



REQUEST FOR PROPOSAL

Mobile Consumer Survey 2027

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Section A

Requested Services and Deliverables

1. GSMA Overview

The GSM Association represents the interests of mobile operators worldwide, uniting nearly 800 operators with almost 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, Mobile World Congress Americas, and the Mobile 360 Series conferences. 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.

GSMA Intelligence ("GSMAi", part of GSMA Advisory Services Ltd.) is the definitive source of global mobile operator data, analysis and forecasts, and publisher of authoritative industry reports and research. Our data covers every operator group, network and MVNO in every country worldwide – from Afghanistan to Zimbabwe. It is the most accurate and complete set of industry metrics available, comprising tens of millions of individual data points, updated daily.

The GSMA Mobile for Development Foundation, Inc. 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 Advisory Services Ltd. and the GSMA Mobile for Development Foundation, Inc. are wholly owned subsidiaries of the GSM Association.

For this project, the successful Bidder will contract with GSMA Advisory Services Ltd., hereafter "GSMA".

2. Project Overview – the annual Mobile Consumer Survey 2027

Since 2017, the GSMA has conducted an annual Mobile Consumer Survey across low- and middle-income countries ("LMICs") countries (face-to-face) and high-income countries ("HICs") (online). The data obtained is then used to build on previous surveys to uncover and validate changes in consumer behaviour patterns, with a particular focus on mobile ownership, usage, and engagement.

For the face-to-face (F2F) household survey in LMICs, a total of 34 countries have been surveyed (at least once) since 2017. For the online survey 32 countries have been surveyed at least once covering predominantly developed markets.

The **F2F household survey in LMICs** will be managed by the Mobile for Development Foundation's Connected Women Programme ("Connected Women"). This component will aim to survey both: (i) individuals who have subscribed to mobile services, and; (ii) individuals who have not subscribed to mobile services (and therefore remain 'unconnected'). The survey is vital to understanding the reasons why some consumers do not own a mobile phone and identifying the barriers to mobile adoption and use of mobile services, including mobile internet. The survey results are used, for example, as input to the annual [Mobile Gender Gap Report](#) and annual [State of Mobile Internet Connectivity Report](#).

The **online survey in HICs** will be managed by GSMA Intelligence ("GSMAi"). This component will aim to understand the latest trends in consumer behaviour across a range of mobile-related areas including consumer mobile engagement with mobile services, 5G services, mobile devices (smartphones, wearables, etc.), gaming, video services, Artificial Intelligence (AI), eSIM, and the Metaverse. The survey results are used, for example, as input to an annual report on the state of the [digital consumer](#) market as well as a series of reports focused on the individual topics (e.g. 5G, Devices, eSIM, Pay TV).

Background to the entities

- The **Connected Women programme's** mission is to reduce the gender gap in mobile internet and mobile money services in low- and middle-income countries and unlock significant commercial and socio-economic opportunities in today's increasingly connected world.

For more information about the GSMA Mobile for Development programmes, please visit: <https://www.gsma.com/mobilefordevelopment/>

- **GSMAi** is the definitive source of mobile industry insights, forecasts and research, used around the world. The team of analysts and experts use their understanding of markets, technologies and regulatory

issues to identify and understand mobile trends, and form captivating analysis on the topics shaping the mobile industry.

For more information about GSMAi please visit <https://www.gsmainelligence.com/>

Project objectives

For the face-to-face (“F2F”) household survey in LMICs, the supplier is to undertake data collection consisting of at least 1,000 F2F interviews per country with the exception of India, where 2000 respondents are required. In 2027 the F2F survey is expected to be conducted in 10 LMICs (see “Country Selection”, below). The results of the questionnaire should help to compute several key metrics for each country, including but not limited to:

- Number of SIM cards per respondent
- Number of devices per respondent
- Number of basic phones per respondent
- Number of feature phones per respondent
- Number of smartphones per respondent
- Number of respondents using mobile internet

Measuring consumer mobile engagement by surveying individuals who use their mobile phone to access the internet and those who do not should help to profile each respondent according to the frequency of their engagement in a number of use cases, including but not limited to:

