GSMA Mobile for Development Foundation

(“GSMA”)

REQUEST FOR PROPOSAL

Evaluation of Digital Skills Training Rollout in Ethiopia

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Section A

Requested Services and Deliverables

1. GSMA Mobile for Development Foundation Overview

The GSMA Mobile for Development Foundation, Inc. ("GSMA") is a U.S. 501(c)(3) charitable organization that seeks to relieve poverty and improve living conditions throughout the world through identifying opportunities for social, economic and environmental impact and to stimulate the development of scalable, life-enhancing mobile services. GSMA is a wholly owned subsidiary of the GSM Association, which represents the interests of the worldwide mobile communications industry. The GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem, including handset makers, software companies, equipment providers, Internet companies, and media and entertainment organisations. The GSMA is focused on innovating, incubating and creating new opportunities for its membership, all with the end goal of driving the growth of the mobile communications industry.

2. Project Overview

Context

This evaluation will focus on the rollout of digital skills training using the Mobile Internet Skills Training Toolkit (MISTT) in Ethiopia. The evaluation aims to understand whether and how digital skills training supports digitally excluded and/or early-stage users to begin using mobile internet, continue using it over time, and derive meaningful value from being online.

The proposed evaluation will also assess the digital skills training contribution to a wider digital inclusion pathway:

1	**Enable**	Digital skills training using MISTT resources[1]
2	**Build capacity**	Knowledge, skills, confidence and perception of relevance
3	**Use**	Start using: First-time mobile internet use Sustain use: Have knowledge and skills for consistent use, users overcome perceived knowledge and skills barriers to use it over time Deepen use: Broader and more independent use
4	**Make it meaningful**	Use connects to relevant needs and opportunities
5	**Outcomes**	Social, wellbeing and livelihood outcomes

This will examine the extent to which training helps people move further along the pathway to sustained and meaningful mobile internet use. For this evaluation, meaningful use refers to mobile internet use that users perceive as relevant and valuable to their lives, needs or opportunities, including communication, information access, digital financial services, learning, business, safety, entertainment, wellbeing or livelihood-related purposes.

Deployment Context: Ethio Telecom will conduct a comprehensive MISTT rollout with the following characteristics:

- Training of trainers has been completed;
- Trained agents will deliver in-person group sessions in target communities using video and/or skit-based delivery, followed by SMS video content;
- This is a combined deployment of internet-enabled handsets and MISTT training, which has significant implications for attribution, the handset is likely to be a major driver of internet access in its own right;
- Only modules appropriate for first-time internet users will be delivered;
- Ethio Telecom has agent-level tracking tools to monitor training delivery and subsequent user interactions via SMS content and follow-up engagements.

Study Locations: Exact study locations are to be decided in consultation with GSMA and Ethio Telecom stakeholders; however, the evaluation will be conducted in areas proximate to Addis Ababa, with purposive sampling across both rural and urban settings. Selected locations will be within close geographic proximity to one another to minimize logistical challenges and will not require fieldwork in remote or difficult-to-access areas. Attendees are likely to be predominantly existing Ethio Telecom customers, though non-customers may also participate.

Overview

This evaluation aims to assess whether and to what extent MISTT digital skills training enables digitally excluded or early-stage internet users in Ethiopia to transition from limited or no internet use to first-time, increased, and meaningful mobile internet use.

The evaluation will compare participants exposed to the training with a similar group who have not been exposed, employing a longitudinal quasi-experimental design. It will examine how digital skills training, in combination with internet-enabled handsets, influences digital knowledge, confidence, behaviour, and meaningful use patterns over time.

The evaluation recognises the bundled nature of the intervention (handset plus training) and will explore what digital skills training adds beyond the provision of hardware. It will also examine whether and how different user groups particularly vulnerable populations such as women, young people, and rural residents benefit equally from the intervention.

Objectives

The evaluation primarily aims to assess the extent to which MISTT digital skills training helps participants move from limited or no internet use to first-time, increased, and meaningful mobile internet use, and to identify success factors and barriers

Within this broad inquiry, evaluation also aims to assess:

- **Implementation and Learning:** How MISTT training is delivered, which support and skills are most relevant for different user groups, and how knowledge spreads within communities.
- **Getting Online:** Whether training participants are more likely to start using mobile internet than non-participants, and how gender norms shape uptake.
- **Increasing Use:** Whether participants use mobile internet more frequently and for a wider range of purposes, and how gender, age, and location affect intensity and diversity of use.
- **Sustained Use:** Whether first-time use becomes sustained, which needs make internet valuable enough to return to repeatedly, and whether users continue independently.
- **Meaningful Use:** What users do online following training that they didn't before, which use cases become most relevant, and how these evolve over time.
- **Observed Outcomes:** What benefits users report, early signs of improved connectedness and wellbeing, and any unintended negative consequences.
- **Cross-Cutting:** How gender, age, location, literacy, handset ownership, affordability, and social support shape these pathways and determine which groups benefit most.

