response to emails within two working days. Any delays must be communicated in a timely manner. Any changes to the required services/deliverables must have prior written approval from the GSMA contract manager.
- Project management requirements – Regular, bi-weekly updates with the GSMA Contract Manager via video conference are required throughout the project.
- Ongoing support of deliverables – It is expected that the successful supplier will respond in a timely manner to GSMA and/or FCDO requests for clarification of the project activities and/or deliverables for up to four weeks after the submission of the final report and presentation.

4. Proposal Structure

Proposals must be submitted on time, in Microsoft Word, and clearly address the requirements of the project as outlined above.

The GSMA will evaluate proposals based on the following elements. It is unlikely the GSMA will consider proposals that do not include each of these points:

- Understanding of the brief – Suppliers should outline their understanding of the requirements and the value they believe the results will have.
- Approach – Suppliers should outline how they intend to deliver the project as specified above. This should include:

² Note: These dates are current estimations and are subject to change. Exact dates will be finalised with the selected Bidder during contract negotiations.

- How you intend to meet the requirements of this document;
 - Suggestions for alternative/supplementary approaches to address the central objectives;
 - An indicative timeline for delivery and demonstration of capacity to meet this; and
 - Any dependencies on GSMA staff and GSMAIF alumnae.
3. Team and responsibilities – The proposed team should be included with a short bio alongside proposed roles.
 4. Relevant previous experience – Include up to three examples of similar types of projects and two letters of reference
 - Note that reference letters should be for work completed within the past 24 months
 5. Risks and mitigation strategies – Each Bidder should specifically address how they would mitigate the following risks and are encouraged to include other potential risks and possible mitigation strategies.
 - Data systems within grantee organisations may be too weak for end users to be efficiently contacted, or grantee organisations may be too busy to engage with a time intensive process with service providers
 - Response rates of end users may be low
 - Results may be difficult for the GSMA to act on
 6. Itemised quote – Bidders should provide a fully itemised quote. The GSMA default currency for all proposals is UK Pounds Sterling (GBP). It should include at a minimum a price for commissioning the project as described in Sections 2 and 3 of this document. All costs should clearly demonstrate breakdowns in terms of staff time, travel, direct costs and other expenses.
 7. As it is possible that research may need to be conducted remotely due to COVID-19, please indicate how that may impact the budget.
 8. Suppliers are also asked to provide costs for any alternative or supplementary approaches suggested in your proposal.
 9. A budget template can be found in Schedule 4.

5. Proposal Criteria Evaluation Weighting

Criteria	Importance	Weighting
Cost	Proposal's value for money	20%
Quality	Quality of the research approach outlined in the proposal, including degree to which it addresses the outlined research questions and proposal elements	35%
Bidder's capacity to manage the project on time and on budget	Demonstrated experience of running multi-country evaluations, selection of experienced high-quality research partner(s) and ability to manage the project on time and on budget	30%
Relevant experience	Bidder's experience in successfully conducting similar projects	15%

6. RFP Timeline

The following timeline is subject to change at the GSMA's sole discretion.

Day and Time	Action
23 May 2024	RFP issued
4:00 pm BST on 30 May 2024	Cut off time to acknowledge intention to respond (Schedule 3)
4:00 pm BST on 5 June 2024	Submit questions to GSMA by this date
4:00 pm BST on 7 June 2024	Questions and answers circulated back to all bidders
4:00 pm BST on 20 June 2024	Cut off time and date for proposal to be received by GSMA
21-25 June 2024	Estimated GSMA proposal assessment period
26-27 June 2024	Follow-up calls [if required]
28 June 2024	Shortlisted Bidder presentations [if required]
2 July 2024	Estimated date invitation to negotiations extended to one or more Bidders
5 July 2024	Supplier selected; Contracting commences

7. GSMA Contact Details

- All correspondence and queries in relation to this RFP must be emailed to Julie Schurei, jschurei@gsma.com, Daisy Macaskie, dmacaskie@gsma.com and MELdirector@gsma.com.
- Queries are accepted in written form only by email, and GSMA's responses will be copied to all Bidders, including an anonymous version of the query. No queries will be answered, except in extraordinary circumstances within GSMA's sole discretion, except on the deadlines as provided in the question and answer period described in the RFP Timeline.
- RFP submission details – Respondents should submit their complete proposal package via email by the above-stated deadline. Electronic submissions should not exceed more than 5 MB in size per email. If, following submission of the tender, the information contained therein changes, please advise the GSMA contacts listed above 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.