- Visiting social networking websites (e.g. Facebook, X, Wibo, Renren)
- Browsing the internet (e.g. Google, Yahoo, Amazon)
- Using map applications (e.g. Google Maps)
- Getting information about products and services (e.g. pricing, availability)

The questionnaire should also help to derive the percentages of the population that do not own a phone and those that do not use their mobile phone to access the internet, and the reasons associated with it, including but not limited to:

- Not being able to afford a mobile phone or the internet
- Not having access to a mobile phone that can access the internet
- Not knowing how to access the internet via mobile phone
- Not finding the internet useful or interesting
- Not being able to access enough content and information written in local language

For the **online survey in HICs**, the supplier is to undertake data collection consisting of 1,000 respondents per country surveyed online across 12 countries (see “Country Selection”, below).

The purpose is to understand the latest trends in consumer behaviour across a range of mobile-related areas including:

- Satisfaction with 5G network/service experience and how consumers use 5G services
- Willingness to pay for 5G services
- Factors influencing smartphone purchase decisions
- Factors driving consumer decisions to change mobile service providers
- Usage of digital entertainment services such as gaming and video services, and type of services used (free services versus paid-for services)
- Adoption and interest in using new technologies such as eSIM, immersive reality, fixed product holding (Broadband and Pay TV), and Generative AI

The responses will be used to inform research reports and to produce dashboards.

Methodology

Face-to-face (household) survey

The F2F household survey will be conducted in 10 LMICs, the requirements for which include:

- Deliver a survey that is nationally representative i.e. demographic coverage in-line with robust up-to-date census data.
- Methodology must be inclusive of the rural areas and not restricted to ‘peri-urban’ interviewing.
- Ensure representation of urban/rural population by using a stratified sample and a minimum of 100 sampling points per country to reduce cluster effect.

- Ensure a minimum of 20% call-backs or supervisor monitoring during quality assurance phases in each country.
- A computer assisted personal interview (CAPI) will be conducted using supplier's fieldwork teams or approved partners.
- A total of at least 1,000 interviews will be undertaken in each country, apart from India where at least 2,000 interviews will be conducted.
- A common questionnaire will be developed, comprised of closed questions. This is assumed to average 25 minutes in length, in English.
- The questionnaire will be translated, by the supplier, into the relevant local language(s) for each country.
- The survey will be conducted amongst adults aged 18+, with demographic quotas set in line with the profile of the population in terms of age, gender and socio-economic class (SEC).
- Sampling points will be drawn to provide representation of the urban and rural populations, ensuring broad geographical coverage as set out in the Proposal.
- Sample enhancements will be delivered in Bangladesh and India, boosting the representativeness of less-educated respondents living in low-income rural areas.
- The supplier will put in place thorough checks to ensure quality control during fieldwork, along with progress checks. The latter will take the shape of weekly reports during fieldwork with a range of key metrics (based on a common format to be agreed and documented).
- The supplier is expected to support with the refinement of the draft questionnaire (e.g. phrasing, numbering, routing and formatting) including piloting changes/new questions.

Online survey

- A computer assisted web interview (CAWI) will be conducted using proprietary online panels.
- A total of 1000 interviews will be completed in each country.
- A common questionnaire will be developed, comprised of closed questions. This is assumed to average 14 minutes in length, in English.
- The questionnaire will be translated, by the supplier, into the relevant local language(s) for each country.
- The survey will be conducted amongst adults aged 18+, with those aged over 65 included in the sample where practical.
- Demographic quotas will be set in line with the profile of the population in terms of age and gender. In view of the lower availability of the older age group on online panels, weighting will be required to adjust age imbalances.
- Soft launch will be conducted in an English-speaking market to validate methodology, questionnaire and expected outputs.
- The supplier will put in place thorough checks to ensure quality control during fieldwork, along with progress checks. The latter will take the shape of weekly reports during fieldwork with a range of key metrics (based on a common format to be agreed and documented).
- The supplier is expected to support with the refinement of the draft questionnaire (e.g. phrasing, numbering, routing and formatting).

Country selection

The F2F research will be conducted in the following 10 countries: Bangladesh, Egypt, Guatemala, India, Indonesia, Kenya, Nigeria, Pakistan, Mexico, Senegal, The online survey would aim to be conducted in 12 countries: Japan, USA, China, South Korea, France, Germany, UK, Australia, Italy, Poland, Spain, Saudi Arabia.

