

## SCHEDULE A – SERVICES, DELIVERABLES & FEES

### Background

The [GSMA](#) is the global industry association that helps shape the future of the mobile industry. GSMA's foundation arm, [Mobile for Development \(M4D\)](#), drives innovation in digital technology to reduce inequalities in our world. Singularly positioned at the intersection of the mobile and development ecosystems, we stimulate digital innovation to deliver both sustainable business and large-scale socio-economic and climate impact for the underserved. Within M4D, the [Mobile Money programme](#) supports GSMA members and industry stakeholders to increase the utility and sustainability of mobile money services and increase financial inclusion.

Financial inclusion is a critical driver and enabler of economic development and poverty reduction, while promoting social equity. It can also build resilience to shocks, such as climate hazards and forced displacement. In the last ten years, great strides have been made, by private and public sector players alike, to leverage digital financial services (DFS) and advance financial inclusion. Yet, across the world, 1.4 billion remain unbanked and millions more, who are nominally "included" in DFS, are underserved.

Despite the potential of DFS to help advance financial inclusion, a key barrier to adoption and usage of DFS is low digital and financial literacy. According to the [World Bank Findex Report 2021](#), one-third of mobile money account holders in Sub-Saharan Africa (SSA) said they could not use their mobile money account without help from a family member or an agent, with women being five percentage points more likely than men to need help.

In February 2024, the GSMA and Visa announced a partnership to improve DFL with the launch of [Digital Finance for All](#) (DFA), a joint five-year initiative that will deepen financial inclusion in the mobile ecosystem and improve financial health for more than 20 million individuals and nano, micro, and small enterprises (NMSEs).

This new initiative will accelerate the impact that DFS can have on underserved populations, especially women, smallholder farmers (SHFs), NMSEs, and refugees by delivering the following outcomes:

1. Consumers and NMSEs have **improved digital financial literacy and skills** which contribute to improved financial health and help them make informed decisions and access a wider range of digital financial services;
2. **NMSEs are increasingly digitised**, supporting their resilience and growth, while playing a key role in digital transformation (digitisation of cash), fostering economic development;
3. **Smallholder farmer financial inclusion** and the adoption of digital financial services leads to increased innovative Government-to-Business (G2B) and Business-to-Business (B2B) solutions serving SHFs; and
4. Supporting meaningful **financial inclusion and wellbeing for refugees** and the communities who host them.

### Project context

Despite the significant expansion of DFS in the last decade, women in low- and middle-income countries (LMICs) still face substantial barriers. They are 8% less likely than men to own a mobile phone<sup>1</sup> and 28% less likely to have a mobile money account.<sup>2</sup> As of 2024, 785 million women in these regions still don't use mobile internet.<sup>3</sup>

With increased DFS adoption, privacy and security challenges have emerged among underserved populations. These communities often face heightened risks due to economic vulnerability and lower DFL, making them more susceptible to scams, fraud, and data breaches. According to the GSMA Mobile Gender Gap Report 2024, female mobile internet users are more likely than men to feel they

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<sup>1</sup> GSMA. (2024). [The Mobile Gender Gap Report 2024](#).

<sup>2</sup> GSMA. (2023). [Unpacking women's use of mobile money](#).

<sup>3</sup> GSMA. (2024). [The Mobile Gender Gap Report 2024](#).

were targeted online because of their gender, while they are less likely to be confident in their ability to keep themselves safe when online.

Ensuring robust privacy and security measures is essential for increasing women's confidence in using DFS. By prioritising privacy and security, companies like Visa can build trust, protect users, and create an inclusive financial ecosystem. Women are more likely to adopt DFS if they feel their personal and financial information is protected. Privacy and security are leading reasons preventing women from using mobile internet more and for a wider variety of use cases, such as opening a mobile money account or transacting digitally.

The GSMA requires an external Supplier to conduct a research project focused on the identification of opportunities to improve the privacy and security of women using mobile money in Kenya. By addressing security concerns, the GSMA and Visa aim to integrate more women and women-led businesses into the digital payments ecosystem, thereby increasing economic participation and ensuring that DFS benefit even the most underserved communities.

The research aims to analyse the ecosystem surrounding privacy and security for mobile money in Kenya, with a specific focus on women. The goal is to identify existing gaps and opportunities, enabling the private sector to develop solutions that minimise safety risks and foster trust among female users. This, in turn, will promote the safe adoption and increased use of DFS by women. The research will involve both supply-side (existing solutions) and demand-side (user behaviour and perceptions) analyses to provide a comprehensive understanding of the issues and inform the development of targeted solutions.

The project will seek to address the following research topics:

**Demand for DFS Privacy and Security Solutions:** Assess Kenyan women's expectations about privacy and security in DFS, understand how these expectations compare to men's, and identify potential ways these may affect their use of mobile money and digital transactions. In the case of women-led businesses, understand how privacy and security inform NMSEs' choices related to acceptance of digital payments.

**Adequacy of Existing Products and Services:** Assess whether existing privacy and security solutions in the Kenyan market meet the needs of women or if there are gaps that need to be addressed.

**Behavioural & Contextual Insights:** Explore any behavioural challenges or specific security concerns that prevent women from using mobile money, even if solutions are available. Additionally, examine the social, economic, and regulatory factors that influence these behaviours.

Note: The complete set of research questions and hypotheses will be agreed shortly after kick-off.

## **Services / Deliverables**

The Supplier will employ mixed research methods leveraging primary & secondary data sources to conduct the research and produce a 15 to 20-page white paper summarising key insights emerging from the research:

- Desk research will involve a comprehensive review of existing literature and secondary data sources (e.g. Findex) to understand the Kenyan context and identify research gaps. It will also include an assessment of the literature review document that Visa will develop on digital financial inclusion, gender equity, and privacy and security technologies.
- Analysis of original quantitative data from Visa's Consumer Empowerment Survey that collected responses from 1,200 Kenyan adults in 2024, will provide empirical insights into consumer behaviours and attitudes towards DFS and support demand-side analyses.
- Semi-structured in-depth interviews with key informants, who possess specialised knowledge of the research topics and the Kenyan context, will offer qualitative insights into the demand for DFS privacy and security solutions, the adequacy of current products, and barriers to mobile money adoption among Kenyan women.

The white paper will incorporate content from the literature review document that will be shared during preparation phase. The Supplier is expected to join regular meetings with the GSMA.

To address the research topics outlined above, the research will be conducted in three main phases:

## 1) Preparation

Key activities:

- Kick-off meeting between GSMA Mobile Money and selected Supplier.
- Data collection instrument design for at least three different types of stakeholders such as mobile money providers, financial regulators/governments, and NGOs. The research agenda will be agreed between the GSMA and the Supplier shortly after kick-off. The GSMA reserves the right to review and edit survey instruments provided by the Supplier.

Output 1a: Kick-off meeting completed

Output 1b: Interview guides submitted to and approved by GSMA Mobile Money contract manager

## 2) Research

Key activities:

- Desk research (a minimum of 12 sources) to identify resources and studies conducted by reputable organisations that present findings on topics relevant to the scope of this project.
- A quantitative analysis of Visa's Consumer Empowerment Survey data using basic tools like regression analysis and descriptive statistics.
- A minimum of 12 to a maximum of 15 phone-based interviews that follow the interview guides. The supplier must seek permission from those interviewed that the information provided will be used in a public report.

Output 2a: Complete notes from all phone-based interviews

Output 2b: Insights deriving from the quantitative analysis of Visa's dataset

Output 2c: Outline of assessment report in Word approved by the GSMA contract manager

## 3) Authoring

Key activities:

- Draft the white paper in Word between 15 and 20 pages in length that summarises research findings derived from the synthesis and analysis of qualitative and quantitative insights from interviews conducted by the Supplier (approx. 12 to 15) and separate interviews (approx. 5) conducted by Visa. The report outline will be agreed before the start of the research but will include, at a minimum, analysis, lessons learnt and recommendations.
- Incorporate GSMA edits (via two rounds of review) and Visa edits (via one round of review) and produce final draft of the white paper.

Output 3a: Draft report in Word approved by GSMA contract manager

Output 3b: Final report in Word approved by GSMA contract manager

## Timelines

The Supplier will execute and complete the project deliverables within the below-listed timeframes:

Phase	Corresponding outputs	Due date
1. Preparation	1a. Kick-off meeting completed	16 <sup>th</sup> December 2024 to 10 <sup>th</sup> January 2025
	1b. Interview guides submitted to and approved by GSMA Mobile Money contract manager	

Phase	Corresponding outputs	Due date
2. Research	2a. Interview notes	13 <sup>th</sup> January to 14 <sup>th</sup> February 2025
	2b. Insights deriving from the quantitative analysis of Visa's dataset	
	2c. Outline of assessment report in Word approved by the GSMA contract manager	
3. Authoring	3a. Draft report in Word approved by GSMA contract manager	17 <sup>th</sup> February to 28 <sup>th</sup> March 2025
	3b. Final report in Word approved by GSMA contract manager	
	3c. Final report in Word approved by Visa	

**Application and selection process:**

Interested applicants are asked to submit a proposal, activity timeline and budget in United States Dollar by **15 November 2024 5pm UK time** to Panos Loukos (ploukos@gsma.com). GSMA may conduct interviews the week of **18 November 2024**.