Terms of Reference – *Baselining Mobile for Development: Enabling Environment for Inclusive, Innovative an Sustainable Digital Technologies*

07/10/2024

Introduction

The GSMA

The GSMA is a global organisation unifying the mobile ecosystem to discover, develop and deliver innovation foundational to positive business environments and societal change. Our vision is to unlock the full power of connectivity so that people, industry and society thrive. Representing mobile operators and organisations across the mobile ecosystem and adjacent industries, the GSMA delivers for its members across three broad pillars: Connectivity for Good, Industry Solutions and Events.

The GSMA Mobile for Development Foundation Inc.

The GSMA Mobile for Development Foundation, Inc. ("GSMA") is a U.S. 501(c)(3) charitable organisation. The Mobile for Development team (M4D) operates at the intersection of the mobile ecosystem and the development sector. Our aim is to stimulate digital innovation and deliver both sustainable business and large-scale socio-economic impact. Our research and insights platform, in-market expertise and community of partners push forward digital innovations and implementations that empower underserved populations. To date, we have impacted the lives of over 220 million people.

Context

This project, managed by the Mobile for Development Monitoring, Evaluation and Learning (MEL) team and funded by the UK's Foreign, Commonwealth and Development Office, will be a baseline for GSMA's upcoming Strategic Partnership 3 (SP3).

Throughout the second phase of the Strategic Partnerships (SP2), M4D has collaborated with both private and public sector partners to shape and promote social, political, and regulatory frameworks that foster the growth and scaling of inclusive, innovative, and sustainable digital technologies.

This baseline study aims to map the ecosystem in priority regions, identifying key stakeholders and understanding their motivations for engaging in social impact initiatives. It will also evaluate M4D's approach to supporting this enabling environment, assess its effectiveness, and develop benchmarks for measuring impact.

By consolidating existing evidence and positioning its work within broader literature, M4D seeks to highlight its potential impact and guide its strategic initiatives, enhancing its ability to deliver distinctive value in this collaborative ecosystem.

Project overview and Objectives

Given that different programmes within M4D have taken different approaches to these interventions, this evaluation aims to look at the following:

1. Ecosystem mapping in priority regions to identify M4D's key stakeholders and partners, and articulate the state of M4D's work with public sector partners in creating an enabling environment for inclusive and sustainable digital technologies (e.g. AI, IOT, etc.)
2. Understanding the MNO and public sector ecosystem, the motivation of public and private sector partners to engage in social impact initiatives (e.g. where does this speak to CSR objectives vs. core operations), highlight potential for data sharing between partners, and the regulatory environment for supporting inclusive, sustainable and innovative digital solutions
3. Understanding the scope and value add of M4D's approach to supporting an enabling environment for inclusive, sustainable digital technologies in priority markets (e.g. AI, IOT, etc.), and assess the effectiveness of M4D's approach to developing an enabling environment for inclusive and sustainable technologies
4. Developing benchmarks and metrics for impact for the new phase of funding (SP3)'s partnership and engagement work in creating an enabling environment for inclusive and sustainable digital technologies

Potential baseline questions could include:
- What is an enabling environment within the public sector, and supported by private sector partners and MNOs, for the development and scale of inclusive, sustainable and innovative digital technology, with a focus on emergent technology (e.g. AI, IoT, etc.) and climate action?
  o How do grantees and M4D partners fit into the ecosystem, and what support can M4D provide to secure partnerships between grantees, private partners, and public sector?
  o What is the relationship between MNOs and regulatory bodies in priority countries? How does this impact the enabling environment for innovative digital technology? For climate action?
  o What are the key policy areas and priorities for public sector and MNOs for climate action and emergent technology?
  o What needs to be in place within the public sector to support inclusive digital innovation? What about for sustainability?

- How is GSMA best placed to drive and support an enabling environment?
  o To what extent is M4D's approach fit for purpose in supporting inclusive innovation, and what are the strengths and weaknesses of this approach?
  o What does M4D need to consider, in terms of resource, expertise, and opportunity to deliver and drive impact?
  o How should GSMA engage stakeholders to maximise on our value proposition
  o In which areas/types of technology can M4D contribute the most value in the next phase of the partnership?
  o What has M4D achieved in working with public sector stakeholders and how has this happened effectively? How can M4D better support MNOs and public sector partners to create an enabling environment?