Considerations for the research

Responses to this RFP should account for and address the following considerations in the proposed research methodology and analysis:

Sampling Frame Methodology

- How would you define the sampling frame for gender, age (18+), location (rural, urban), income, literacy rate, employment status and education levels (more widely, SEC classifications) (based on 1,000 respondents per country)?
- How would you ensure that the country's sample is representative of the wider population, including at a gender level, geographic level (urban vs. rural), and educational level?
- How do you ensure the statistical validity of each country's sample?
- Would you recommend interlocking the sampling frame quotas (age, gender, location, income, education)?

Developing Country Focus

- How will you approach surveying the 'unconnected' population?
- Based on your experience of doing this in the countries to be surveyed, how would you define this population group within the sampling frame?
- Based on your experience of the countries to be surveyed, how would you define urban and rural areas?

- What is your approach to improve income levels measurement? Can you demonstrate experience in using the Progress out of Poverty Index (PPI) (or similar) approach to more robustly understand poverty levels across markets?
- How do you capture a nationally representative sample that includes those in the most remote rural areas in developing countries where the poorest and less educated population groups are likely to live?
- How will you ensure that the base of the pyramid/social class data is consistent and comparable across markets?

Local Expertise

- How can you demonstrate strong local knowledge in the proposed countries to be surveyed?
- How have you worked effectively with the National Statistics Offices of the countries to be surveyed?
- How will you ensure the survey is delivered in an appropriate range of languages, particularly in markets where the less educated/poorer sections of society may not speak official languages?
- With particular focus on the LMICs, how have you successfully managed sub-contractors in the countries to be surveyed?

Fieldwork and Data

- What would be your methodology regarding the fieldwork execution?
- What types of quality checks would you put in place to ensure data integrity and accuracy?
- How many quality checks would you implement throughout the entire survey work?
- How would you test/pilot the questionnaire and how would you adapt this to recognise the differences between the countries to be surveyed?
- How would you manage the oversight of the interviewer fieldwork briefings?

Transparency of fieldwork process and third parties/ Collaboration with GSMA

- How would you support GSMA's participation in field researcher briefings?
- Should travel restrictions allow, GSMA may like to visit fieldwork in 1-2 LMICs. Would you provide transport (within countries) and simultaneous translation for these visits?
- Can you comply with the request for surveys to be GPS-tagged, duration tracked, and timestamped?
- Can you ensure piloting with respondents, not just interviewers, and data checks to analyse the first 200 respondents from each market to check for anomalies, as well as giving the time and opportunity for a GSMA representative to check the sampling points?

Organisational / Other

- What would be your proposed work plan?
- How would you ensure that the timelines listed in section 3.2 are respected?
- What would be the team structure in place to undertake this project? Who would be involved?
- Are there any issues with the GSMA taking full, unencumbered ownership of all deliverables?
- Are you able to present the deliverables in the format specified in Section 3, below?

Managing unforeseen disruptions

- Can you demonstrate experience on face-to-face research studies done in the face of unforeseen disturbances e.g. during the COVID-19 pandemic, other pan/epidemics, climate or political disruptions?
- How would you mitigate disruption-related risks (e.g. risks of not being able to conduct planned research in a given context, research delays)?
- Would you be able to quickly pivot the research location if there is a disruption in a certain country or area of research?
- What kind of measures are put in place to mitigate health risks? How would you make sure that these are respected by the researchers on the ground?
- In the face of a disruption, what would be your criteria (go/no-go) be for proceeding with fieldwork (beyond government guidelines)?

End-users of the research

Within the GSMA:

- Data will inform the work of different teams across GSMA (research and insights reports, advocacy and market engagement with stakeholders).

Outside the GSMA:

- The responses will be used to inform research reports and to produce dashboards.
 - MNOs could use the insights produced by the GSMA to understand the gaps and opportunities within the markets they operate (particularly those MNOs in the markets in which research is conducted).
 - Insights will inform national regulators and policy makers – particularly in the researched countries – of the importance of connectivity within their country, and the benefits of supporting the industry in widening access.