2.1 In Scope

- Design, drafting, and translation of quantitative and qualitative data collection tools, alongside GSMA teams
- Quantitative and qualitative data collection across 3 data collection points (baseline, 6 month follow up, 12 month follow up)
- Data cleaning and preparation, including full quantitative datasets with tables and translated transcripts for qualitative data

2.2 Out of Scope

- Study and methodology design
- Quantitative and qualitative analysis
- Data interpretation and reporting

3. Methodology

Design approach

This evaluation employs a longitudinal (baseline, 6-month follow-up, and 12-month follow up), mixed-methods, quasi-experimental design with a comparison group. The study will avoid a narrow training pre/post design and instead focus on whether digital skills training appears to influence actual digital knowledge and behaviour over time.

The evaluation recognises the bundled nature of the intervention (MISTT training plus internet-enabled handsets) and will estimate the effect of the combined package. Where feasible, the evaluation will explore opportunities to disentangle the training effect from the handset effect, should Ethio Telecom be willing to implement multiple treatment arms (e.g., handset-only in some areas). This should be confirmed during the inception phase.

Treatment and comparison groups

The evaluation proposes a sample size of n = 4,000

Treatment Group: Participants exposed to MISTT digital skills training and provided with internet-enabled handsets.

- Urban: sample of 1,000 participants
- Rural: sample of 1,000 participants

Comparison Group: Users in areas where training has not yet been delivered, newly connected users who did not receive training, or existing customers in comparable communities not reached by the rollout. The comparison group will be matched on characteristics likely to influence digital adoption, including gender, age, location, literacy, prior internet exposure, handset access, household phone control, livelihood activity, and socioeconomic profile.

- Urban: sample of 1,000 participants
- Rural: sample of 1,000 participants

Where Ethio Telecom plans to reach multiple areas sequentially over the year, the evaluation will explore the feasibility of a phased (delayed) rollout design: if areas are reached in waves, the latter group acts as the comparison group in the interim, providing credible counterfactual evidence.

Core data sources

- Between 50-100 in-person qualitative in-depth interviews and FGDs with participants and non-participants across different community contexts (urban, peri-urban, rural).
- 4,000 face-to-face quantitative household surveys: baseline (pre-training or immediately post-training) and 6-month follow-up, with balance checks and detailed outcome measurement. This is expected to be split by gender, rural, and urban.
- MNO data (where available and permissible): data usage patterns, bundle purchases, average revenue per user (ARPU), frequency of data sessions, and app usage to triangulate self-reported behaviour changes
- Ethio Telecom agent-level tracking data: attendance records, module completion, SMS video engagement, and follow-up interaction logs
- Implementation documentation: training delivery logs, participant recruitment records, and area-level rollout data

MNO Data Considerations: MNO data (e.g., data usage, ARPU) are useful behavioural signals for triangulation but should not be interpreted as proxies for meaningful use. Data availability will depend on what Ethio Telecom is willing to share. The final study design will specify which MNO data points are feasible.

Key design considerations

- **Disentangling Handset from Training:** The evaluation will measure the combined effect. To strengthen causal inference, multi-arm designs will be explored with Ethio Telecom. If only one treatment arm is feasible, this limitation will be clearly stated.
- **Attrition Management:** The evaluation will collect robust contact details at baseline and employ active follow-up strategies to minimise attrition at the 6-month mark.
- **Plausible Outcomes:** Plausible 6-month outcomes are first-time internet use among previously non-users; sustained and independent use; increased confidence and reduced anxiety; widening app/service use; early signs of perceived value; early wellbeing improvements (connectedness, social inclusion). Plausible 18-month outcomes are deepening and diversification of use cases (business, financial services, learning); meaningful livelihood or economic impacts; gender-specific outcomes (barriers or gains in women's agency); sustained meaningful use; household and community knowledge spillover.
- **Organic Adoption Comparison:** The comparison group will help identify factors enabling organic adoption and areas where targeted training may accelerate or deepen use.

4. Detailed Requirements of Services and Deliverables

Phase	Key Deliverables	Timeline
Inception and Planning Establish evaluation framework, clarify data protocols, and align with GSMA and Ethio Telecom stakeholders	• Inception Report: Summary of kick-off discussions, preliminary fieldwork planning notes, key stakeholder clarifications (Ethio Telecom rollout timeline, participant selection criteria, data access agreements), risks identified, and next steps • Evaluation Plan: Detailed plan covering sampling strategy, treatment/comparison group definition and recruitment approach, baseline timing and method, follow-up strategy at 6-month, 12-month, and 18-month intervals, attrition mitigation, quality assurance protocols, team roles and responsibilities	October 2026

