

## Terms of Reference

### ***Early Warnings for All (EW4All) Support in West Africa***

#### **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](http://www.gsma.com). The GSMA's [Mobile for Development \(M4D\)](#) Foundation drives innovation in digital technology to reduce inequalities working at the intersection of the mobile industry and international development.

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

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.

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.

#### **Project Background**

##### **Early Warnings for All (EW4All)**

The GSMA welcomed the UN Secretary General's [Early Warnings for All](#) (EW4All) initiative, with GSMA's Director General joining the high-level advisory board of this initiative, and M4H contributing to Pillar 3 on warning dissemination and communication. Through M4H, GSMA supports partners to develop and scale mobile-enabled early warning systems (EWS) with activities including but not limited to: engaging the mobile industry in the EWS plans and processes, providing technical guidance, policy engagement, convening and coordinating stakeholders, and promoting success stories on our global platforms.

##### **Regional Profile**

West Africa is facing increasingly complex and interconnected disaster risks, including severe floods and droughts. While forecasting capacity has improved, early warning systems across the region remain fragmented and under-resourced.

Given the presence of regional mobile network operators (MNOs), shared risk profiles, and limited resources for robust national systems, there is an opportunity to develop a **regional approach to mobile-enabled EWS and Cell Broadcast in West Africa**, aligned with EW4All priorities. This will build on successful regional approaches in other regions, such as the work of M4H in the [Pacific Islands](#) and Southern Africa.

GSMA is therefore seeking a consultant to provide technical assistance to support **regional collaboration in West Africa and explore and design a regional mobile-EWS collaboration model**, working with MNOs, governments, humanitarian partners, and EW4All stakeholders.

### **Project Overview and Objectives**

The objective of this engagement is to support the design and initial operationalisation of a **regional approach to mobile-enabled EWS in West Africa**, leveraging shared MNO presence and existing national systems.

Specific objectives include:

- Identify key opportunities for regional collaboration on EWS in West Africa, including priority countries, champions/leads, or country clusters.
- Engage MNOs (at country and group level), regional partners, and key government stakeholders to ensure their active inclusion and identify gaps and challenges.
- Design and propose a regional collaboration model for mobile-enabled EWS, including roles, responsibilities, coordination mechanisms, and partnership structures.
- Convene stakeholders to validate findings and build alignment around a regional approach.
- Generate practical outputs, including a high-level regional cell broadcast (CB) plan and a monitoring, evaluation, and learning (MEL) report.

### **Deliverables and Timelines**

The services will be provided over a period of 04 months, from July to November 2026 with the total number of days not exceeding 50 days. The consultant will report to the M4H Strategic Partnerships Manager, Emma Pearlstone and will participate in weekly coordination call with GSMA, as well as ad hoc planning meeting as agreed.

Indicative timeline:

- Project kick-off: July 2026
- Stakeholder mapping and engagement: July – early September 2026

- Analysis and model development: September – October 2026
- Reporting and final outputs: November 2026

The consultant will undertake the activities above and deliver the milestones through five core workstreams:

### **1. Stakeholder mapping and engagement (July – August 2026)**

Identify and map MNOs (group and OpCo level), government stakeholders (Ministry of IT/Telecom, Telecom Regulator, and NDMOs), humanitarian organisations, and EW4All partners. Build and maintain a structured stakeholder database and proactively engage stakeholders to ensure participation and alignment across the project. Ensure buy-in from the MNOs and supporting and identifying a point person from each MNO.

*Deliverables:*

1. A comprehensive stakeholder database covering MNOs (group and OpCo level), government stakeholders, humanitarian partners, and EW4All actors in the region
2. Ongoing coordination and engagement tracking, including regular updates on stakeholder outreach and participation
3. A tracker of relevant regional events, engagements, and coordination opportunities

### **2. Regional analysis and opportunity mapping (July – September 2026)**

Assess existing EWS capacities, gaps, and enabling conditions across countries. Identify priority country clusters, potential champions, and opportunities for regional collaboration. Analyse key challenges and requirements for operationalising a regional approach.

As part of this analysis, assess the donor and funding landscape for EWS in each priority country, including funding linked to EW4All and outside of the initiative, identifying current funding flows, gaps, and potential opportunities for resource mobilisation.