- It will also provide valuable information to international organisations, donors and academics working on the topic of connectivity and digital inclusion.
- GSMA Intelligence subscribers can use the insights to support business decisions

3. Detailed Requirements of Services and Deliverables

3.1 Requirements of the Bidder organisation

- Understanding your sampling frame methodology for gender, age (18+), location (rural, urban), income, literacy rate, employment status and education levels (more widely, SEC classifications) (on the basis of 1,000 respondents per country) is critical as we need to ensure the statistical validity of each country's sample. Your Proposal can include multiple scenarios for the sampling frame methodology.
- The importance of accurately surveying the unconnected population and the gender dimension means that your methodology should provide insight about how to capture a nationally representative sample that includes those in the most remote rural areas in developing countries where the poorest and less educated population groups are likely to live as well as women who may face social norms which may restrict their ability to participate in the research. The methodology should be designed with needs of respondents in mind e.g. women interviewers available to interview women. This will also require analysable samples (at least 200) of the following sub-groups: urban women, urban men, rural women and rural men.
- The supplier might be required to work with a number of National Statistics Offices to align sampling points with their suggestions (process and list of countries undefined yet, to be initiated by the GSMA). Note also, that we are interested in your approach to improve income levels measurement, with a particular interest in using the Progress out of Poverty Index (PPI) approach to more robustly understand poverty levels across markets compared to asking respondents for income directly which can receive low response rates.
- Full transparency of any local partners intended for use - GSMA has the right to veto selection: please indicate countries where you will use a local country office vs countries where you would need to sub-contract the research. Also include local fieldwork partner credentials and bios of key members in your proposal.
- The chosen agency must liaise regularly with their local partners in order to ensure consistent levels of quality control over data collection.
- In addition, we would ask for piloting with respondents, not just interviewers, and data checks to analyse the first 200 respondents from each market to check for anomalies, as well as giving the time and opportunity for a GSMA representative to check the sampling points.
-

3.2 Deliverables

As a minimum, we will require receipt of the following deliverables, but welcome comments and further suggestions. The services to be provided include:

- Questionnaire review
- Translation of survey instruments into local languages
- Scripting of surveys
- Briefing of local market teams
- Creation of sampling plans
- One Excel reference file per country detailing sampling overview and quotas used pre- survey fieldwork, along with a detailed list of sampling points in urban and rural areas.
- Data collection and quality control in accordance with ISO 20252 and ESOMAR codes
 - Key metrics to be reported after soft launch (circa 300 completes)
 - Interim 'monitoring metrics' will be provided (circa 600 completes) as early initial results are received, and where necessary methodological adjustments will be made on the basis of these early results to achieve nationally representative results
- Anonymised, respondent level data file provided in Excel and SPSS for the survey results:
 - One SPSS file with all survey results inclusive of weights
 - All outputs would include respondent level RIM weights applied
- Excel reference sheet detailing sampling quotas used pre- and post- survey fieldwork, along with the sampling points and weighting factors used for each country, and an explanation of how the weighted averages are calculated.
- Charted debrief presentation, one month after delivery of the final survey results. This will focus on fieldwork and data collection, including how this could be improved for future waves.
- Provision of deliverables in accordance with timelines agreed
- Regular consultation with the Connected Women and GSMAi teams on methodological queries, and quality checking of survey tools and results – including, but not limited to, sampling plans, questionnaire wording and translation and monitoring metrics for provisional results
- Weekly progress reports during fieldwork
- Produce a dashboard detailing the results of the offline survey. (Will be required for offline survey and optional for online survey)
- Data tables for each of the questions in the survey (online survey only)
- Each survey question charted up on the GSMA Intelligence PPT template (online survey only)

The Bidder will have experience in (most) of the following:

- Conducting research in F2F selected countries (see Country selection, Section 2, above.) Please provide examples of projects undertaken in each market where possible.
- Online polling.
- Working in markets with strong cultural and religious sensitivities, and a proven understanding of how to work in these environments.
- Researching gender issues.
- A strong academic grounding, particularly within the field of digital inclusion.

3.3 Delivery milestones (indicative)

The below indicates timelines as we envisage the projects to unfold but we welcome suggestions and encourage your proposals to include detailed proposed timelines. However, due to our commitments and current plans for this project, all work must be completed and signed off by 18th December 2027.