Methodology

This evaluation should be grounded in a theory-based approach and take into account the wide range of GSMA's support to stakeholders and public sector partners, including market engagement and advocacy activities. Prospective bidders should propose a robust approach that can best answer the evaluation questions listed above. We would envision the following key components but would welcome suggestions:
- Comprehensive review and comparative analysis of both historical and current M4D data, utilizing ecosystem mapping and analytical methodologies like PESTLE
- A broader literature review and expert interviews, including consultations with partner organizations within the FCDO portfolio
- Interviews with key stakeholders, including M4D team members and external stakeholders

Deliverables and timelines

Key activities	Timeline
Kick-off meeting	11th November 2024
Co-creation of baseline scope, evaluation plan with analytical framework, and tool design confirmed in short inception report Submitted in a Word doc, between 7-10 pages	22nd November 2024
Data collection and analysis	December 2024 – February 2025
Sensemaking workshop and interim findings	17th February 2025
Draft report and Powerpoint presentation of the results submitted to GSMA contract manager for review - Report should include a summary of the approach used, results of the baseline, key findings, recommendations. Maximum of 25 pages, excluding annexes - Powerpoint presentation should be a maximum of 25 slides	25th February 2025
Final report and Powerpoint presentation (abiding by requirements listed above and incorporating all of the GSMA's comments) submitted to GSMA contract manager for review and approval	7th March 2025

Firm and proposal requirements

The GSMA is searching for a consultant who can deliver in response to the outlined objectives. Ideally, they will have:

- A strong background in implementing mixed methods evaluations in LMICs, please provide examples of previous projects
- Advanced qualitative data analysis skills (we anticipate data collection focusing on qualitative, however please include relevant quantitative experience)
- Demonstrated experience in ecosystem mapping, particularly in the digital technology sector, as well as previous work with public and private sector stakeholders. Please provide relevant examples
- Strong ability to analyze complex ecosystems, stakeholder motivations, and regulatory environments. Please provide examples
- Ability to design and implement metrics and benchmarks for assessing impact and effectiveness of partnerships and initiatives
- Familiarity with emerging technologies e.g AI and IoT, and their application in creating inclusive and sustainable solutions

The bidders should submit an evaluation plan, including a detailed description for the proposed methodology and timeline. The methodology should clearly specify how it will help answer the baseline questions. Bidders should also outline what types of quality assurance mechanisms they will put in place to ensure data quality, integrity and accuracy.

GSMA requires the appointed supplier to be fully transparent about subcontractors they intend to use and GSMA has the power to veto selection. The supplier is expected to comply with GDPR in data

collection and processing. The supplier will need to have and adhere to research approvals, as required. They are also expected to establish and review assessment risks, challenges and limitations and recommend how these will be managed. This should include:

- Methodology limitations
- Insufficient capacity/availability/interest in the chosen scope
- Reputational risk for the GSMA (in the event of damaging findings)

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

Suppliers wishing to be considered should submit a proposal by **17:30 GMT, Wednesday, 23rd October 2024** for this work to Daisy Macaskie (dmacaskie@gsma.com), James Karanja (jkaranja@gsma.com), and Ruth Orbach (rorbach@gsma.com).

Timeline (subject to change at the GSMA's discretion). All changes will be communicated to bidders. In case of any **questions** regarding the Request for Quote please email your questions **by noon, Monday, 14 October 2024** to Daisy Macaskie (dmacaskie@gsma.com).

Evaluations of proposals will take into account the following elements. It is unlikely the GSMA will consider proposals that do not include all elements listed. We ask that proposals be concise, to speed up the selection process.

1) **Understanding of the brief and intended approacj:** Suppliers should outline their understanding of the requirements and the value they believe the results will have, as well as how they intend to deliver the project objectives as specified above. This should include:
   a) How you intend to meet the requirements of this document;
   b) Proposed analytical framework for conducting the study
   c) Considerations/limitations in response to objectives;
   d) Suggestions for alternative/supplementary approaches to address the central objectives;
   e) An indicative timeline for delivery and demonstration of capacity to meet this; and.
   f) State any dependencies on GSMA staff.
2) **Team and responsibilities:** The proposed team should be included with a short bio alongside the proposed roles.
3) **Quality assurance and risks/mitigation strategies:** All RFQ responses should include how any potential risks may be mitigated, e.g. security risks, COVID-19, etc.
4) **Data storage and confidentiality plan:** We expect all our suppliers to comply with the EU General Data Protection Regulation. The selected supplier will be responsible for obtaining appropriate consent from all interview and survey participants.
5) **Itemized quote**: Suppliers should provide a fully itemized quote; a template can be found at the bottom of this document. The GSMA default currency requirement for all proposals is 'UK Pounds Sterling'.
   a) All costs should clearly demonstrate breakdowns in terms of staff time, travel, direct costs, and other expenses.
   b) Suppliers are also asked to provide costs for any alternative or supplementary approaches suggested in your proposal.
   c) We suggest suppliers provide scalable costs that enable GSMA to commission work at a relevant size (i.e. cost per additional interview).

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

We estimate the total number of days required to be 50-60.

Budget Template

Please provide the total price and the breakdown by unit cost using the table below as a template.[1] Please quote all rates in GBP, excluding VAT, and highlight cost savings.

Name	Role	Delivery stage/ activity	Volume/ Item	Standard rate/ Cost (Daily rate	Total Charge
e.g. Peter James	e.g. Senior Adviser	e.g. Inception stage: Desk research	e.g. 5 days	£	£xx
					£xx
					£xx
					£xx
					£xx
					£xx
					£xx
					£xx

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[1] Please feel free to break down costs further to provide more clarity as required.

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