

# Terms of Reference – *Assessing the Impact of Digital Utilities Study: Quantitative data collection*

2 July 2026

## Introduction

### 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 Solutions and Events.

### 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 260 million people.

## Background and overview

The GSMA Mobile for Development (M4D) Foundation, through its Innovation Fund, supports digital innovation across Asia and Africa that aim to improve access to essential services and create better livelihood opportunities for low-income and climate-vulnerable communities.

*Assessing the Impact of Digital Utilities* study will explore how access to and use of these digital solutions create meaningful changes for end users: from more reliable access to basic services and reduced time or cost burden, to a better ability to use services for daily and productive activities, and ultimately improved livelihood opportunities and environmental impact.

**Focus of this assignment:** Telephone-based quantitative data collection with end users of GSMA-supported start-ups in Nepal, Bangladesh and Nigeria.

| Grantee | Country & sector                    | Solution and end-user impact pathway                                                                                                                        |
|---------|-------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------|
| ATEC    | Bangladesh - Clean cooking / energy | IoT-enabled electric cookstoves sold on a pay-as-you-go (PAYGO) model, supported by a customer mobile app and carbon finance generated from verified usage. |

| Grantee         | Country & sector           | Solution and end-user impact pathway                                                                                                                                                                                                                                                                        |
|-----------------|----------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Diyalo</b>   | Nepal - Water utilities    | A digital utility-management suite (ERP, CRM, enterprise dashboard, customer app and IoT-based monitoring) sold to water utilities. Has a B2B / B2B2C model: utilities are the paying customers and benefits reach end users indirectly through better service delivery, and directly via the customer app. |
| <b>Koolboks</b> | Nigeria - Cooling / energy | Solar-powered refrigeration, frequently sold via PAYGO or lease-to-own, to households and small businesses. The solution enables reliable refrigeration without dependence on an unreliable grid or diesel generators.                                                                                      |

## Scope of work

**Division of responsibilities.** GSMA will lead the overall research: research design, methodology, sampling, development of the data collection tools, sampling approach, the literature review of grantee-supplied documents, data cleaning and analysis, and writing of the final grantee impact reports.

The selected supplier is responsible for telephone data collection with end users in the three study countries, and for delivering clean, anonymised datasets to GSMA.

The supplier is expected to sense-check and provide feedback on survey tools, including an enumerator pilot, before beginning fieldwork. Specifically, the supplier will:

- Provide written feedback on the GSMA-developed survey instruments (clarity, sequencing, translation feasibility, and average interview length).
- Programme the agreed instruments into a CATI platform; translate and culturally adapt them into the relevant local languages.
- Pilot / pre-test the instruments in each country with a small number of respondents and refine the programmed tools with GSMA before full launch.
- Draw the agreed sample from grantee-provided contact lists, following the sampling frame and selection approach defined by GSMA, and complete approximately 500 - 800 valid interviews per grantee.
- Conduct CATI interviews using trained, supervised enumerators, applying gender-sensitive interviewing practices and ensuring the inclusion of women and low-income respondents in line with the sampling plan.
- Apply rigorous quality control throughout fieldwork through supervisor call monitoring, audio audits of a sample of calls, tracking of response rates, and refusals.
- Obtain informed consent and uphold respondent confidentiality and data protection in line with GSMA requirements and applicable national data-protection law.
- Provide regular fieldwork progress updates to GSMA.

The supplier's engagement concludes with the handover of clean datasets, translated to English, and a fieldwork report.

## Outputs and deliverables

- Inception note and fieldwork plan, including translated and programmed instruments, the sampling implementation plan, enumerator training summary, and the quality-assurance plan.
- Pilot / pre-test summary for each country, with any recommended refinements to the instruments.
- Interim fieldwork progress reports during data collection (completion rates by grantee/country and any field issues).
- Clean, anonymised, labelled datasets per grantee and country (in an agreed format, e.g. SPSS/Stata/CSV) with an accompanying codebook / data dictionary, all in English.
- Final fieldwork and methodology report documenting achieved samples, response and cooperation rates, quality-assurance procedures, and fieldwork limitations.

## Indicative timeline

The supplier's active engagement runs from onboarding through to data handover; subsequent cleaning, analysis, and reporting are undertaken by GSMA.

| Activity                                                                                       | Indicative timing         |
|------------------------------------------------------------------------------------------------|---------------------------|
| Contracting, onboarding and inception meeting with GSMA and grantees                           | August 2026               |
| Sense-check and feedback on GSMA survey tools; CATI programming; translation.                  | August 2026               |
| Pilot / pre-test of instruments in each country; refinement with GSMA                          | September 2026            |
| Telephone (CATI) data collection across the three countries (~500 - 800 completes per grantee) | September – December 2026 |
| Ongoing quality control and interim progress reporting                                         | September – December 2026 |
| Handover of clean, anonymised datasets and final fieldwork / methodology report                | End of December 2026      |

## Required experience and qualifications

- Demonstrated capability to deliver multi-country telephone surveys, with own operations or established, vetted field partners in Bangladesh, Nigeria, and Nepal.
- Proven experience surveying low-income, rural, and women respondents in low- and middle-income countries, including hard-to-reach populations.
- Robust CATI infrastructure and quality-assurance systems.

- Strong local-language interviewing and translation capacity across the relevant languages in each country.
- Sound research-ethics and data-protection practices, including informed consent and secure, anonymised data handling and transfer.
- Experience in essential-services, energy, water, or environmental impact research is an advantage.

**Proposals should include a separate technical and financial proposal:**

**Technical proposal**

1. A short (1-2 page) statement of suitability, in-country capacity and highlighting recent relevant experience.
2. A short (1-2 page) discussion of the proposed methodology and approach outlining how the survey will be run across the three countries, a quality assurance plan and risk mitigation measures.
3. Any proposed changes to the ToR.

**Financial proposal**

1. Level of effort by activity.
2. Fee rates (per day in GBP).
3. Total project cost (GBP), without VAT<sup>1</sup>.
4. 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.
5. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.

Due to GSMA compliance requirements, exact project budgets cannot be provided at this stage. You are, however, able to provide a few implementation/budget options that can help us assess value for money and we can align our project scope to the relevant budget after a consultant has been selected.

**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 methodology/approach outlined in the proposal, including degree to which it addresses key risks anticipated and data quality.                                    | 35%       |
| Bidder's capacity to manage the project on time and on budget | Demonstrated experience of running multi-country evaluations, selection of experienced high-quality research partner(s) and ability to manage the project on time and on budget | 30%       |

<sup>1</sup> GSMA Foundation Inc is a US registered 501(c)(3) charity and is exempt from VAT.

|                     |                                                                 |     |
|---------------------|-----------------------------------------------------------------|-----|
| Relevant experience | Bidder's experience in successfully conducting similar projects | 15% |
|---------------------|-----------------------------------------------------------------|-----|

- Proposals are to be submitted no later than 29 July 2026 to Daisy Macaskie ([dmacaskie@gsma.com](mailto:dmacaskie@gsma.com)) and James Karanja ([jkaranja@gsma.com](mailto:jkaranja@gsma.com)).
- Please send clarification questions to James Karanja and Daisy Macaskie by 18 July. Responses to clarification questions will be shared by 22 July. If you would like to be included on this mailing list, please confirm your interest before this date.

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