F2F LMIC survey

Milestone	Estimated Timing
Contract signed	February 2027
Survey questionnaires and markets agreed	April/May 2027
Surveys scripted, routed and translated	May/June 2027
Field interviews commenced	July 2027
Monitoring metrics submitted in excel file	August/September 2027
Interim metrics received in excel file	September/October 2027
Final Consumer Survey data received in SPSS file and signed off by the GSMA	November 2027

Online HIC Survey

Milestone	Estimated Timing
Contract signed	February 2027
Survey questionnaires and markets agreed	March/May 2027
Surveys scripted, routed and translated	May/June 2027
Online fieldwork commenced	July 2027
Monitoring metrics submitted in excel file	July 2027
Interim metrics received in excel file	August 2027
Final Consumer Survey data received in SPSS and Excel file and signed off by the GSMA	August 2027

3.4 Scope

In scope

- Support with the refinement of the existing GSMA Consumer Survey questionnaire (e.g. phrasing, numbering, routing, formatting and the addition of new research questions)
- Creation of research tools and sampling plans that can effectively track key indicators and answer the outlined research questions for a nationally representative sample in each country (including translations of the questionnaire into relevant local languages)
- Overseeing fieldwork remotely or in person
- Quality control of the data – including regular liaising with field teams to ensure correct and uniform interpretation of the research questions across markets (and ensuring corrections where required) and monitoring updates for GSMA to review progress
- Weekly progress reports during fieldwork

- Fieldwork debriefs

Out of scope

- Analysis of data
- Gathering or analysis of Mobile Network Operators (“MNOs”) usage or coverage data to complement survey data
- Detailed research (beyond the content of the survey) on the underlying causes of the gender gap in mobile ownership & use or mobile internet adoption and use. While important, these topics have been and will continue to be examined in detail through other GSMA research
- Adolescents or children are not within the scope of the research directly as respondents

3.5 Service levels, project management, and ongoing support of deliverables

All communication both written and verbal to the GSMA to be conducted in English by the Bidder (including the translation of documents required by law to be created in local language).

The successful bidder is expected to:

- Provide a named key point of contact
- Respond to emails from the GSMA within 2 working days
- Organise weekly status meetings (same time each week) to report on project progress. Note that the F2F and Online surveys are run by separate teams and accordingly communication regarding each project (following contracting) should be managed separately
- Kick off meeting and final debrief to take place at GSMA London offices (or via video conference if this is not possible)
- Inform the GSMA about delays and complications in a timely manner

It is expected that the winning organisation will continue to respond to reasonable requests for information about the project after the final debrief e.g. short emails or conversations about specific findings, not further presentations.

3.6 Risks

Various risks have been identified for this project – some of which are easier to mitigate than others. It would be good to understand what actions pitching organisations would undertake in light of these risks from the perspective of being the research supplier:

- Research will not be possible, or will be substantially delayed, or not possible to reach a representative sample due to external factors (e.g. political unrest, environmental disaster).
- Economic fluctuations: If the overall economy of the selected countries fluctuate widely for a given reason then this could impact the results, although the use of treatment / control sites should mitigate against this risk (at least if these fluctuations are evenly distributed).
- Environmental, social and political risks: This is a long-term study and as such, it is vulnerable to disruption from events outside our control e.g. flooding, an epidemic, political unrest.
- Timing: Timeline for the baseline element of the research is extremely tight and may impact quality and deliverables.

4. Proposal Structure

Proposals must be submitted on time, in PDF, and clearly address the requirements of the project as outlined above. Where a proposal is submitted for only one component of the project, i.e. either the online or the offline survey, please make that explicit when submitting your intention to respond (Schedule 3 – Bidder’s Information). Where a proposal submitted covers both the online and offline surveys and your Fees include a discount for economies of scale, please make that explicit in your budget breakdowns.

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 – Bidders should outline their understanding of the requirements and the value they believe the results will have.
2. Approach – Bidders 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.

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 and in English.
5. Risks and mitigation strategies – each Bidder should specifically address how they would mitigate the risks identified above (3.6 – Risks) and are encouraged to include other potential risks and possible 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 and 3 of this document. All costs should clearly demonstrate breakdowns in terms of staff time, travel, direct costs and other expenses.
 - Bidders 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.

5. Proposal Criteria Evaluation Weighting

Criteria	Description	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	30%
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	20%

6. RFP Timeline

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

Time and Date	Action
07 Sept 26	RFP Issued
16 Sept 26	Deadline to affirm intention to respond (Bidder must submit completed Schedule 3 – Bidder's Information)
18 Sept 26	Bidders' deadline to submit questions to GSMA
25 Sept 26	GSMA's deadline to circulate anonymised question with answers back to all Bidders
07 Oct 26; 17:30 GMT	Cut off time and date for Proposals to be received by GSMA including Schedule 6 - Declaration
08 Oct – 16 Oct 26	Estimated GSMA Proposal evaluation period
19 Oct – 21 Oct 26	Follow-up calls (if required)
21 Oct – 23 Oct 26	Shortlisted Bidder presentations (if required)
26 Oct 26	Estimated date invitation to negotiations extended to one or more Bidders
30 Oct 26	Supplier selection, contracting commences

7. GSMA Contact Details

All correspondence and queries in relation to this RFP must be emailed to <connectedwomen@gsma.com> (the "GSMA Contact").

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.

Section B: GSMA RFP Process Guidelines and Requirements

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) received this RFP; and b) submitted a complete Schedule 3 – Bidder's Information, by the deadline stipulated in Section 6 (which is 16 September 2026).
- 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 the Services and Deliverables section 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 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 the Services and Deliverables section 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 and 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 Master Services Agreement (MSA), 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).

3.16. Disclosure and use of AI

3.16.1. Generative AI presents powerful opportunities for improving the research process and research products, and it is expected that firms will likely use tools in the production of the research. However, text generated by AI forming a large part of deliverables has little to no value-add for the GSMA. Additionally, while these tools are improving rapidly, they are still prone to making factual errors and fabrication. Finally, at present many generative AI tools may produce material that infringes upon copyright, with few adequate safeguards in place in a rapidly evolving regulatory environment. As such, on the Proposal and all deliverables firms are required to include a disclosure statement regarding the use of AI in the production of the work. This disclosure statement should identify which tools were used and how, and indicate which parts of the work are based on these results. Any use of AI tools remains subject to the data security and data protection requirements set out in Clause 5 (Data Security) of this Schedule, including in relation to any personal or confidential data processed by such tools. The GSMA's standard terms and conditions include clauses requiring that suppliers warrant that the deliverables are the original work of this supplier; breach of this, including through the use of AI, is considered grounds for termination.

3.16.2. Further, the Bidder confirms that: (i) all AI tools used, or proposed to be used, operate within enterprise environments where no data is used for training or shared with any external parties; (ii) all information provided, including confidential materials, processes, principles, and strategic documents, are/would be processed within the Supplier's controlled enterprise environment and cannot be accessed by third parties; (iii) no data or content will/would be made public, used to train models, or transmitted to any system outside of the Bidder's secured environment; (iv) all AI tool providers used are contractually bound by equivalent confidentiality, security, and non-training obligations; and (v) within 30 days of a request by GSMA, all information submitted to an AI tool shall be deleted.

3.16.3. The Bidder further confirms that no data, user input or confidential information shall be used for the purpose of developing, training, improving any AI model or for any other purpose unrelated to this Agreement. The Bidder shall ensure that any sub-contractor or local partner engaged in the performance of the Services complies with the requirements of this Clause 3.16 to the same extent as the Bidder.

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 T&Cs 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 in line with the data protection and privacy laws applicable in each country in which data is collected, processed or transferred as part of the Services, and ensure that any data transfer is authorized and conducted in a secure manner, including through an appropriate cross-border transfer mechanism where required. Bidder should describe whether data will be collected, processed, or transferred, identify the

countries involved, and describe how Bidder will comply with GSMA's data security standards, as well as with all relevant regulations in those countries.

- 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 a Pricing Table, e.g. below. Additional requirements: please provide a full breakdown of costs including: cost per project (face to face versus online survey components); and, costs per country.

Item	Unit Price	Units	Total Price
		Total Price	

2. Inclusions

- 2.1. The Bidder's Total Price is inclusive of all costs, insurances, fees, 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: