

Knowledge product on mobile-enabled microinsurance

Statement of Work

The GSMA

The GSMA represents the interests of more than 750 operators worldwide with over 350 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. Its mission is to act as a guiding beacon for the mobile industry, focusing on activities where collective action can deliver significant benefit. The GSMA has four main activities:

- Provide strategic direction and thought leadership to our members.
- Drive collaborative industry programmes aimed at maintaining operator relevance in the digital world.
- Advocate for the industry to regulators, policymakers and society as a whole.
- Convene the broad mobile communications ecosystem at our industry-leading events.

The Mobile Money Programme

The Mobile Money Programme strives to build a digital finance ecosystem that is inclusive, innovative and safe – at a scale that supports a commercially sustainable industry, reaching the most excluded in our society.

For over 15 years, the GSMA Mobile Money Programme has played a critical role in driving financial inclusion and supporting the growth of the mobile money industry. By delivering industry data and insights, advocating for industry needs in nascent and evolving regulatory environments and supporting mobile money providers to build and scale digital finance platforms, we have helped reach the world's most vulnerable with innovative use cases and life-enhancing financial products and services.

The Mobile Money Programme is supported by the Gates Foundation, Visa, and the GSMA and its members.

Objective

The GSMA Mobile Money programme and the Microinsurance Network (MiN) are jointly working on a project to grow microinsurance through mobile network operators (MNOs) and mobile money providers (MMPs). The project aims to demonstrate the potential for mobile technology in narrowing the protection gap that affects billions of people in low- and middle-income countries who still do not have access to adequate and affordable insurance products.

Despite the growth of mobile money over the past 20 years, many MMPs and insurers are still reluctant to invest in inclusive insurance (interchangeable with microinsurance). This has significantly limited the insurance offerings needed to generate value for clients and strengthen the resilience of underserved households and small businesses. In a global context marked by growing threats such as climate change, it is more urgent than ever to expand the reach of insurance solutions and educate consumers so that they can use them as risk management tools.

Between 2018 and 2021, the GSMA produced three knowledge products on mobile-enabled insurance, largely focusing on microinsurance. However, since 2021, there has been limited growth in mobile-enabled microinsurance services. Despite this, a few MNOs and MMPs either continue to offer microinsurance or have started doing so within the last 2-3 years.

These developments, many of which were launched from 2023 onward, show that there remains a strong intersection between the insurance and mobile industries. However, there is limited awareness of current developments and innovations in this space. To the detriment of both industries, little has been done in the last five years to promote possible partnerships and product development opportunities, possibly foregoing a significant financial inclusion opportunity.

With several mobile money providers relaunching insurance products, there is an emerging trend where fintechs built around payments are offering adjacent financial services. While this has the potential to offer a greater choice of financial products to customers, there is also an emphasis on enabling individuals and communities to protect themselves, their family members, their assets, and their livelihoods. From a developmental angle, this demonstrates a growing trend among digital financial service providers to go beyond financial inclusion and focus on financial health.

This project seeks to combine the Mobile Money programme's data expertise with the findings from the Microinsurance Network's Landscape of Microinsurance to produce a thematic report that:

- a) Inspires new mobile operators to participate in the microinsurance market,
- b) Promotes innovation among existing players, and
- c) Highlights to policymakers the benefits of public-private partnerships with mobile operators and insurers.

The final report should provide an in-depth analysis of how mobile technology and insurance can be used to lead to better financial health. This may include successful case studies, carrying out industry stakeholder interviews to provide a landscape of the intersection, identifying how to attract greater investment into the space, and determining which factors may lead to scale. Data collected through the project may be published separately as a complementary asset.

To achieve this, the GSMA is looking to hire a short-term consultant (the “consultant”) to support the team in producing this knowledge product. Further details on the consultant’s responsibilities and qualifications are enclosed below.

Services

The scope of work for the consultant includes, but is not limited to, the following activities:

- Writing the insurance report, including the draft and final versions of the document (25-30 pages excluding annexes).
 - The report may consist of (but will not be limited to): an executive summary, introduction, market and regulatory overviews, challenges and opportunities for growth, strategic recommendations, and annexes.
 - The exact structure will be agreed upon with the GSMA project team.
- Incorporating GSMA inputs into the report, including market and other data analysis, market and stakeholder information, and strategic recommendations.
- Reviewing relevant documentation, including prior reports on (mobile-enabled) microinsurance, as well as the Landscape of Microinsurance, among others.
- Assisting the GSMA Data Manager, where possible and where required, with key informant interviews with industry stakeholders.
 - This may include leading some interviews.
 - Up to 20 interviews may take place.

Travel

This project does not require any travel. The consultant is expected to work remotely.

Reporting and point of contact

The consultant will report to Gianluca Storchi, the Data Manager for the GSMA’s Mobile Money Programme. The overall project lead is Rishi Raithatha, the Director of Data and Insights for the GSMA’s Mobile Money Programme.

Timelines and deliverables

The consultant is expected to start by 14 July 2025, while the project is expected to be completed by 12 September 2025.

The consultant is expected to produce the following:

1. An interim draft report,
2. A final draft report,
3. The final report,
4. A short slide deck on some of the main trends observed in the mobile-enabled microinsurance space,
5. Key informant interview transcripts or write-ups.

Qualifications

The supplier should ideally possess:

- Previous experience of working on mobile money, digital financial services, microinsurance and financial inclusion in low- and middle-income countries.
- Knowledge of mobile money and adjacent financial use cases.
- Awareness of microinsurance evolution and trends over the last five years (desirable).
- Experience in writing and publishing reports or blogs on mobile money, digital financial services, microinsurance or financial inclusion.
- Proven use of key informant interviews to collect information, which is then used to support to disprove hypotheses.
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Application procedure

Interested suppliers are encouraged to apply by submitting a proposal with the following:

- A CV (maximum of two pages) outlining a detailed work history
- A cover letter outlining your suitability and availability (between July and September 2025) for this position (maximum of two pages)
- A quote, including a daily rate (inclusive of all taxes) in EUR and the estimated number of days (this can be broken down by proposed project stages)
- Up to three writing samples of previous similar assignments

Interested applicants should submit their proposals by 27 June 2025 to Rishi Raithatha (rraithatha@gsma.com), Gianluca Storchi (gstorchi@gsma.com) and Katharina Zechner (kzechner@gsma.com).

The GSMA may carry out interviews during the week of 30 June 2025.

Compliance with competition laws

It is the GSMA's policy that all its business dealings are carried out in full compliance with applicable antitrust legislation. The consultant shall be required to follow certain rules of engagement with the members to ensure such compliance. In particular, the consultant will need to ensure that confidential or commercially sensitive information of one member is not shared with other GSMA members.