	• Mobile Network Operator will provide contact details for outreach to users	
Tool Development & Preparation Develop robust data collection instruments, clarify data access, and prepare for fieldwork	• Quantitative Survey Instruments: Baseline and endline questionnaires for January, June, and June 2028 survey rounds (identical items for comparison): demographics, baseline internet use, handset access, digital literacy, training exposure and content coverage, internet use patterns, perceived value, household decision-making, gender norms, outcomes (connectedness, agency, wellbeing). Pre-tested and piloted. • Qualitative Interview Guides: Semi-structured guides for in-depth interviews with training participants and non-participants; FGD guide covering implementation, barriers, enabling factors, gender dynamics, organic adoption patterns. Gender-sensitive probing. • Sampling & Respondents List: Detailed sampling strategy document specifying: treatment and comparison group size, matching criteria, recruitment approach, stratification by gender/age/location; confirmed list of baseline respondents with verified contact details • Data-Sharing Protocols: Signed agreements clarifying: MNO data access (scope, frequency, anonymisation), consent procedures, data protection measures, confidentiality protocols, data use limitations	October–December 2026
Baseline Data Collection Gather robust baseline and qualitative evidence; maintain data quality.	• Baseline Survey Data: Complete baseline dataset with all respondents (treatment and comparison) with clean, coded data; balance checks (demographic comparability between groups); response rates and reasons for non-response documented • Qualitative Transcripts: First 4–5 cleaned, coded interview transcripts or FGD transcripts (representative of different user groups and contexts) submitted for quality review and preliminary analysis, followed by complete transcripts	January 2027
3-6 months Follow-up	• 3-6 Months Endline Survey Data: Complete endline dataset with both treatment and comparison respondents; attrition analysis and reasons documented; clean, coded, ready for analysis • Qualitative Transcripts: Updated interviews with subset of respondents	March–June 2027
Final follow-up (12-18 months)	• 18-Month Endline Survey Data: Complete endline dataset with both treatment and comparison respondents; attrition analysis and reasons documented; clean, coded, ready for analysis • Complete Qualitative Dataset: All interview and FGD transcripts (cleaned, anonymised), organised by respondent type (treatment/comparison, urban/rural, gender), summary documents • Technical Documentation Annex: Data collection instruments and process, codebook, sampling methodology, attrition documentation, additional tables and figures	January–June 2028

5. Proposal Structure

Proposals must be submitted on time, in Microsoft Word, and clearly address the requirements of the project as outlined above.

The GSMA will evaluate proposals based on the following elements. It is unlikely the GSMA will consider proposals that do not include each of these points:

1. Understanding of the brief – Suppliers should outline their understanding of the requirements and the value they believe the results will have.
2. Approach – Suppliers 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;
    - Suggestions for alternative/supplementary approaches to address the central objectives;
    - An indicative timeline for delivery and demonstration of capacity to meet this; and
    - Any dependencies on GSMA staff and GSMAIF alumnae.
3. Team and responsibilities – The proposed team should be included with a short bio alongside proposed roles and CVs.
4. Relevant previous experience – Include up to three examples of similar types of projects and two letters of reference
    - Note that reference letters should be for work completed within the past 24 months
5. Risks and mitigation strategies
6. Itemised quote – Bidders should provide a fully itemised quote. The GSMA default currency for all proposals is UK Pounds Sterling (GBP). It should include at a minimum a price for commissioning the project as described in Sections 2, 3 and 4 of this document. 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.
    - A budget template can be found in Schedule 4.

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.

6. Bidder requirements

<u>Required experience</u>

Essential:

- Demonstrable track record of digital inclusion or internet access evaluations in LMICs
- Expertise in mixed-methods evaluations (quantitative and qualitative) with longitudinal or quasi-experimental designs
- Advanced skills in qualitative and quantitative data analysis, including quasi-experimental methods
- Experience in digital skills training, digital inclusion, or mobile internet adoption research
- Prior experience working with mobile network operators (MNOs) and understanding of MNO operations
- Strong ability to analyse technology ecosystems, gender dynamics, and digital exclusion barriers
- Demonstrated experience managing fieldwork in LMIC settings
- Full proficiency in English, writing to publication quality

7. Proposal Criteria Evaluation Weighting

Criteria	Importance	Weighting
Cost	Proposal's value for money	20%
Quality	Quality of the research approach outlined in the proposal, including degree to which it addresses the outlined research questions and proposal elements	35%
Bidder's capacity to manage the project on time and in 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 in budget	30%
Relevant experience	Bidder's experience in successfully conducting similar projects	15%

6. RFP Timeline

The RFP Timeline below is subject to change at GSMA's sole discretion.

Time and Date	Action
12 August 2026	RFP Issued
16:00 BST, 20 August 2026	Cut off time to acknowledge intention to respond (Schedule 3)
16:00 BST, 21 August 2026	Submit questions to GSMA by this date
25 August 2026	Questions and answers circulated back to all Bidders
16:00 BST, 31 August 2026	Cut off time and date for Proposal to be received by GSMA
1-4 September 2026	Estimated GSMA Proposal assessment period
7-10 September 2026	Follow-up calls (if required)
11-14 September 2026	Estimated date invitation to negotiations extended to one or more Bidders
15 September	Supplier selection, contracting commences

7. GSMA Contact Details

All correspondence and queries in relation to this RFP must be emailed to Daisy Macaskie (dmacaskie@gsma.com) and Meghana Parik (mparik@gsma.com).

Queries are accepted in written form only by email, and GSMA's responses will be copied to all Bidders, including an anonymous version of the query. No queries will be answered, except in extraordinary circumstances within GSMA's sole discretion, except on the deadlines as provided in the question and answer period described in the Project Timeline.

Schedule 1
GSMA RFP Process and Expectations

1. Definitions

1.1. Request for Proposal ("RFP") means this document, together with its Schedules and any addendums, exhibits, or policies referenced herein.
1.2. GSMA Group means the GSM Association, its Affiliates and GSMA members together with the directors, employees and agents of each of those.
1.3. Bidder means any party that has a) signed an NDA (if required by the GSMA); and b) received this RFP.
1.4. Deliverables means the items, documents, or other tangible products to be provided to GSMA as outlined in this RFP.
1.5. Services means the services outlined in this RFP.
1.6. Service Level Agreements ("SLAs") means the standards for the level of service that Bidder will provide to GSMA under any agreement for the provision of services that may be entered between the parties. The SLAs will be tied to service credits, which will be provided to GSMA should the Services not reach the minimum standard as outlined in the SLAs.
1.7. Proposal means the Bidder's response to the RFP.
1.8. Term means the period required to complete the Services and Deliverables as detailed in this RFP.
1.9. Total Price means the "all-in" cost of Bidder's provision of the Services and Deliverables, and will be deemed to include all expenses (unless otherwise stated). Total Price is exclusive of VAT or sales taxes, but inclusive of all other taxes and fees.

2. Services and Deliverables

2.1. The Services and Deliverables required are as set out in this RFP.
2.2. The Bidder will confirm its Proposal meets all the requirements defined in this RFP. Any variations must be clearly highlighted in the relevant deficient section of the Proposal. Any variation in the Proposal from the requirements stated by GSMA in this RFP are not deemed accepted by GSMA unless specifically highlighted in the Proposal.
2.3. Should the Proposal developed by Bidder be of interest to GSMA, any agreement pursuant to this Proposal shall comprise the contents of the Proposal, subject only to amendments as agreed by the GSMA.
2.4. If the Bidder also wishes to submit an alternative proposal, the Bidder must clearly define the alternative method and commercial terms in a separate proposal. Alternative proposals should be submitted when the Bidder feels there is a superior way to achieve the GSMA's goals under this RFP which do not fit the particular requirements contained herein.

3. Requirements on Bidders

3.1. GSMA hereby invites you to submit a Proposal for the Services and Deliverables as defined in Section 3.15 in accordance with the requirements of this RFP.

3.2. This RFP and the information contained herein are strictly confidential. This RFP is subject to the terms of the NDA signed by both GSMA and Bidder relating to this RFP (if an NDA is required by the GSMA). Any information held in this RFP or associated materials may be used only for the purpose of preparing and submitting a Proposal to GSMA. This RFP remains the property of GSMA. This RFP or any information held in this RFP shall not be duplicated, disclosed or distributed to any third party without the prior written consent of GSMA and, unless otherwise expressly agreed between the parties in writing, all material submitted becomes the property of GSMA. Notwithstanding any provision of the NDA, GSMA shall have no obligation to return any Proposal and related materials received.

3.3. Bidders must not:

3.3.1. Tell any other party what their Proposal contains or may contain;

3.3.2. Try to obtain information about any other party's Proposal;

3.3.3. Make arrangements with another organization about whether or not it should submit a Proposal or about the other organization's Proposal or lack thereof; or

3.3.4. Offer any inducement of any kind in relation to obtaining this or any other contract with GSMA.

3.4. Accuracy of Data/Bidder responsibilities.

3.4.1. GSMA has taken reasonable care to ensure the RFP is accurate, but GSMA gives no representation or warranty as to the accuracy or completeness of the information contained in this RFP. The Bidder is responsible for ensuring a complete understanding of all the requirements, conditions, risks and any circumstances relating to the performance of the Services, provision of the Deliverables, and this RFP. The information contained in this RFP may be subject to change without prior notice.

3.4.2. The Bidder is solely responsible for becoming familiar with the RFP requirements and conditions that might affect the cost or performance of any Services or provision of the Deliverables. Failure to do so is solely at the Bidder's risk, and no relief will be given by GSMA for errors or omissions in the Bidder's Proposal, nor for changing circumstances.

3.4.3. The Bidder must pay special attention to the RFP Timeline, as any failure to meet the deadlines contained therein may result in the rejection or the down-scoring of the Proposal, in GSMA's sole discretion. GSMA reserves the right to amend or end the RFP process at any time without incurring any liability/penalty to the Bidder.

3.5. Completeness of Proposal

3.5.1. The Bidder is required to submit answers to all the RFP Questions detailed in this RFP. Proposals will be down-scored for failure to answer any question fully.

3.5.2. The Bidder is required to clearly state if they do not wish to respond to a specific question, and explain such refusal.

3.6. Cancellation or Amendment

3.6.1. GSMA reserves the right to cancel the RFP at any time, either in part or whole, at the sole discretion of GSMA. In such cases, GSMA will not be liable for any costs incurred by the Bidder in this RFP process.

3.6.2. GSMA reserves the right to amend the RFP by issuing such notice to all Bidders which may: (i) extend or reduce the RFP Timeline; (ii) extend or reduce any timeline for Services and Deliverables; or (iii) amend the scope of the Services and Deliverables.

3.6.3. Nothing in this RFP constitutes an offer capable of acceptance by the Bidder.

3.7. Validity

3.7.1. The Proposal shall remain valid for three (3) months from the closing date for receipt of the Proposal.

3.8. Acceptance

3.8.1. GSMA reserves the right to accept a Proposal in whole or part, and acceptance shall not be deemed made until a Schedule, containing the agreement of the parties with relation to the Services and/or Deliverables (subject to the GSMA Standard Terms and Conditions, as agreed in the Master Services Agreement ["MSA"]) has been fully executed by GSMA for the Services and/or Deliverables covered by this RFP.

3.8.2. GSMA is under no obligation to accept the lowest priced Proposal, and reserves the right to reject any Proposal for any reason, in GSMA's sole discretion.

3.8.3. Any decision as to the successful Proposal is a matter solely for GSMA based on whatever criteria GSMA deems relevant.

3.9. Post-Proposal Negotiations

3.9.1. GSMA may, at its option, conduct post-tender negotiations with one or more Bidders.

3.9.2. GSMA may invite Bidders to present the Proposal, answer any outstanding questions and conduct any post-Proposal negotiations.

3.10. Bidder Costs

3.10.1. All costs incurred by the Bidder in connection with this RFP, including but not limited to costs for preparation, transmittal, or presentation of any Proposal or other material submitted in relation to this

RFP are entirely the responsibility of the Bidder and shall not be chargeable in any manner to GSMA irrespective of the Bidder's success or failure in the tender process.

3.11. Proposal Contents

3.11.1. The Bidder is required to submit a Proposal in accordance with the requirements of Section 3.15 of this RFP, including a Total Price and a schedule of standard itemized rates, which are relevant to the work requested.

3.11.2. All variations from and failures to meet the requirements stated in this RFP must be identified explicitly as described in Section 2.2.

3.12. Language

3.12.1. All Proposals must be in English.

3.13. Submission Guidelines

3.13.1. Bidders must submit their Proposal to the GSMA Contact by email no later than the date and time specified in the Proposal Timeline.

3.13.2. The Bidder's emailed Proposal should not exceed 10 mb in size unless otherwise agreed in writing by GSMA and in such cases, supporting documentation will be submitted as a supporting email and titled as such.

3.13.3. If, following submission of the Proposal, the information contained therein changes, Bidders must advise the GSMA Contact immediately.

3.14. Terms and Conditions

3.14.1. The terms and conditions governing any award of business are the GSMA Standard Terms and Conditions, as attached to this RFP as the MSA (the "T&Cs"). The T&Cs form the exclusive basis for the performance of Services and provision of Deliverables.

3.14.2. By submitting a Proposal, the Bidder acknowledges and agrees that:

3.14.2.1. At GSMA's option and through negotiation, Bidder will be invited to enter into a Schedule A, governed by the T&Cs, without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable); and

3.14.2.2. Bidder will be bound by any requirements in this RFP, obligations of its Proposal, and the T&Cs.

3.15. Structure of Bidder's Proposal

3.15.1. Bidder's Proposal shall contain:

3.15.1.1. A completed Schedule 3 to this RFP (Bidder's Information);

3.15.1.2. The Bidder's Proposal for the performance of Services and/or provision of Deliverables, including responses to all questions presented for the Bidder in this RFP (including all requested items in Schedule 2);

3.15.1.3. The Total Price, including price breakdown and itemization per the template included in Schedule 4;

3.15.1.4. A copy of the Declaration contained in Schedule 6, signed by the Bidder, containing the representations and warranties made by Bidder with relation to this RFP process which form part of the foundation of the relationship; and

3.15.1.5. A copy of the T&Cs signed by the Bidder without any additions, omissions, or amendments (other than any proposed amendments to the T&Cs made by a Bidder in its Proposal that GSMA deem acceptable).

Schedule 2
GSMA Policies and Additional Considerations

1. Corporate and Social Responsibility ("CSR")

1.1. GSMA continuously commits to the preservation of the environment and achieving carbon neutral certification for our global events under PAS 2060, an internationally recognised standard. To achieve this certification, GSMA's carbon neutral consultants will implement data collection and carbon footprint calculation. Should Bidder's Proposal be successful, Bidder will be contacted by GSMA consultants to provide all necessary data related to participation in any event on which Bidder may be working.

1.2. GSMA takes its environmental impact seriously and has made a series of policy commitments to address the issue. Please outline the measures that Bidder's company has taken, or can take, in order to minimize the environmental impact of Bidder's proposed solution.

1.2.1. In what way should GSMA deem Bidder's Proposal environmentally preferable?

1.2.2. Please attach a copy of the formal CSR policy for Bidder's company.

2. Insurance

2.1. Bidder shall procure and maintain for the duration of the contract insurance against claims for injuries, damages, or other types of losses that may arise from or in connection with the performance of the work hereunder by the Bidder, its agents, representatives, or employees. The cost of such insurance shall be borne by Bidder.

2.2. Bidder shall provide to the GSMA, at time of tender, original certificates and amendatory endorsements or copies of the applicable policy language effecting coverage required by this clause. Bidder's cover note will be presented on the insurance broker's headed paper detailing all the insurance held, the term of each insurance, level of cover, and any exclusions.

2.3. Bidder's insurance coverage shall be the primary insurance coverage for all claims related to this contract. GSMA and its affiliates, officers, officials, employees, and volunteers are to be covered as additional insureds. Each insurance policy required above shall state that coverage shall not be cancelled, except with notice to GSMA. GSMA reserves the right to modify these requirements, including limits, based on the nature of the risk, prior experience, insurer, coverage, or other special circumstances.

2.4. If Bidder's current insurance coverage is insufficient to meet GSMA's standards, Bidder agrees to procure such insurance as GSMA requires prior to execution of any MSA.

3. Code of Conduct

3.1. Bidder shall comply with the GSMA code of conduct as laid out in Schedule 5.

4. Conflict of Interest Policy

4.1. A conflict of interest is a set of circumstances that creates a risk that an individual's ability to apply judgment or act in one role is, or could be, impaired or influenced by a secondary interest. It can occur in any situation where an individual or organization can exploit a professional or official role for personal or other benefit. Conflicts can exist if the circumstances create a risk that decisions may be influenced, regardless of whether the individual actually benefits. The perception of competing interests, impaired judgment or undue influence can also be a conflict of interest.

4.2. Examples of conflicts of interest situations such as:

4.2.1. When a supplier has a direct or indirect financial relationship with a GSMA employee, customer or competitor; or

4.2.2. When a supplier has a non-financial or personal relationship with a GSMA employee, customer or competitor.

4.3. Conflicts of interest can be actual, perceived, or potential. GSMA treats these categories equally.

4.4. Disclosure of conflicts of interest is a continuing obligation, requiring an updated disclosure should a conflict of interest begin, end, or circumstances change in any material way.

4.5. The disclosures required in Schedule 3, Bidder's Information, will form the basis for GSMA's internal analysis as to the acceptability of the conflict of interest and how it may be managed. Should any information contained therein prove to be inaccurate, GSMA reserves the right to terminate the contract immediately with no penalty, notwithstanding any other term in the MSA to the contrary.

5. Data Security

5.1. GSMA requires that Bidder hold and process all data/information (personal or not) in line with the regulatory requirements in GSMA's primary business locations (United States and/or United Kingdom, as applicable) and ensure that any data transfer is authorized and conducted in a secure manner. Bidder should describe whether data will be collected, processed, or transferred, and how Bidder will comply with GSMA's data security standards, as well as with all relevant regulations.

5.2. Any information systems that hold information are required to be controlled in line with good information system security and operation measures and protected against information and service loss (physical and

logical). Bidder should describe its information security and operation measures, including measures to protect against loss.

5.3. Bidder agrees it will agree to and comply with the GSMA Data Protection Addendum, attached to the MSA as Exhibit 1.

6. Regulation

6.1. Bidder should state whether the industry with which it is engaging is regulated, and if regulated describe how. Bidder should demonstrate how Bidder's company meets this regulation.

6.2. Bidder should describe any future regulation that may affect the Services and Deliverables requested in this RFP, and demonstrate how Bidder will meet this regulation.

7. Business Continuity and Disaster Management

7.1. GSMA requires organizations with which it transacts to take reasonable measures to protect the operation of their business in the event of a business interruption event (both physical and logical). Bidder should attach a copy of Bidder's company's business continuity policy and disaster management plan.

