**GSMA MISTT (Mobile Internet Skills Training Toolkit) evaluation**

**GSMA overview**

The GSMA Mobile for Development Foundation, Inc. (“GSMA M4D”) is a U.S. 501(c)(3) charitable organisation 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 M4D is a wholly owned subsidiary of the GSM Association (“GSMA”).

The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai and the Mobile 360 Series conferences. For more information, please visit the GSMA corporate website at www.gsma.com.

For this project, the successful Respondent will contract with The GSMA Mobile for Development Foundation.

**Project background**

Literacy and digital skills consistently present as a significant barrier to mobile ownership and mobile internet adoption and use across low- and middle-income countries (LMICs).[[1]](#footnote-2) Across all countries surveyed in the annual GSMA consumer survey, a lack of digital skills (e.g. not knowing how to use a mobile phone or not knowing how to access the internet on a mobile phone) is reported as an important barrier more often than illiteracy.

The [GSMA Mobile Internet Skills Training Toolkit (MISTT)](https://www.gsma.com/mobilefordevelopment/mistt/), launched in 2017, is a set of free resources to teach people the basic skills they need to access and use mobile internet. It uses a ‘train the trainer’ approach and consists of short lessons available in PDF and video format that can be easily adapted to local needs and languages. MISTT covers 11 in-depth training modules and 12 bitesize training offerings. These cover WhatsApp, YouTube, Google Search, Wikipedia, Facebook, KaiOS and Android to introduce people to the mobile internet. They also provide a general introduction to the internet, mobile money, safety and cost and how people with hearing or visual impairments can make use of the internet. These modules are based on our consumer research showing that these services are most relevant in most countries. This toolkit is for Mobile Network Operators (MNOs), Non-Governmental Organisations (NGOs), Development Organisations and Governments who want to provide training to improve people’s basic knowledge and understanding of mobile internet. The full toolkit is available in 12 different languages and has been used to train over 50 million people in 27 countries.

The Connected Society team created the MISTT toolkit to deliver digital skills training to tackle this barrier to mobile internet uptake among the underserved, with a particular focus on those who have access to an internet enabled phone but have not used mobile internet in the last 3 months or are not able to effectively use it to meet their life needs.[[2]](#footnote-3) Previous evaluations of MISTT deployments have proven that it is driving digital inclusion (enabling those trained to start using the internet or use it more).[[3]](#footnote-4) However, much less is known about which demographic segments are actually being reached as well as how and to what extent the skills gained from the training are having a socioeconomic impact.

The Connected Society team is seeking a supplier to evaluate a MISTT implementation through an operator partner, in either Cameroon or Rwanda, to answer the research questions and to better understand how MISTT is working in practise [**If interested in bidding on this project, please share an Expression of Interest with the GSMA Connected Society team so that we can keep you informed of final country selection ahead of creating a proposal**].

The objective of this evaluation is to develop a deeper understanding of:

1. Who is the MISTT training reaching
2. How effectively is MISTT delivering improved digital skills
3. What is the socioeconomic impact of the skills gained through the training on trainees
4. What improvements are needed to better reach the underserved

The evaluation must include a strong gender focus and all data must be disaggregated by gender.

Need being met

There is currently little publicly available evidence about what works in designing and delivering digital skills in LMICs. The evaluation learnings will provide the following:

* Evidence on the effectiveness of MISTT in reaching different underserved population groups, including women, and driving their adoption and usage of mobile internet which will be used to inform further MISTT and digital skills implementations to better reach underserved population groups including women
* Insights into how effective the digital skills training is at improving digital skills for different underserved segments, along with actionable recommendations for improving this further
* How the MISTT training is impacting the lives of the underserved and the socioeconomic impact of the training
* Operational learnings and practical recommendations for better reaching and providing effective digital skills training for underserved population groups that can be implemented by mobile operator partners in a commercially sustainable and scalable way.

This evaluation will seek to answer the following questions (**four key overarching research questions in bold** – suppliers are welcome to suggest tweaks):

**Draft research Qs**

1. **Who is MISTT reaching - is MISTT reaching the underserved? [must include a focus on how effective it is in reaching women] For instance:**

* How effective is MISTT at reaching women vs men; rural vs urban; those with lower education and literacy; first time internet users etc.

1. **Is MISTT delivering improved digital skills, including for the underserved (looking at relevant demographic cuts but must include a focus on women)?**

* To understand at the time of the training:
  + What knowledge and skills trainees already had and what expectations, if any, did they have of the training?
    - Therefore, was the curriculum appropriate? i.e. did it meet their needs/expectations?
  + What did they find most valuable about the digital skills training they received?
  + What new skills did they learn?
    - Of these what did they find most valuable and think they will use in the future?
* To assess perceived value of knowledge and skills acquired through the training:
  + What do trainees remember?
  + Has the training enabled trainees to use mobile, including mobile internet, more (i.e. increase the amount and frequency of their usage) and/or for more things (i.e. increase their diversity of usage)?
  + What knowledge and skills are trainees still using/not using?
    - Why/why not?
    - What do these skills allow trainees to do?
  + What mobile related activities have trainees tried post-training as a result of the training?
  + Have trainees acquired any new skills since the training as a result of something they learned in the training?

