

Terms of Reference – *Early Warnings for All (EW4All)* *support in the Pacific*

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 more information, please visit www.gsma.com

The GSMA's [Mobile for Development \(M4D\)](#) Foundation drives innovation in digital technology to reduce inequalities in our world. Singularly positioned at the intersection of the technology sector and the international development ecosystem, M4D stimulates digital innovation to deliver both large-scale socio-economic and climate impact through sustainable solutions in low- and middle-income countries.

For this project, the successful Respondent will contract with The GSMA Mobile for Development Foundation, a U.S. 501(c)(3) charitable organisation.

Background

Within M4D, the Mobile for Humanitarian Innovation (M4H) programme works to accelerate the delivery and impact of digital humanitarian action. This is achieved by building a learning and research agenda to inform the future of digital humanitarian response, catalysing partnerships, investing in innovation for new digital humanitarian services, advocating for enabling policy environments, monitoring and evaluating performance, disseminating insights, and profiling achievements. This is achieved by three key workstreams:

- **Research and Policy:** To build robust evidence to support MNOs and humanitarian organisations in delivering effective digital humanitarian action and promote enabling policy environments that support the delivery of digital humanitarian assistance.
- **Innovation Fund:** To provide funding and support to organisations using mobile technology to deliver innovative products and services that respond to humanitarian challenges.

- **Strategic Partnerships:** To form and catalyse sustainable partnerships between mobile operators and humanitarian partners to enable scalable and commercially viable solutions that deliver digital humanitarian assistance.

M4H is supported by the UK Foreign, Commonwealth & Development Office (FCDO) and has been running since April 2017. In March 2022, FCDO committed a further £15.5 million to the programme.

Early Warnings for All (E4All)

The GSMA and M4H in particular with through the partnership with FCDO has supported the development of mobile-enabled Early Warning Systems (EWS) for several years. For example, solutions from [extreme weather preparedness in Haiti](#), [mobile-internet-of-things enabled fire sensors in South Africa](#), and [provision of accurate information to disaster responders](#). M4H is a member of the [Emergency Telecommunication Cluster](#) and involves mobile network operators as key stakeholders in the Cluster's regional and country level emergency telecommunication preparedness initiatives.

The GSMA welcomed the UN Secretary General's announcement of the [Early Warnings for All](#) (EW4All) initiative, with GSMA's Director General joining the high-level advisory board of this initiative and M4H participating in Pillar 3, focused on warning dissemination and communication. M4H's support to partners on Early Warning Systems (including EW4All) includes but is not limited to: ensuring MNOs are part of major international initiatives, engaging the mobile industry in the EWS plans and processes, providing guidance on how to set up a mobile-enabled EWS, advocating for commercially sustainable EWS policies, convening stakeholders and promotion of success stories on our global platforms.

Project Overview and Objectives

The Pacific islands are one of the most vulnerable regions of the world, prone to sudden onset crisis such as cyclones, floods, earthquakes, tsunamis and volcanic activity. As a result, the EW4All initiative is focusing on the Pacific Islands and initiated the process in several islands. Given the smaller size of the individual island states, country level early warning systems would be costly. Islands also lack infrastructure to implement robust national systems. The GSMA aims to partner with the Pacific Islands Telecommunications Association (PITA) to support the implementation of a regional cell broadcast solution, supporting MNOs to champion early warning activities in the region.

Within this work, **GSMA is looking for a consultant to provide technical assistance in the process of developing a mobile-enabled EWS including cell broadcast technology for the Pacific Islands.**

The primary objective of this engagement is to ensure that PITA and MNOs in the Pacific region are actively included in the design and operationalisation of the regional effort to develop a mobile-enabled EWS that includes a regional cell broadcast solution. The GSMA will hire a consultant in the region to ensure the engagements progress forward and help stakeholders overcome potential challenges. Additionally, the consultant will help identify gaps and challenges faced by the MNOs as well as learnings and success stories that can be shared globally.

The consultant will work closely with relevant partners, including but not limited to humanitarian partners, mobile operators, and government to ensure quality implementation of the planned activities. GSMA will provide all the relevant contacts upon contracting.

Deliverables and Timelines

The services will be provided over a period of 10 months, from January 2025 to November 2025 with the total number of days expected not to exceed 100 days. The consultant will report to the M4H Strategic Partnerships Director Dulip Tillekeratne. The consultant will participate in a weekly coordination call with GSMA, as well as ad hoc planning meeting as agreed with GSMA.

The consultant will undertake the activities above and deliver the milestones outlined below:

Area of work	Activities and Milestone Deliverables	Estimated Days
1. Technical Support for EWS Design and Implementation	<p>Build the regional MNO database in coordination with PITA.</p> <p>Facilitate the collection, analysis, and dissemination of information on potential challenges and steps needed to operationalise a mobile-enabled EWS.</p> <p>Coordinate engagements between MNOs, government agencies, and humanitarian partners to ensure effective collaboration and information sharing.</p> <p>Coordinate with GSMA partners in the region and ensure the overall process is well coordinated, enabling timely delivery of KPIs.</p> <p><i>Deliverable: A comprehensive roadmap and implementation plan for the regional Cell Broadcast system in Pacific, including timelines and milestones.</i></p>	5 days per month

<p>2. In region tech assistance for project implementation</p>	<p>Ensure buy-in from the MNOs and supporting a point person from each MNO.</p> <p>Coordination with GSMA technical partners, humanitarian organisations and government stakeholders for buy-in and their input to the project.</p> <p>Proactively engaging with partners ahead of convenings, events and other project milestones to ensure timely delivery</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Project stakeholder database • Updated project management plan. • Updated event trackers. 	<p>3 days per month</p>
<p>3. M & E and Reporting</p>	<p>Ongoing monitoring/ assessment of the support provided by GSMA.</p> <p>Support any needed M&E work.</p> <p>Document lessons learned.</p> <p>Deliverables:</p> <ul style="list-style-type: none"> • Monthly progress reports • Monitoring Reports (based on the MEL plan developed by GSMA) • Quarterly progress report with lessons learned. • Final Partnership Report 	<p>2 days per month</p>

Other Requirements:

- All deliverables shared must be written in clear and concise language (UK English) and formats agreed in advance with GSMA.
- Prompt responses to emails from the GSMA.
- Regular status meetings to report on project progress.
- Timely notification to the M4H Strategic Partnerships Director regarding any anticipated delays, risks and issues.

Proposal requirements

Relevant experience:

Essential:

- Demonstrable track record of completing similar assignments.
- Based in the Pacific Islands and has regional experience working in the region.
- Thematic expertise in early warning / emergency communications in the Pacific Islands.
- Sectoral experience and knowledge of the humanitarian sector
- Experience working with mobile network operators/ telecommunications.
- Full working proficiency in English, writing to publication quality.
- A strong network, including members from multiple MNOs in the region.

- Relevant local experience and language skills.

Proposals should include:

Technical proposal

1. A short (1 page) statement of suitability, highlighting recent relevant experience.
2. A short (1-2 page) discussion of the proposed approach including: concise discussion outlining the approach for assessing emergency communication infrastructure, providing technical expertise, coordinating stakeholders, ensuring regulatory alignment, building local capacity, and delivering actionable recommendations, while considering Pacific’s context and best practices.
3. Any proposed changes to the ToR.
4. CV, and location of team member.

Financial proposal

1. Fee rates (per day in GBP).
2. Total project cost (GBP), without VAT¹. 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.

Proposal assessment and selection Process

The proposal will be scored on the following set of criteria:

Criteria	Importance	Weighting
Cost	Proposal’s value for money	20%
Quality	Quality of the approach outlined in the proposal.	35%
Bidder’s capacity to manage the project on time and on budget	Demonstrated expertise in CB technology and EWS best practices, with a thorough understanding of mobile network technology and infrastructure capabilities for emergency communication. Proven ability to manage projects efficiently, ensuring completion on time and within budget.	30%
Relevant experience	Bidder’s experience in successfully conducting similar projects. Experience working in the Pacific. Thematic expertise in early warning / emergency communications	15%

- Proposals are to be submitted no later than **1700 (BST) on January 21st, 2025**. Electronic submission should not exceed more than 5 MB in size per email and should be sent to: dtillekeratne@gsma.com and ankonu@gsma.com.
- Clarification questions can be sent to above emails.