



## REQUEST FOR QUOTATION

### South Sudan Refugee Connectivity Needs and Usage Assessment (CoNUA)

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# Requested Services and Deliverables

## 1. GSMA overview

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

The GSMA Mobile for Development Foundation, Inc. (“GSMA”) is a U.S. 501(c)(3) charitable organisation. The Mobile for Development team (M4D) operates at the intersection of the mobile ecosystem and the development sector. Our aim is to stimulate digital innovation and deliver both sustainable business and large-scale socio-economic impact. Our research and insights platform, in-market expertise and community of partners push forward digital innovations and implementations that empower underserved populations. To date, we have impacted the lives of over 220 million people.

## 2. Project Overview

### **Background**

At the 2023 Global Refugee Forum, UNHCR, ITU, GSMA, and the Government of Luxembourg co-convened a multistakeholder pledge to mobilize the expertise, resources, and investment needed to advance the availability and affordability of 20 million forcibly displaced people and their hosts by 2030. This pledge is now operationalized as the [Connectivity for Refugees](#) (CfR) initiative.

As CfR accelerates implementation at country level, the GSMA has committed to ensuring country teams have access to high quality data and evidence on the behaviours and preferences of refugee and host communities, as it pertains to the use of connectivity services. As part of its partnership with the Swedish International Development Cooperation Agency (Sida) , the [GSMA Mobile for Humanitarian Innovation \(M4H\)](#) programme has committed to strengthen the evidence base on connectivity in displacement contexts.

As such M4H will conduct a Connectivity, Needs and Usage Assessment ([CoNUA](#))<sup>1</sup> in several countries over the coming years. The first assessment will be undertaken in South Sudan with our partner UNHCR.

### **Project Objectives**

The objectives of this assessment are:

- To assess the use (for what and how often) of and the preferences regarding connectivity services of refugees and the communities who host them in South Sudan. This will include the barriers they face to accessing services they would like to use.

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<sup>1</sup> CoNUA is a GSMA assessment tool developed in close partnership with the REACH Initiative and with the support of the Emergency Telecommunications Cluster (ETC).

- To understand whether certain groups, such as women, older people, persons with disabilities, or minority ethnic groups, face specific or exacerbated barriers which should be addressed.

### 3. Project Scope

As the CfR Initiative expands its country level activities, the GSMA requires a partner with deep expertise in conducting assessments related to emergency and humanitarian connectivity to:

- Lead and advise on the technical design and planning for a CoNUA deployment in South Sudan;
- Provide data collection services;
- To produce a written report based on the collected data.

#### **Phase 1: Assessment design**

The technical partner will collaborate with the GSMA, with support from UNHCR, in developing an assessment plan for South Sudan. The technical partner will take responsibility for key elements such as localising the CfR assessment tools, finalising a sampling plan and relevant fieldwork protocols, and any other relevant materials necessary for the technical design of the assessment. Where the security situation allows, we expect this to include a hybrid workshop in-person in Juba with South Sudan based stakeholders, and other colleagues online.

The technical partner will also be required to arrange for assessment tools to be translated into the languages required for the assessment. Though they will be able to build on existing translations from a recent UNHCR led exercise in Ethiopia (Anuak, Arabic, Nuer).

We expect this will happen by:

- Kick off call with GSMA, technical partner and UNHCR focal points;
- Assessment design workshops [in person where possible];
- Localisation and translation of tools;
- Development of sampling and fieldwork plans;
- Development of analysis plans.

#### **Phase 2: Data collection**

The successful technical partner will conduct the data collection for the CoNUA assessment in South Sudan. This will consist of:

- **Survey interviews with refugees and host community members:** A face-to-face survey, exploring the access to and use of mobile technology and broader connectivity, by individuals and their household.
- **Focus group discussions with refugees:** A face-to-face focus group with members of the displaced community which adds qualitative data to the information collected in the survey.
- **Survey interviews with mobile agents:** A face-to-face survey with merchants providing mobile services (SIM registration, sale of data/airtime, etc.) to refugees. The survey explores the services they provide and the challenges their customers face.
- **Mobile coverage mapping:** An in-person exercise, which records the availability and strength of mobile networks in specific geographic locations. The enumerator will need to

attempt various tasks on their phone, with a SIM card from each mobile network operator. They will also record the presence of specific refugee-serving facilities (such as schools, health centers and community buildings). (Please note, the tools are already formatted for Kobo, but technical partners are welcome to use whatever technology they want).