*Deliverables:*

1. A regional EWS opportunity mapping and gap analysis, including:
  - a. Identification of priority countries, clusters, and potential regional champions
  - b. Overview of enabling conditions, gaps, and key challenges for regional collaboration
  - c. Assessment of the donor and funding landscape for EWS in each priority country (within and beyond EW4All), including identification of key donors, funding gaps, and potential opportunities for future support

### **3. Model design and validation (September – October 2026)**

Develop a proposed regional collaboration model for mobile-enabled EWS and CB, including roles, responsibilities, and coordination mechanisms across stakeholders. The proposed model should consider sustainability and financing pathways, including alignment with relevant donors and funding opportunities identified through the analysis.

*Deliverables:*

1. A comprehensive proposal for a regional mobile-enabled EWS collaboration model, including:
  - a. Roles and responsibilities across stakeholders
  - b. Proposed coordination mechanisms
  - c. A high-level implementation approach
  - d. Proposed financing pathways

**4. Convening and stakeholder alignment (October 2026)**

Gather inputs from stakeholders and GSMA teams to validate assumptions and refine the model. Design and deliver a regional online convening to present findings, validate the proposed model, and gather structured stakeholder input. Facilitate discussions to refine the approach and build alignment among key stakeholders.

*Deliverables:*

1. Design and delivery of a regional online convening
2. Documentation of key discussion points, inputs, and outcomes

**5. Outputs and learning (November 2026)**

Consolidate project outputs and capture key learnings. Develop a high-level project plan for a regional CB solution, ensuring that insights from stakeholder engagement and analysis are reflected.

*Deliverables:*

1. A high-level project plan for a regional Cell Broadcast (CB) solution, including indicative timelines, milestones, and next steps
2. A final MEL report capturing:
  - a. Key learnings from the project
  - b. Reflections on stakeholder engagement and regional collaboration
  - c. Recommendations for next steps and potential scale-up

*Other Requirements:*

- All deliverables must be written in clear and concise UK English and submitted in formats agreed in advance with GSMA.
- The consultant is expected to maintain regular communication with GSMA, including timely responses to emails and participation in scheduled coordination calls.
- Regular status updates will be required to report on progress against agreed activities and deliverables.
- The consultant must proactively flag any risks, delays, or issues that may impact delivery, and propose mitigation measures where relevant.

## Relevant Experience and Expertise

Essential:

- Demonstrable track record of delivering similar assignments.
- Strong experience in early warning systems, emergency communications, or disaster risk management.
- Experience working with mobile network operators and telecoms industry and/or government stakeholders (e.g. Ministries of IT/telecoms, regulators, NDMOs).
- Understanding of mobile-enabled EWS approaches, including Cell Broadcast.
- Experience working in West Africa and familiarity with regional stakeholders, or else similar regional contexts.
- Proven ability to coordinate multi-stakeholder projects across government, private sector, and humanitarian actors.
- Strong analytical and reporting skills.
- Full professional proficiency in English, with the ability to produce high-quality written outputs.
- French language proficiency.

Desired:

- An existing strong regional network, including members from multiple MNOs in the region.
- Relevant local experience and additional relevant language proficiencies.

## Proposals Requirements

**Technical proposal:**

1. A short (1 page) statement of suitability, highlighting relevant experience.
2. A short (1-2 page) discussion of the proposed approach and methodology for delivering the scope of work, including:
  - a. Approach to stakeholder engagement and coordination
  - b. Approach to analysing EWS systems and enabling environments
  - c. Approach to model design and validation
  - d. Consideration of regional context and best practices
3. Any proposed changes to this ToR.
4. CV and location of the proposed consultant(s)

**Financial proposal:**

1. Daily rate (GBP)
2. Total detailed project cost (GBP), excluding VAT<sup>1</sup>.
  - a. The Total Price should be inclusive of all costs, insurances, fees, costs, expenses, liabilities, obligations, risks, and all financial requirements associated with the delivery of the services and outputs

## Evaluation Criteria

The proposal will be scored based on:

Criteria	Importance	Weighting
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<b>Cost</b>	Proposal's value for money	20%
<b>Quality</b>	Quality and clarity of the proposed approach	35%
<b>Capacity to deliver on time and on budget</b>	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%
<b>Relevant experience and regional expertise</b>	Bidder's experience in successfully conducting similar projects. Experience working in West Africa.	15%

Proposals are to be submitted no later than **1700 (BST) on 30 June**. Electronic submission should not exceed more than 5 MB in size per email and should be sent to: [epearlstone@gsma.com](mailto:epearlstone@gsma.com) and [ankonu@gsma.com](mailto:ankonu@gsma.com).

Clarification questions can be sent to above emails.