1. **What socioeconomic impact has the training had on trainees? [must include a focus on the impact from a gender disaggregated perspective]**

* Has the training impacted trainees lives (positively or negatively)? And if so, how?
  + How does this differ for women vs men? (+ other demographic cuts where possible)
* How do certain MISTT modules or specific knowledge and skills acquired link to socioeconomic outcomes and livelihood development?

1. **What could improve the delivery of MISTT to the underserved? [must include a focus on how to better reach women]**

* Is there anything that could improve the training for trainees?
  + How effective have the different strategies, delivery channels and marketing approaches been at reaching the underserved, especially women?
    - Why? Which factors have contributed to this?
    - What are the success factors and what inhibits the underserved from receiving the training?
    - Which strategies, delivery channels and marketing approaches could better reach the underserved?... and how?
  + Is there anything that could be improved about the content and its presentation to better reach the underserved:
    - What has worked well and not so well from a content design perspective to reach different underserved segments?
    - Is there anything else that trainees would like to learn about?

In scope

* Primary research (mixed methods) to evaluate a MISTT implementation in either Cameroon or Rwanda [final country selection to be confirmed by GSMA]
* Analysis of any additional data shared by the operator partner e.g. outreach and conversion rates to mobile internet use
* Sample adults (18+) only
* Sample those with sole or main use of an internet-enabled mobile only (with the exception of Research Q1 which should remain open)
* Potential field visit by GSMA to observe and monitor evaluation process and MISTT delivery

Research approach

We envisage something along the lines of the following, but welcome suggestions (note, training is being rolled out in-person and via SMS):

* In-depth interviews at point of training with a sample of trainees
* Follow up interviews with trainees after ~2 weeks and after ~3 months
* Interviews with other stakeholders (trainers, MNO staff etc)
* Randomly sampled phone survey to understand demographics of trainees and link to data

Out of scope

* Extensive big data analysis
* Financial modelling or forecasting relating to commercial benefit
* Multiple markets
* A/B testing
* Impact evaluation or randomised control trial
* Investigation of the efficacy of alternative channels that haven’t been implemented
* Inclusion of anyone aged <18

**Audience:**

The research will be used both internally and externally to support those delivering digital skills training, including MISTT, by providing actionable insights that they can use. Those delivering digital skills training include MNOs, governments, NGOs, and other private sector partners. The impact assessment will be of relevance to practitioners as well as a broader group of stakeholders including donors and academia.

**Deliverables:**

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

* A clearly articulated methodology including sampling approach, showing how this will meet the evaluation objectives and answer the research questions
* Final research tools, including recruitment screening in English, MS Word.
* Full attributable transcripts (i.e. anonymized verbatim record of all research interactions with research subjects) in English, MS Word.
* Copies of signed (or thumb-printed) research consent forms
* At least four human stories, illustrating the life of a trainee (a mix of urban/rural, men/women); their circumstances, needs, preferences, mobile usage behaviours and experience of using mobile. Each one should be roughly half a page to one page long, personifying the impact that digital skills training has on their mobile internet uptake and use, and how this filters through to socioeconomic benefits.
* Photos of consenting participants, 8 images per market, from a variety of participants, illustrating their daily life using their mobile
* 2-3 pages of verbatim quotes from the different interviews. These are to be linked to the research questions outlined above.
* Weekly progress reports during fieldwork
* Final report, roughly 10-15 pages in English, including 1-2 pages of high-level findings. The report should outline the main themes emerging from the data by research question, with illustrative quotes throughout. The report is for internal use and should ideally be shared in advance of the final debrief call.
* Final debrief PowerPoint presentation to the GSMA, based on the final report, to outline the main findings as well as illustrative human stories
* Fieldwork completed and evaluation report and PowerPoint received by 31st March 2024

**Anticipated timeline:**

The below table indicates a rough timeline as we envisage this project to unfold but we welcome suggestions and encourage your proposals to include detailed proposed timelines. However, due both to our commitments to our donors, and current plans for this project, all work must be completed and signed off by March 2024. **All interested candidates are invited to submit an EOI to Jackline Tino (**[**jtino@gsma.com**](mailto:jtino@gsma.com)**), Matt Shanahan (**[**mshanahan@gsma.com**](mailto:mshanahan@gsma.com)**), and Ruth Orbach (**[**rorbach@gsma.com**](mailto:rorbach@gsma.com)**) by end of day 27th June, 2023.**

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| **Task** | **Deadline** |
| RfQ shared with prospective suppliers | 20/06/23 |
| Submit EOI and questions to GSMA | 27/06/23 |
| Questions and answers circulated back to all respondents (Note – we are also aiming to communicate final country selection by this date) | 29/06/23 |
| Cut off time and date for proposal to be received by GSMA | 07/07/23 |
| Top 2 suppliers invited to present their proposal | 13/07/23 |
| Estimated invitation to contract | 14/07/23 |
| Supplier contracted | Mid-August 2023 |
| Kick off meeting with MNO partner | Late-August 2023 |
| Evaluation methodology signed off | Early September 2023 |
| Fieldwork completed | End January 2024 |
| Supplier shares draft PPT deck and report | Early March 2024 |
| Supplier delivers final PPT deck and report | 31st March 2024 |

**The bid**

Prior experience conducting robust evaluations in the international development and digital inclusion space is required. Bidders should be able to demonstrate a strong knowledge of the local context in Cameroon and/or Rwanda, as well as good experience and sensitivities around working in gender focused research.

The Bidders should submit a research plan, including a detailed description for the proposed mixed-methods methodology and timeline. The methodology should clearly specify how it will help answer the research questions and the bidder should identify any local partners in country. Bidders should also outline what types of quality assurance mechanisms they will put in place to ensure data quality, integrity and accuracy.

The expectations are outlined in more detail below:

The Bidder will have experience in most of the following:

* A strong background in implementing mixed methods evaluations in LMICs, please provide examples of previous projects
* Designing and conducting qualitative and quantitative research with vulnerable populations
* Advanced quantitative and qualitative data analysis skills
* Conducting data collection and evaluations in Cameroon and/or Rwanda, please provide examples of projects undertaken in these markets
* Working in markets with strong cultural and religious sensitivities, and a proven understanding of how to work in these environments
* Conducting gender-focused evaluations
* Ability to work in both English and all relevant local languages in Cameroon and/or Rwanda
* A strong knowledge of existing research and insights related to the field of digital inclusion and digital skills
* Proven ability to identify, assess, and effectively respond to emerging challenges and opportunities, particularly those faced in the field. And in the face of such challenges, the ability to take pragmatic decisions about evaluation design, with a good understanding of the implications for rigour

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
* Inform the GSMA about delays and complications in a timely manner
* All communication both written and verbal to the GSMA to be conducted in English (including the translation of documents required by law to be created in local language)

**Considerations for the research**

The Bidder should account for and address the following considerations in the proposed research methodology and analysis:

1. **Gender considerations**
2. What steps will you put in place to help ensure that women who experience more restrictive social norms will not be inadvertently excluded from this research?
3. **Local Expertise**
4. Can you demonstrate a strong knowledge of the local context in Cameroon and/or Rwanda?
5. Who will be your local partners in Cameroon/Rwanda (if relevant)?
6. What is your experience of successfully managing sub-contractors in the countries to be surveyed (if relevant)?
7. How will you ensure appropriate contextualisation and translation of the tools, while maintaining fidelity to the overall methodology?
8. How will you ensure quality in terms of data collection approaches, researcher protocols, transcripts and documentation?
9. **Fieldwork and Data**
10. What types of quality assurance mechanisms will you put in place to ensure data quality, integrity and accuracy?
11. At which points will you implement quality checks?
12. How will you pilot/test the data collection tools?
13. How will you manage the oversight of briefing and training the field work research teams?
14. **Transparency of fieldwork process and third parties/ Collaboration with GSMA**
15. How would you support GSMA’s participation in field researcher briefings?
16. GSMA may like to visit fieldwork in the markets. Would you provide transport and simultaneous translation for these visits?
17. Can you comply with the request for transcripts to be date stamped and include locations, gender, age group, first-time mobile internet user or existing user, smartphone owner or not for each respondent?
18. Can you ensure the feedback from piloting the data collection tools are taken into account, and results are checked for any anomalies, to update the tools as needed (involving GSMA should there be any substantial changes required)?
19. **Organisational / Other**
20. What would be your proposed work plan?
21. How would you ensure that the timelines are respected?
22. What would be the team structure in place to undertake this project? Who would be involved?
23. Are there any issues with the GSMA taking full, unencumbered ownership of all deliverables?
24. Are you able to present the deliverables in the format specified and to timelines?

**Itemised budget template**

Please provide the total price and the breakdown by unit cost as per the table below.

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| Item/Title | Unit/Activity Description | Standard Base Rate | Discount Applied | Discounted Rate | Volume | Total Charge |
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1. [GSMA. (2022). State of Mobile Internet Connectivity.](https://www.gsma.com/r/somic/) [↑](#footnote-ref-2)
2. Note, existing GSMA research has identified the ‘underserved’ to be disproportionately women, rural, older, lower education and literacy and lower income. [↑](#footnote-ref-3)
3. See case studies on [MISTT webpage](https://www.gsma.com/mobilefordevelopment/mistt/) [↑](#footnote-ref-4)