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 Group means the GSM Association, its Affiliates and GSMA members together with the directors, employees and agents of each of those.
- 1.3. Bidder means any party that has a) signed an NDA (if required by the GSMA); and b) received this RFP.
- 1.4. Deliverables means the items, documents, or other tangible products to be provided to GSMA as outlined in this RFP.
- 1.5. Services means the services outlined in this RFP.
- 1.6. Service Level Agreements (“SLAs”) means the standards for the level of service that Bidder will provide to GSMA under any agreement for the provision of services that may be entered between the parties. The SLAs will be tied to service credits, which will be provided to GSMA should the Services not reach the minimum standard as outlined in the SLAs.
- 1.7. Proposal means the Bidder’s response to the RFP.
- 1.8. Term means the period required to complete the Services and Deliverables as detailed in this RFP.
- 1.9. Total Price means the “all-in” cost of Bidder’s provision of the Services and Deliverables, and will be deemed to include all expenses (unless otherwise stated). Total Price is exclusive of VAT or sales taxes, but inclusive of all other taxes and fees.

2. Services and Deliverables

- 2.1. The Services and Deliverables required are as set out in this RFP.
- 2.2. The Bidder will confirm its Proposal meets all the requirements defined in this RFP. Any variations must be clearly highlighted in the relevant deficient section of the Proposal. Any variation in the Proposal from the requirements stated by GSMA in this RFP are not deemed accepted by GSMA unless specifically highlighted in the Proposal.
- 2.3. Should the Proposal developed by Bidder be of interest to GSMA, any agreement pursuant to this Proposal shall comprise the contents of the Proposal, subject only to amendments as agreed by the GSMA.
- 2.4. If the Bidder also wishes to submit an alternative proposal, the Bidder must clearly define the alternative method and commercial terms in a separate proposal. Alternative proposals should be submitted when the Bidder feels there is a superior way to achieve the GSMA’s goals under this RFP which do not fit the particular requirements contained herein.

3. Requirements on Bidders

- 3.1. GSMA hereby invites you to submit a Proposal for the Services and Deliverables as defined in Section 3.15 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 Bidder relating to this RFP (if an NDA is required by the GSMA). Any information held in this RFP or associated materials may be used only for the purpose of preparing and submitting a Proposal to GSMA. This RFP remains the property of GSMA. This RFP or any information held in this RFP shall not be duplicated, disclosed or distributed to any third party without the prior written consent of GSMA and, unless otherwise expressly agreed between the parties in writing, all material submitted becomes the property of GSMA. Notwithstanding any provision of the NDA, GSMA shall have no obligation to return any Proposal and related materials received.
- 3.3. Bidders 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/Bidder 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 Bidder is responsible for ensuring a complete understanding of all the requirements, conditions, risks and any circumstances relating to the performance of the Services, provision of the Deliverables, and this RFP. The information contained in this RFP may be subject to change without prior notice.
 - 3.4.2. The Bidder is solely responsible for becoming familiar with the RFP requirements and conditions that might affect the cost or performance of any Services or provision of the Deliverables. Failure to do so is solely at the Bidder’s risk, and no relief will be given by GSMA for errors or omissions in the Bidder’s Proposal, nor for changing circumstances.