8. Service Level Agreements

8.1. "**Service Standard**" means in relation to the performance of any of the Services and provision of any Deliverables, Bidder and its third party bidders, contractors, agents and sub-licensees shall carry out those Services and provide those Deliverables:

8.1.1. in a good, safe and professional manner and in a manner free from dishonesty and corruption and in accordance with the US Foreign Corrupt Practices Act, UK Bribery Act and any applicable anti-bribery or anti-corruption legislation;

8.1.2. without material deviation from the best practice of a reasonable and prudent company and with adherence to relevant standards;

8.1.3. in accordance with all relevant provisions of the service agreement, and any rules, codes, policies, procedures and standards notified to the Bidder, as revised from time to time during the Term in accordance with the service agreement;

8.1.4. in co-operation with GSMA, its agents, sub-licensees and Bidders especially, but without limitation, in relation to the provision of information reasonably requested by GSMA;

8.1.5. in a manner which is not detrimental to the public image and reputation of GSMA or any of its Affiliates; and

8.1.6. in a manner not less professional than the manner in which the Bidder would perform similar services for its other customers.

8.2. Bidder should provide suggested service level agreements ("SLAs") to dictate acceptable response times for provision of the Services and Deliverables. The proposal of SLAs should include suggested service credits available should the service level fall below the standards set in the SLAs.

Schedule 3
Bidder's Information

1. Company Information

Company Name	
Company Registration Number (if any)	
Address of Registered Office	
Street	
Town/County	
Country	
Post Code	
Web Site	
VAT registration No if applicable	
Financial Year-End	

2. Director Details

Please list the names of Bidder's company's directors (use an extra sheet if necessary). If not a limited company, list members of the Management Board, Partners, Associates, etc. who are responsible for the activities of the company or organization.

Company's directors	
List members of the Management Board	
Partners	
Associates	
Other	

3. Company Profile—Financial Data

Please enclose copies of Bidder's audited company accounts (such as the directors' report, auditors' report, balance sheet, profit and loss account, cost of sales accounts and full notes) for the past three accounting years (or for your full period of trading if less than twelve months).

If Bidder cannot provide the information requested above, please describe why and give the best alternative financial information available, such as a certified statement of turnover for the last year, signed by an independent auditor or bank manager.

	FY 1	FY 2	FY 3
Total Turnover			
Number of Full Time Employees			
Products/Services sold			
Services Provided			
Net Income			

4. Current Activity with GSMA

Does Bidder's company (or any branch or affiliate thereof) currently provide any products or services to GSMA?

❑ Yes ❑ No

If yes, please provide the following information for the products and services currently supplied to GSMA.

Project Name	Business Group and Contact	Description of Product or Services Provided	Total Project Cost

5. Insurance

Confirm the types and levels of insurance held. Please refer to the insurance policies contained in Schedule 2.

Insurance Type	Cover Currently Held
Public liability (third party) insurance	
Professional indemnity insurance	
Errors and Omissions insurance	
Workers compensation insurance [US only]	
Commercial liability insurance	
Commercial automobile liability insurance	
Other information	

Have any claims been made (or are any forthcoming) against Bidder's company's employer's liability insurance, public liability insurance, or professional indemnity insurance within the last three (3) years? If yes, please provide details.

6. Conflict of Interest Questionnaire

6.1. Please provide Bidder's instrument of ownership or beneficial interest, including a description of Bidder's corporate form, and any other information which may be relevant to GSMA's full understanding of this subject.

6.2. Ownership Share

Name	Address	Percent Ownership

6.3. Distributive Income

Name	Address	Percent Ownership

6.4. Does Bidder use a lobbyist or agent? If so, please disclose.

6.5. Disclosure must be made of any gifts or entertainment provided to GSMA employees in the past twelve (12) months.

6.6. Please provide details of current or previous employment of Bidder's personnel and ownership, (including self, spouse, and immediate family members) with ties to GSMA employees.

Schedule 4
Total Price

1. Fees and Charges

1.1. Bidder should provide all relevant detail on how the Services and Deliverables are to be charged.
1.2. Bidder should provide a breakdown of the charges: per item, per hour, as may be applicable.
1.3. For the avoidance of doubt, GSMA's payment terms are contained in the MSA, and are sixty days from receipt of an undisputed invoice, which should be raised following acceptance of Services and/or Deliverables.
1.4. Detail of how the Bidder requests payments to be made (examples: single lump sum, monthly, quarterly, phased payments). 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 Bidder.
1.5. All rates and prices are in UK Pounds Sterling.
1.6. Total Price
1.6.1. Based on the requirements of this RFP, Bidder should place the fee breakdown for the Services and Deliverables contained herein in the Pricing Table below.

Item	Unit Price	Units	Total Price
		Total Price	

2. Inclusions

2.1. The Bidder'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.
2.2. Any charge not stated in this Proposal, which extends above to the Total Price, is not permitted.
2.3. Total Price is exclusive of VAT but inclusive of all other taxes.

3. Itemized base rate schedules

Item	Unit Price	Bulk Pricing

Schedule 5
Code of Conduct

Purpose
The GSMA Supplier Code of Conduct ("the GSMA Code") reflects our intent to minimise the social, environmental and ethical impact of our supply chain and to ensure that we and our suppliers act in a responsible manner.

Scope
This GSMA Code applies to all suppliers and contractors in any capacity including agency workers, seconded workers, volunteers, agents, contractors, external consultants, third-party representatives and business partners who provide goods or services, to or on behalf of GSMA. We require suppliers notify any sub-suppliers that are used on behalf of the GSMA of their responsibility to implement the GSMA Code.

Principles
GSMA expects all suppliers to adhere to the following principles and will cease trading with suppliers showing persistent disregard for important elements of environmental, social and ethical performance.

GSMA seeks to ensure that the working conditions at suppliers of the products and services we purchase meet the standards of the International Labour Organisation (ILO) and the Universal Declaration of Human Rights (UDHR)

Social Compliance

1. **Child Labour:** Organisations should ensure the effective long-term elimination of child labour, in a manner consistent with the interests of the children concerned.
2. **Forced Labour:** There should be no forced, bonded (including debt bonded), involuntary labour, trafficked labour and workers should be able to leave after giving reasonable notice.
3. **Health, Safety and Hygiene:** All employees should expect to work in an environment that is both safe and healthy. Adequate steps should be taken to prevent accidents occurring in the normal course of work including the provision of suitable health and safety training.
4. **Discipline:** Physical abuse or discipline, the threat of physical abuse, sexual or other harassment and verbal abuse or other forms of intimidation is not acceptable. Disciplinary and grievance procedures shall be clearly documented and communicated to all employees.
5. **Freedom of Association and Employee Representation**: Organisations should adhere to all local laws regarding trade union representation and the formation of employee representation groups
6. **Working Hours**: working hours should not be excessive and shall comply with relevant national laws.
7. **Equality of Treatment:** Organisations will seek to avoid any form of unlawful discrimination in all aspects of employment including, but not limited to, the following protected characteristics or any others that may be covered by local legislation: age; caste or tribe; disability; gender / sex; gender reassignment; marriage and civil partnership; pregnancy and maternity; race; religion or belief; sexual orientation; military status.
8. **Remuneration:** Wages and benefits afforded to workers should meet national standards. Workers should be provided with clear written information on their pay and conditions. Excessive deductions on wages should not be permitted as a disciplinary measure.
9. **Employment terms**: All workers should be provided with simple, written contracts which must detail the terms and conditions of their employment. Contracts should be clearly understandable to each worker. Work performed should be on the basis of recognised employment law and practice.
10. **Right to work**: It is expected that supplier's hiring practices will accurately verify a worker
11. **Community impact:** Organisations are encouraged to support the communities in which they operate through appropriate community initiatives.

It is understood that organisations must comply with national and other applicable laws and regulations and where there is conflict between these and the GSMA Code then the highest standards linked with such laws and regulations shall be applied.

Environment
We seek to ensure that appropriate attention is paid to environmental issues when GSMA purchase products and services. In all cases suppliers should be able to demonstrate environmental policies and management systems sufficient to ensure continuous improvement in environmental performance and be in accordance with local and internationally recognised environmental standards.

Business Practices
Suppliers shall comply with applicable local laws and regulations concerning bribery, corruption, fraud and unethical business practices.

Schedule 6
Declaration

Bidder understands that giving false, incomplete, misleading or inadequate information that materially affects or could materially affect the decision-making process, could result in Bidder's exclusion from the list of approved RFP invitees, or subsequent termination of the contract in the event of it being awarded to Bidder.

Bidder certifies that the information supplied is accurate to the best of Bidder's knowledge and that Bidder accepts the conditions and undertakings set out in this Declaration and the RFP.

Bidder declares that the Proposal is made without collusion, knowledge, comparison of data or arrangement with any other company, firm or person applying to participate in the process for this RFP and is in all respects fair and without collusion and fraud.

Bidder acknowledges and agrees that:

(a) At GSMA's request, it will negotiate in good faith and within the required timeframes, any additional documents required in relation to this RFP, in particular the MSA, including commercial terms;
(b) The Services and Deliverables as described in the MSA will be governed by the GSMA Standard Terms and Conditions without any additions, omissions, or amendments (other than any proposed amendments to the GSMA Standard Terms and Conditions made by a Bidder in its Proposal that GSMA deem acceptable); and
(c) The MSA will not contain any less favourable terms than those set out in Bidder's Proposal.

Company Name:
Address:
Email:
Tel No:
Name: Position:

Signature: Date: