

Terms of Reference –*Technical assistance for Pacific Islands Cell Broadcast and Community of Practice*

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 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. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences. For more information, please visit the GSMA corporate website at www.gsma.com.

For this project, the successful Respondent will contract with the GSM Association.

Background

The [GSMA Mobile for Humanitarian Innovation \(M4H\)](#) programme envisions an inclusive digital humanitarian future, where mobile and digital solutions provide affected populations with improved access to life-enhancing mobile-enabled services across preparedness, response, and recovery. The programme acts as a convenor between mobile network operators (MNOs), humanitarian actors and national governments to promote innovation, collaboration, and impact in crisis settings.

Early Warnings for All (E4All)

In 2022, 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 the Pillar 3 working group.

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 (Pakistan), conducting technical assessments and providing guidance on how to set up a mobile-enabled EWS (Nepal), advocating for commercially sustainable EWS policies (Southern Africa region), implementing CB based early warning systems (Pacific Islands), convening stakeholders and promotion of success stories on our global platforms.

Project Overview

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. 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. In 2025, in partnership with the Pacific Islands Telecommunications Association (PITA), GSMA supported the implementation of a regional Cell Broadcast (CB) based Early Warning System working closely with the MNOs, Disaster Management Agencies and other national and regional stakeholders in the Pacific Islands. This solution was deployed in the Solomon Islands and expanded to Cook Is., Kiribati and Samoa.

Following successful initial deployments in four islands, GSMA intends to support the scale-up and implementation of a Pacific wide system and to strengthen regional capacity and knowledge by creating a regional Community of Practice composed of CB practitioners from each island state. By forming a shared regional community, practitioners can exchange experiences, build local expertise and strengthen long-term sustainability.

Within this work, **GSMA is looking for a supplier to provide technical assistance for CB system improvements as well as capacity building and training through development of a regional cell broadcast community of practice in the Pacific Islands.**

Services

The objective of this assignment is to ensure the long-term sustainability, effective operation and regionally ownership of the Pacific Cell Broadcast system by:

- Strengthening technical and operational capacity among CB practitioners
- Supporting national and regional CB testing
- Establishing a regional community of practice
- Implementing targeted technical improvements to the CB system

This will be delivered through the following activity workstreams:

1) Cell Broadcast Demo environment

- Set up /configure a Cell Broadcast Demo environment for the CB users to test, learn and onboard practitioners on using the CB solution. Digicel Pacific Group has agreed to host this demo environment.
- Migrate the Demo site to Digicel environment, with user access.

Deliverables:

- Kick-off meeting with Digicel Group and GSMA completed

- OWL test system migration completed
- Demo site tested and presented to GSMA team
- Handover documentation

2) National Cell Broadcast Test support

- Support an end-to-end national CB test in one selected Pacific Island Country.
- Provide in-country technical support prior to the national test. (For your proposal, assume Samoa as the country for this)
- Conduct post national test technical review
- Develop a technical CB test guide for use by individual countries to conduct a national test.

Deliverables:

- Pilot CB test completed
- One national CB test completed
- Post-test technical review report
- National technical CB testing Guide

3) Regional CB community of practice

- With GSMA, set up and convene a regional CB community of practice by bringing together CB practitioners from different markets in the Pacific Islands.
- Provide virtual capacity building sessions and in-person training workshop to make improvements and modifications to the CB solution based on community feedback to support improving the reliability, operability and functionality of the CB system for the Pacific islands. In-person workshop logistics to be organised by GSMA in Q2/3 of 2026.

Deliverables:

- One regional workshop delivered and Lessons learned summary
- Capacity building and training materials. Lessons learned summary
- Practitioners FAQ and support materials

4) System improvements and Technical Support

- Post handover and launch of a CB system, collect user feedback to identify gaps and challenges for CB practitioners.
- Identify modifications required (if – any) for the New Pacific Island markets of 2026 (Proposed countries are Tuvalu, Niue and RMI) and provide integration support. The GSMA team will lead the on-ground project management and onboarding the teams from the respective countries.
- Prioritise technical improvements whilst assessing feasibility
- Implement and test agreed technical developments and enhancements and thereafter update systems documentation.

Deliverables:

- Prioritised list of improvements

- Agreed system enhancement implemented and tested for the 3 new Pacific Island countries
- Updated CB system user guide

The supplier will work closely with relevant partners, including but not limited to mobile operators, government i.e. Disaster Management Agencies and other national and regional stakeholders in the Pacific Islands to ensure quality implementation of the planned activities. GSMA will provide all the relevant contacts upon contracting.

Timelines

The services will be provided over a period of 10 months, from February 2026 to November 2026.

The supplier will deliver the milestones outlined below:

Workstream	Milestone Deliverables	Due Date
Cell Broadcast Demo environment	- Kick-off meeting with Digicel Group and GSMA completed	Feb 2026
	- Operational demo site	Feb 2026
	- Handover documentation	Mar 2026
National Cell Broadcast Test support	- Pilot CB test completed	Apr 2026
	- One national CB test completed	Jun 2026
	- Post-test technical review report	Jul 2026
	- National CB testing Guide.	Jul 2026
Regional CB community of practice	- One regional workshop delivered and Lessons learned summary	Aug 2026
	- Capacity building and training materials. Lessons learned summary	
	- Practitioners FAQ and support materials	
System improvements and Technical Support	- Prioritised list of improvements	October 2026
	- Agreed system enhancement implemented and tested for 3 Pacific island states.	
	- Updated CB system testing guide	

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 in the Pacific region or similar contexts.
- Demonstrated technical experience with cell broadcast systems, mobile networks and/ or early warning systems
- Experience delivering training and capacity building
- Experience working with mobile network operators/ telecommunications, government agencies and regional partners.
- 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. The proposed approach outlining of how you intend to deliver the project including: proposed approach to address the objectives, 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 and any dependencies.
4. Risk and mitigation strategies e.g. security risks, ethical considerations etc.
5. The proposed individual or team (if applicable) including short bio alongside proposed roles, location of team member and CVs.

Financial proposal

1. Fee rates (per day in GBP).
2. Total project cost (GBP) - 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.
3. Travel and accommodation costs for the necessary travel you would propose to deliver the above specified activities.

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 the CB technology and how CB works within a country's EWS and the understanding of the processes required to integrate CB technology to both disaster management ecosystem and the mobile operator ecosystem. 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 2 February 2026**. Electronic submission should not exceed more than 5 MB in size per email and should be sent to: dtillekeratne@gsma.com and smoa@gsma.com.
- Clarification questions can be sent to above emails.