- 3.4.3. The Bidder must pay special attention to the RFP Timeline, as any failure to meet the deadlines contained therein may result in the rejection or the down-scoring of the Proposal, in GSMA's sole discretion. GSMA reserves the right to amend or end the RFP process at any time without incurring any liability/penalty to the Bidder.
- 3.5. Completeness of Proposal
- 3.5.1. The Bidder is required to submit answers to all the RFP Questions detailed in this RFP. Proposals will be down-scored for failure to answer any question fully.
- 3.5.2. The Bidder 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 at any time, either in part or whole, at the sole discretion of GSMA. In such cases, GSMA will not be liable for any costs incurred by the Bidder in this RFP process.
- 3.6.2. GSMA reserves the right to amend the RFP by issuing such notice to all Bidders which may: (i) extend or reduce the RFP Timeline; (ii) extend or reduce any timeline for Services and Deliverables; or (iii) amend the scope of the Services and Deliverables.
- 3.6.3. Nothing in this RFP constitutes an offer capable of acceptance by the Bidder.
- 3.7. Validity
- 3.7.1. The Proposal shall remain 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 made until a Schedule, containing the agreement of the parties with relation to the Services and/or Deliverables (subject to the GSMA Standard Terms and Conditions, as agreed in the Master Services Agreement ["MSA"]) has been fully executed by GSMA for the Services and/or Deliverables covered by this RFP.
- 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 Bidders.
- 3.9.2. GSMA may invite Bidders to present the Proposal, answer any outstanding questions and conduct any post-Proposal negotiations.
- 3.10. Bidder Costs
- 3.10.1. All costs incurred by the Bidder in connection with this RFP, including but not limited to costs for preparation, transmittal, or presentation of any Proposal or other material submitted in relation to this RFP are entirely the responsibility of the Bidder and shall not be chargeable in any manner to GSMA irrespective of the Bidder's success or failure in the tender process.
- 3.11. Proposal Contents
- 3.11.1. The Bidder is required to submit a Proposal in accordance with the requirements of Section 3.15 of this RFP, including a Total Price and a schedule of standard itemized rates, which are relevant to the work requested.
- 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.
- 3.13. Submission Guidelines
- 3.13.1. Bidders must submit their Proposal to the GSMA Contact by email no later than the date and time specified in the Proposal Timeline.
- 3.13.2. The Bidder's emailed Proposal should not exceed 10 mb 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, Bidders 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 this RFP as the MSA (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 Bidder acknowledges and agrees that:
- 3.14.2.1. At GSMA's option and through negotiation, Bidder will be invited to enter into a Schedule A, governed by the T&Cs, without any additions, omissions, or amendments (other than any

proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable); and

3.14.2.2. Bidder will be bound by any requirements in this RFP, obligations of its Proposal, and the T&Cs.

3.15. Structure of Bidder's Proposal

3.15.1. Bidder's Proposal shall contain:

3.15.1.1. A completed Schedule 3 to this RFP (Bidder's Information);

3.15.1.2. The Bidder's Proposal for the performance of Services and/or provision of Deliverables, including responses to all questions presented for the Bidder in this RFP (including all requested items in Schedule 2);

3.15.1.3. The Total Price, including price breakdown and itemization per the template included in Schedule 4;

3.15.1.4. A copy of the Declaration contained in Schedule 6, signed by the Bidder, containing the representations and warranties made by Bidder with relation to this RFP process which form part of the foundation of the relationship; and

3.15.1.5. A copy of the T&Cs signed by the Bidder without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable).

Schedule 2
GSMA Policies and Additional Considerations

1. Corporate and Social Responsibility (“CSR”)

- 1.1. GSMA continuously commits to the preservation of the environment and achieving carbon neutral certification for our global events under PAS 2060, an internationally recognised standard. To achieve this certification, GSMA’s carbon neutral consultants will implement data collection and carbon footprint calculation. Should Bidder’s Proposal be successful, Bidder will be contacted by GSMA consultants to provide all necessary data related to participation in any event on which Bidder may be working.
- 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 Bidder’s company has taken, or can take, in order to minimize the environmental impact of Bidder’s proposed solution.
 - 1.2.1. In what way should GSMA deem Bidder’s Proposal environmentally preferable?
 - 1.2.2. Please attach a copy of the formal CSR policy for Bidder’s company.

2. Insurance

- 2.1. Bidder shall procure and maintain for the duration of the contract insurance against claims for injuries, damages, or other types of losses that may arise from or in connection with the performance of the work hereunder by the Bidder, its agents, representatives, or employees. The cost of such insurance shall be borne by Bidder.
- 2.2. Bidder shall provide to the GSMA, at time of tender, original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. Bidder’s cover note will be presented on the insurance broker’s headed paper detailing all the insurance held, the term of each insurance, level of cover, and any exclusions.
- 2.3. Bidder’s insurance coverage shall be the primary insurance coverage for all claims related to this contract. GSMA and its affiliates, officers, officials, employees, and volunteers are to be covered as additional insureds. Each insurance policy required above shall state that coverage shall not be cancelled, except with notice to GSMA. GSMA reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.
- 2.4. If Bidder’s current insurance coverage is insufficient to meet GSMA’s standards, Bidder agrees to procure such insurance as GSMA requires prior to execution of any MSA.

3. Code of Conduct

- 3.1. Bidder shall comply with the GSMA code of conduct as laid out in Schedule 5.

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, Bidder’s Information, will form the basis for GSMA’s internal analysis as to the acceptability of the conflict of interest and how it may be managed. Should any information contained therein prove to be inaccurate, GSMA reserves the right to terminate the contract immediately with no penalty, notwithstanding any other term in the MSA to the contrary.

5. Data Security

- 5.1. GSMA requires that Bidder hold and process all data/information (personal or not) in line with the regulatory requirements in GSMA’s primary business locations (United States and/or United Kingdom, as applicable) and ensure that any data transfer is authorized and conducted in a secure manner. Bidder should describe whether data will be collected, processed, or transferred, and how Bidder will comply with GSMA’s data security standards, as well as with all relevant regulations.

- 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). Bidder should describe its information security and operation measures, including measures to protect against loss.
- 5.3. Bidder agrees it will agree to and comply with the GSMA Data Protection Addendum, attached to the MSA as Exhibit 1.

6. Regulation

- 6.1. Bidder should state whether the industry with which it is engaging is regulated, and if regulated describe how. Bidder should demonstrate how Bidder's company meets this regulation.
- 6.2. Bidder should describe any future regulation that may affect the Services and Deliverables requested in this RFP, and demonstrate how Bidder will meet this regulation.

7. Business Continuity and Disaster Management

- 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). Bidder should attach a copy of Bidder'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, Bidder and its third party bidders, 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 Bidder, 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 Bidders 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 Bidder would perform similar services for its other customers.
- 8.2. Bidder should provide suggested service level agreements ("SLAs") to dictate acceptable response times for provision of the Services and Deliverables. The proposal of SLAs should include suggested service credits available should the service level fall below the standards set in the SLAs.

**Schedule 3
Bidder's Information**

1. Company Information

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

2. Director Details

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

Company's directors	
List members of the Management Board	
Partners	
Associates	
Other	

3. Company Profile—Financial Data

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

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

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

4. Current Activity with GSMA

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

Yes No

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

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

5. Insurance

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

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

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

6. Conflict of Interest Questionnaire

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

6.2. Ownership Share

Name	Address	Percent Ownership

6.3. Distributive Income

Name	Address	Percent Ownership

6.4. Does Bidder 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 Bidder's personnel and ownership, (including self, spouse, and immediate family members) with ties to GSMA employees.

**Schedule 4
Total Price**

Please provide the total price and the breakdown by unit cost as per the table below.

Note: Given that the grantee selection is still provisional, a revised budget will be requested when locations have been confirmed.

Item/Title	Unit/Activity Description	Standard Base Rate (£)	Discount Applied	Discounted Rate	Volume	Total Charge (£)
Ex: J Doe	Senior Advisor / Report Production	£400.00	10%	£360.00	20	£7,200.00

1. Fees and Charges

- 1.1. The Bidder's Total Price is inclusive of all costs, insurances, fees, expenses, liabilities, obligations, risks, and all financial requirements for the performance of Services and provision of Deliverables
- 1.2. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.
- 1.3. Total Price is exclusive of VAT but inclusive of all other taxes.
- 1.4. Be transparent about fieldwork costs.
- 1.5. All expenses and travel costs must be included in the total cost and cannot be charged after / separately
- 1.6. All flights shall be economy.
- 1.7. All expenses shall comply with the GSMA's donor's travel policy.
- 1.8. All costs from subcontracting to local suppliers, translators, translation of research materials and transcripts etc. must be included in the total cost and cannot be charged after / separately.

2. Milestone Payment Details

- 2.1. For the avoidance of doubt, GSMA's payment terms are contained in the GSMA Standard Terms & Conditions ("T&Cs"), also included here, and are sixty days from receipt of an undisputed invoice, which should be raised following written acceptance of Services and/or Deliverables by the GSMA Contract Manager.
- 2.2. Please note, GSMA does not make advance payments prior to completion of the Services and Deliverables unless the payment requested is specifically traceable to purchase of items required to perform the Services or provide the Deliverables, which would otherwise be a loss for the Respondent. Any specific payment requirements must be notified as part of the RFP response.

Schedule 5 Code of Conduct

Purpose

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

Scope

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

Principles

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

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

Social Compliance

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

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

Environment

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

Business Practices

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

Schedule 6 Declaration

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

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

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

Bidder acknowledges and agrees that:

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

Company Name:

Address:

Email:

Tel No:

Name:

Position:

Signature:

Date: