



REQUEST FOR QUOTATION

**Development of the GSMA's Mobile for
Humanitarian Innovation (M4H) Humanitarian
Positioning and Solutions Hub**

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Antitrust Notice

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Requested Services and Deliverables

1. GSMA overview

The GSMA Mobile for Development Foundation, Inc. (“GSMA M4D”) is a U.S. 501(c)(3) charitable organisation 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 M4D is a wholly owned subsidiary of the GSM Association (“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.

For this project, the successful Respondent will contract with the GSMA Mobile for Development Foundation.

2. Project overview

Background

The [GSMA Mobile for Humanitarian Innovation](#) (M4H) programme works to accelerate the delivery and impact of digital humanitarian assistance. This is achieved by building a learning and research agenda to inform the future of digital humanitarian response, catalysing partnerships and innovation for new digital humanitarian services, advocating for enabling policy environments, monitoring and evaluating performance, disseminating insights and profiling achievements.

The M4H programme has impacted more than 12 million people with improved access to and use of life-enhancing mobile-enabled services in humanitarian preparedness, response, and recovery. In the past five years, the programme started to implement "Humanitarian Positioning Strategies" with mobile network operators (MNOs) and humanitarian partners. The activities resulting from these strategies have impacted over 200,000 people in Kenya with Safaricom Plc, Uganda with Airtel, Burundi with Econet Wireless, Somalia with Telesom and Tanzania with Vodacom.

Table 1 provides examples of solutions developed as an outcome of the partnerships catalysed by the M4H programme . By comprehensively documenting these approaches and tools in an accessible user-friendly manner, partners will be enabled to scale and replicate such models to facilitate digital humanitarian interventions.

This RFQ is issued to solicit quotations for the content development of a Humanitarian Positioning and Solutions Hub (hereafter called the Solutions Hub). This Solutions Hub will be based on the successful and impactful models developed by the M4H team. It will facilitate collaboration between MNOs, Fintechs and humanitarian partners (HP), providing them with resources and guidelines to implement digital solutions for humanitarian assistance.

Table 1. Examples of solutions developed as a result of M4H engagements

Country	Solutions	Case Study / Blog
Rwanda	Digitising the VSLA	Building and strengthening digital ecosystems in humanitarian contexts
Kenya	CVA using mobile money	Partnering with CARE Kenya on digitising emergency response to drought and food insecurity
Rwanda & Uganda	Agent training on humanitarian protection and humanitarian code of conduct	Do no digital harm
Somalia & Burundi	Digital and financial literacy training	Leveraging mobile technology to meet humanitarian needs through strategic partnerships
Safaricom, Burundi, Somaliland, Uganda & Tanzania	Humanitarian positioning strategies	The GSMA Humanitarian Partnership Framework: A Framework for Catalysing Cross-Sectoral Partnerships in Support of Humanitarian Assistance
Kenya	Climate change adaptation and livelihood restoration	Climate change adaptation and livelihood restoration in Tana River Delta
Somaliland	Biometric verification for CVA	Verifying recipients of cash assistance through Voice ID: Pilot project lessons and outcomes
Rwanda	Community of Practice	The KUHI Consortium Community of Practice Launch

2. Project objectives

Develop the content for the solutions hub that's designed to:

- Provide MNOs and humanitarian partners with resources and guidance to collaborate effectively on developing digital solutions for humanitarian assistance.
- Facilitate knowledge sharing and capacity building among MNOs and humanitarian partners to implement digital solutions that accelerate the delivery and impact of safe, efficient and dignified humanitarian assistance.
- Promote autonomy and self-reliance by empowering users to utilise the solutions hub independently.
- Ensure the solutions hub meets the needs and expectations of its target audience, primarily MNOs and humanitarian partners.
- Promote long-term collaboration between MNOs, humanitarian organisations and fintech partners, enabling ongoing support and development of digital solutions that can adapt to evolving humanitarian needs.

3. Methodology and high-level services and deliverables requirements

The development will follow a systematic and iterative process. Please note that the below can be amended in the proposal submitted to align with suppliers proposed methodology and process. The below has been outlined to give an idea of expected processes, outputs and methodologies.

This work will primarily be a combination of a desk review and key informant interviews. The supplier will review up to date materials on the humanitarian positioning strategy outcomes assessment to understand the process flow of previous humanitarian positioning strategies and to package existing and new solutions in the humanitarian space.

Assessment requirements:

- Desk review: baseline study using the Humanitarian Positioning Strategy Outcomes Assessment report.¹
- Develop a comprehensive list of key solutions from past engagements.
- Identify solutions to be included in the hub and frame their content.
- Develop and assess user guidelines with stakeholder feedback. Comprehensive review and publishing process.

A. Inception workshop:

Objective: Kickstart the project by aligning stakeholders, defining goals, and outlining the scope and deliverables of the solutions hub with all project stakeholders. The chosen supplier will lead the session.

¹ This report assess the outcomes of humanitarian positioning strategies (HPS) of four MNOs in East African countries resulting from M4H teams' efforts between 2020 – 2023. This report explores the progress since the HPS were finalised. The study draws from activities and outcomes described by participants in each country, identifies emerging themes across the contexts, and draw insights and conclusions to inform any potential scale up to new markets.

Activities:

- i. Facilitate a workshop involving key stakeholders, including M4H and subject matter experts.
- ii. Conduct discussions to understand the specific needs, challenges, and expectations of the target audience.
- iii. Define the structure, content, and features of the solutions hub based on identified requirements and objectives.

Output: Inception workshop report - Clear project plan and roadmap established during the inception workshop, including defined objectives, scope, and deliverables.

B. Data synthesis and collection:

Objective: Gather relevant information, insights, and resources to inform the content and design of the solutions hub.

Activities:

- i. Conduct comprehensive document reviews of existing resources, reports, and case studies related to humanitarian positioning, digital solutions, and collaboration between MNOs and humanitarian partners.
- ii. Conduct key informant interviews (KIIs) with relevant M4H teams, MNOs, humanitarian organisations, key financial service providers and industry experts (e.g. CALP Network) to gather insights, best practices, and lessons learned. Ideally, this would include approximately 15-20 stakeholders. M4H will help to select relevant interviewees and provide introductions, where possible.
- iii. Synthesise and analyse collected data to identify common themes, emerging trends, and key findings.

Output: Synthesised data and insights documented for use in solutions hub development, including key learnings, challenges, and success stories.

C. Verification and documentation:

Objective: Validate findings, assumptions, and proposed solutions through stakeholder engagement and peer review.

Activities:

- i. Organise reflection sessions with M4H stakeholders to review and discuss synthesised data, preliminary findings, and proposed content for the solutions hub.
- ii. Facilitate peer reviews and expert consultations (M4H and Mobile for Development) to gather feedback on the proposed structure, content, and usability of the solutions hub.
- iii. Incorporate feedback and recommendations from stakeholders to refine and enhance the content and design of the solutions hub.

Output: Complete frame of the solutions hub with revised and validated content and design elements based on stakeholder feedback and peer review.

D. Content development and reporting process:

Objective: Develop content for each section/review it with the M4H team, and document and communicate project progress and outcomes.

Activities:

- i. Arrange available, edited and new content based on the agreed framework.
- ii. Develop clear step by step guidelines for each of the identified solutions.
- iii. Prepare regular progress reports detailing project activities, achievements, challenges, and milestones reached.
- iv. Organise feedback sessions with stakeholders to review and discuss progress reports, solicit input, and address any concerns or issues.
- v. Complete the offline version of the solutions hub.

Output: Final project report documenting the entire solutions hub development process, including methodologies used, key findings, and recommendations for future initiatives.

The final report may include visuals, videos and other tools to enhance the impact of the below documents:

- i. Finalised frame of the solutions hub in Microsoft Excel.
- ii. The humanitarian positioning process:
 - a. Documented process in Microsoft Word
 - b. Slide templates for humanitarian positioning workshop – in PowerPoint
 - c. Additional guidelines for humanitarian positioning process – in Microsoft Word
- iii. Solutions (for each solution):
 - a. Overview of the solution highlighting when it can be used and any concerns/risks in using the solution hub.
 - b. Guideline/user manual for the solution and any considerations.
 - c. Content to implement the solution hub (the content documents are available with M4H team – although not standardised) in a user-friendly PowerPoint file.
 - d. A template to include any solutions resulting from the current or future humanitarian positioning projects.

4. Additional requirements

The following elements are mandatory service requirements and processes through the research process.

Communication

All communication, both written and verbal to the GSMA, to be conducted in English (including the translation of any documents that are required by local law in the markets that are created in local language). 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 deliver detailed qualitative testing and refinement of tools.

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 selection.

Safeguarding

As part of our 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. A full safeguarding plan will be formulated together once a supplier is selected and integrated into the research tools and fieldwork plan.

Service availability

GSMA M4H 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 weekly updates with the M4H project manager either at the GSMA London office or via video conference throughout the project. During the KII phase, M4H expects weekly calls.

Ongoing support of deliverables

It is expected that the successful supplier will respond in a timely manner to the GSMA and/or FCDO requests for clarification of the project activities and/or deliverables for up to four weeks after the final debrief.

Licenses/ Permits

The supplier will be responsible for ensuring all data collection is in line with local requirements and that they have all relevant permissions.

5. Request for Quotation

Evaluations of proposals will consider the following elements. It is unlikely the GSMA will consider proposals that do not include all elements listed.

- 1) Understanding of the brief:** Suppliers should outline their understanding of the requirements and the value they believe the results will have.
- 2) Approach:** Suppliers should outline how they intend to deliver the project as specified above. This should include:
 - a)** How you intend to meet the requirements of this document;
 - b)** Suggestions for alternative/supplementary approaches to address the central objectives;

- c) An indicative timeline for delivery and demonstration of capacity to meet this; and
 - d) Any dependencies on GSMA staff.
- 3) Team and responsibilities:** The proposed individual or team (if applicable) should be included with a short bio alongside proposed roles.
- 4) Relevant experience:** Include examples of previous work which demonstrates experience where possible with:
- a) A strong understanding and experience working with platforms, hub and microsites.
 - b) Business analysis and content development
 - c) Web writing and design (web development expertise is advantageous)
 - d) Suppliers that have experience and knowledge of the humanitarian sector
- 5)** The ability to successfully deliver to agreed timelines.
- 6) Risks and mitigation strategies:** All RFQ responses should include how any potential risks may be mitigated, e.g., security risks, ethical considerations etc.
- 7) Itemised quote:** Suppliers should provide a fully itemised quote. The GSMA default currency requirement for all proposals is 'UK Pounds Sterling'. It should include at a minimum a price for commissioning the project as described in Sections 2 and 3 of these documents. Please note in those sections we have outlined estimated sample sizes and preferred locations of research for costing purposes. If significant changes to budget occur due to the backup locations listed in section 3, please indicate where and how those would impact the budget.
- a) All costs should clearly demonstrate breakdowns in terms of staff time, travel, direct costs and other expenses.
 - b) Suppliers are also asked to provide costs for any alternative or supplementary approaches suggested in your proposal.
 - c) A template can be found at the bottom of this document.

RFQ timeline

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

Time and Date	Action
July 05	RFQ Issued

Time and Date	Action
July 10	Respondents submit clarification questions to the GSMA by this date
July 12	Questions and answers circulated back to all respondents
July 18	Cut off time and date for proposal to be received by the GSMA
July 26	Estimated GSMA proposals assessment period and negotiations and/ invitation to contract
September 2024	Contract fully executed

Note: The timeline is subject to change

GSMA contact details

All correspondence and queries in relation to this RFQ must be emailed to:

Carol Gitobu (cgitobu@gsma.com) (“GSMA contact”)
 Angela Nkonu (ankonu@gsma.com) (“GSMA contact”)

Queries are accepted in written form by email, and GSMA’s responses will be copied to all respondents, including an anonymous version of the query. No queries will be answered outside of the timeframe specific, except in extraordinary circumstances within GSMA’s sole discretion.

RFQ submission details

Respondents should submit a full documentation package via email no later than **1700hrs (BST) 18th July 2024**. Electronic submission should not exceed more than 5 MB in size per email and should be sent to: cgitobu@gsma.com; ankonu@gsma.com. Acknowledgement of receipt of electronic submission will be sent by the next day of receipt before Close of Business. In case the Respondent encounters a problem in its electronic submission, please contact Angela Nkonu by telephone on +44 (0)7855 985 016. If, following submission of the tender, the information contained therein changes, please advise GSMA Contacts immediately. Where proposals are incomplete or not supplied, they may not be considered for evaluation. By submitting a response, the respondent agrees to respond to any other questions issued by GSMA in connection with this RFQ within the stated deadlines.

Milestone payment details

For the avoidance of doubt, GSMA’s payment terms are contained in the GSMA Standard Terms & Conditions (“T&Cs”) and are 60 days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.

Please note, the 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 RFQ response.

The respondent’s total price is inclusive of all costs, insurances, fees, costs, expenses, liabilities, obligations, risks, and all financial requirements for the performance of services and provision of deliverables. Any charge not stated in this RFQ, which extends above to the total price, is not permitted. The total price is exclusive of VAT but inclusive of all other taxes.

Summary of proposed timeline and payment milestones

Based on expected outputs outlined in Section 3, please find below the summary of proposed payment milestones to be made to the supplier upon delivery of outputs. The following will be amended based on the supplier's proposal.

Proposed payment milestone	Corresponding deliverable	Date
Milestone 1: Inception workshop report	Deliverable 1: Inception workshop report - Clear project plan and roadmap established during the inception workshop, including defined objectives, scope, and deliverables.	October 2024
Milestone 2: Data synthesis and collection	Deliverable 2: Synthesized data and insights documented for use in solutions hub development, including key learnings, challenges, and success stories.	January 2024
Milestone 3: Data verification and documentation	Deliverable 3: Complete frame of the solutions hub with revised and validated content and design elements based on stakeholder feedback and peer review.	March 2024
Milestone 4: Content	Deliverable 4: Solutions hub testing and Go Live. Integrating the hub to The GSMA M4H website. Final project report	May 2025

Proposed payment milestone	Corresponding deliverable	Date
development and final reports	documenting the entire solutions hub development process, including methodologies used, key findings, and recommendations for future initiatives.	

Itemised budget template

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

Item/Title	Unit/Activity Description	Standard Base Rate	Discount Applied	Discounted Rate	Volume	Total Price