- For the survey interviews with refugees and host community members, the sample size is composed of around 2000 **individuals**, stratified by state and refugee-hosting location. This will ideally include refugee camps, settlements and urban areas. The locations outlined in Table 1 below accounts for 88% of the refugee population in South Sudan and will be a useful start for a sampling framework. Technical partners are expected to design a sample that is as close as possible to representative across age and gender lines. A framework outlining gender disaggregation by age group (e.g. 18–24, 25–54, 55+) will be provided by UNHCR to support sample design and ensure alignment with population demographics. Costs should assume interviews will take an average of 30 minutes. Please note, the tools are already formatted for Kobo, but technical partners are welcome to use whatever technology they prefer.

*Table 1: List of Refugee-hosting Areas*

Refugee location	Type	Region	UNHCR Office	Refugee population
Doro	Camp	Upper Nile state	Bunj Sub Office	103,606
Gendrassa	Camp	Upper Nile state	Bunj Sub Office	20,900
Kaya	Camp	Upper Nile state	Bunj Sub Office	34,808
Yusuf batil	Camp	Upper Nile state	Bunj Sub Office	57,199
Renk	Transit	Upper Nile state	Renk Field Office	65,693
Malakal	Settlement	Upper Nile state	Malakal Field Office	1,921
Ajuong Thok	Camp	Ruweng Admin Area	Jamjang Sub Office	50,795
Pamir	Camp	Ruweng Admin Area	Jamjang Sub Office	56,101
Yida	Settlement	Ruweng Admin Area	Jamjang Sub Office	29,849
Gorom	Settlement	Central Equatoria	Juba Country Office	15,829
Juba	Urban	Central Equatoria	Juba Country Office	15,735
Yei	Urban	Central Equatoria	Juba Country Office	2,029
Wedweil	Settlement	Northern Bahe El Ghazal	Aweil Field Office	24,529
Makpandu	Settlement	Western Equatoria	Yambio Field Office	14,150
Ezu	Settlement	Western Equatoria	Yambio Field Office	2,219
Boro Medina	Settlement	Western Bahr el Ghazal	Aweil Field Office	4,953

Refugee location	Type	Region	UNHCR Office	Refugee population
Wau	Settlement	Western Bahr el Ghazal	Aweil Field Office	9,638
Raja	Settlement	Western Bahr el Ghazal	Aweil Field Office	1,751
Pochalla	Settlement	Jonglei State	Juba Country Office	2,010

For the focus group discussions, it is expected that the technical partner will conduct a minimum of 2 across the settlements served by each UNHCR office (please note this will vary depending on the number of locations selected). Costs should assume each FGD will last 1 hour.

- For survey interviews with mobile agents, the sample should consist of no fewer than 4 interviews per refugee-hosting area covered (please note this will vary depending on the number of locations selected). Costs should assume interviews last an average of 10 minutes.
- For mobile coverage mapping, the data collection should consist of no fewer than 3 measurements per mobile network per camp or settlement. Each assessment should take an enumerator no longer than 10 minutes.
- Obtaining access to sites and liaison with authorities will be the responsibility of the technical partner with the support of UNHCR.
- The technical partner, in consultation with GSMA, will oversee all other aspects of the exercise: desk review, design of the data collection tools, calculation of the sample size, production of the sample lists of refugees to be interviewed, data processing, data analysis and reporting.
- The interviews will be administered by face-to-face interviews (Computer-Assisted Personal Interviewing (CAPI)). Given the subject matter, we will not accept proposals which suggest interviews via telephone.
- The successful technical partner will be responsible for the method in which they collect the data from the focus group discussions. They shall provide transcripts of each discussion, with a description of the attendees, to the GSMA in the original language of the discussion alongside an English translation.

### Phase 3: Data analysis and reporting

- The technical partner will take the lead on all in-country data collection activities, ensuring proper data cleaning, compilation, and analysis. They will also assist in preparing an internal report based on the findings. In addition, the technical partner is responsible for managing all necessary translations and guaranteeing that qualitative data is accurately translated back into English.

- The technical partner should include costs for an optional in person validation workshop with GSMA/UNHCR in Nairobi.
- The technical partner will contribute to the creation of an externally publishable report. GSMA will support the data analysis process and will have primary responsibility for reporting and publication.

### Technical partner deliverables

The following deliverables will be expected from this engagement:

- **Methodology Paper/workshop slides:** This will outline the agreed research methodology, sampling framework, assessment plans and data collection tools.
- **Refined Toolset:** Finalised versions of the CoNUA survey tools adapted to the South Sudan context and translated into all relevant languages.
- **Enumerator Training Materials:** A set of materials for enumerator training to ensure high-quality data collection.
- **Data Collection and Field Reports:** Regular updates on data collection progress and challenges.
- **Raw Data Set:** A clean data set containing both quantitative and qualitative data.
- **Data Analysis:** Analysis of the data, segmented by different populations (refugees, host community, etc.) and including summary findings from focus group discussions. [Data analysis workshop, in person if possible]
- **Written Report:** A draft report that provides insights into digital access and usage patterns.

Table 2: Timelines and Deliverables

The assessment will follow the timeline below:

Due Date	Deliverable	Owner
August 2025	Contract fully executed	GSMA
September 2025	Project kick-off	All
September 2025	Inception Report (including agreed methodology)	All
September 2025	Tool design	All
October 2025	Data collection (including enumerator training)	Technical partner
November 2025	Data analysis	Technical partner

November 2025	Internal presentation	All
December 2025	External report production	GSMA

## **Additional Requirements**

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

### 1. 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. Technical partners 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.

### 2. Transparency

The GSMA requires the appointed technical partner to be fully transparent about local partner/fieldwork agencies they intend to use and the GSMA has the power to veto selection.

### 3. Safeguarding

As part of our commitment to ensuring all those involved in research and evaluation are safeguarded, the technical partner 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 technical partner is selected and integrated into the research tools and fieldwork plan.

### 4. 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.

### 5. 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.

### 6. Ongoing support of deliverables

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

### 7. Licenses/ Permits

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

## 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.

- **Understanding of the brief:** Technical partners should outline their understanding of the requirements and the value they believe the results will have.
- **Approach:** Technical partners should outline how they intend to deliver the project as specified above. This should include:
  - How you intend to meet the requirements of this document
  - A detailed sampling plan, developed in alignment with the initial guidance provided, should be included in the proposal.
  - The proposal should clearly outline the locations where the technical partner intends to conduct data collection. Please note that the technical partner is expected to have the relevant language skills for the selected locations.
  - Suggestions for alternative/supplementary approaches to address the central objectives
  - An indicative timeline for delivery and demonstration of capacity to meet this
  - Any dependencies on GSMA staff.
- **Team and responsibilities:** The proposed individual or team (if applicable) should be included with a short bio alongside proposed roles.
- **Relevant experience:** Include examples of previous work which demonstrates experience where possible with:
  - Design and undertaking assessments in humanitarian sector
  - Experience working with UNHCR including country offices
- The ability to successfully deliver to agreed timelines.
- **Risks and mitigation strategies:** All RFQ responses should include how any potential risks may be mitigated, e.g., security risks, ethical considerations etc.
- **Itemized quote:** Technical partners should provide a fully itemized quote. The GSMA default currency requirement for this procurement is 'US Dollars'. It should include at a minimum a price for commissioning the project as described.
  - An estimated travel budget should be incorporated into the overall financial proposal, with assumptions clearly stated.
  - All costs should clearly demonstrate breakdowns in terms of staff time, travel, direct costs and other expenses.
  - Suppliers are also asked to provide costs for any alternative or supplementary approaches suggested in your proposal.

## RFQ timeline

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

Time and Date	Action
04 August	RFQ Issued
08 August	Submit questions to GSMA by this date
11 August	Questions and answers circulated back to all respondents
20 August	Cut off time and date for proposal to be received by GSMA
29 August	Estimated invitation to contract

*Note: Timeline is subject to change*

## GSMA Contact details

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

Zainab Moallin ([zmoallin@gsma.com](mailto:zmoallin@gsma.com)) ("GSMA contact")

Sheila Moa ([smoa@gsma.com](mailto:smoa@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 (GMT) 20<sup>th</sup> August 2025. Electronic submission should not exceed more than 5 MB in size per email and should be sent to: [zmoallin@gsma.com](mailto:zmoallin@gsma.com); [smoa@gsma.com](mailto:smoa@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 Sheila Moa by telephone at +44 (0)7583 050 849. If, following submission of the tender, the information contained therein changes, please advise the 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 thirty days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.

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 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 Proposal, which extends above to the Total Price, is not permitted. Total Price is exclusive of VAT but inclusive of all other taxes.

### Summary of proposed timeline and payment milestones

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	Project kick-off – Kick-off deck submitted, and session completed.	September 2025
Milestone 2	Inception Report (including agreed methodology, stakeholder list, interview guides and workplan)	September 2025
Milestone 3	Data collection (including enumerator training and interview transcripts and report structure)	November 2025
Milestone 4	Draft Report (including emerging findings)	November 2025
Milestone 5	Final Report and internal presentation of findings, lessons learnt and recommendations	December 2025