



Partnerships in Capacity Building

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Why Partner for Capacity Building?

GSMA PERSPECTIVE

1. Brand
 - Reputation
 - Third party endorsement
2. Scale
 - One-to-many versus many-to-many
 - Established channels
3. Reach
 - Geographical coverage
 - Contacts
 - Local languages
 - Alumni
4. Evolution of the programme
 - Funding
 - New delivery models (eg Masters courses, blended learning)

Why Partner for Capacity Building?



PARTNER PERSPECTIVE

1. Access to content
 - Developed by technical and policy experts
 - Evidence-based: case studies from around the world
 - Policy handbooks and other resources
2. Flexibility
 - Variety of business models eg “*Train the trainer*” or GSMA speakers
 - Options to monetise
3. Promotional opportunities
 - Partnership announcements
 - Marketing through GSMA channels. Including Mobile World Congress



Types of GSMA Partnership



Academic Institutions

- “*Train the trainer*” programme
- Master classes
- Masters course development



Development Banks

- Funding for new course development
- Joint regional capacity building programme in local language



Regional Regulatory Associations

- Face to face course delivery to multiple countries



International Training Organisations

- Face to face and online course delivery



Some of our Partners



هيئة تنظيم الاتصالات
TELECOMMUNICATIONS REGULATORY AUTHORITY



UNITED KINGDOM
TELECOMMUNICATIONS
ACADEMY

Different Delivery Models

Face-to-face courses

- Delivered on-site at university, regulatory association, international organisation, Ministry or Regulatory Authority offices

Online courses

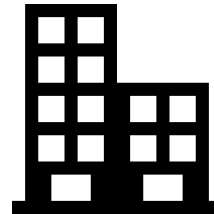
- Delivered via the GSMA [eLearning portal](#) (remote learning from anywhere in the world via laptop, tablet or PC)

or

- adapted for use on a partner's existing online learning platform



Via local partners



On-Site



Online



In-depth Courses from Technical and Policy Experts

Course Title	F-2-F	Online*
Mobile for Socio-Economic Development	3 days	6 weeks
Advanced Spectrum Management for Mobile Telecoms	2 days	5 weeks
Children and Mobile Technology	2 days	3 weeks
Internet of Things	2 days	4 weeks
Principles of Internet Governance	2 days	4 weeks
Competition Policy in the Digital Age	1 day	5 weeks
Disaster Preparedness and Response	1 day	4 weeks
Mobile Money for Financial Inclusion	1 day	4 weeks
Radio Signals and Health	1 day	4 weeks
Principles of Mobile Privacy	1 day	4 weeks
Mobile Sector Taxation	½ day	3 weeks
Weighing the Benefits of Universal Service Funds	½ day	3 weeks



Academic Partner Case Study: Ecole Supérieure Multinationale de Télécommunications (ESMT)

- ESMT, Dakar, Senegal
 - African Centre of Excellence
- Partnership delivers academic training in telecoms policy and regulation to undergraduates and postgraduates from across West Africa
- Delivery model is “*Train the Trainer*”
- ESMT professors are taught how to teach the GSMA courses and provided with training resources
- Professors incorporate content into their own curriculae
- ESMT is a highly respected platform for delivery of GSMA courses to professionals
- ESMT benefits from access to high-quality content based on real-world scenarios and data from the mobile sector worldwide



“ The combined input from academia and industry provides students with great insights that they simply cannot gain from books alone. ”

Professor Indahsah Sidek,
Multimedia University of Malaysia

Academic Partner Case Study: Multimedia University of Malaysia (MMU)

- GSMA and MMU are jointly developing a Masters course in Converged Telecommunications Policy and Regulation (MCTPR)
- GSMA supplies mobile-related content and expert trainers; MMU manages marketing and student acquisition, marking and certification
- Intellectual property jointly owned by both parties
- Currently pending Malaysian Ministry of Education accreditation; target launch date 2017
- Joint CTPR Master Classes in Kuala Lumpur October 2015 (3 weeks) and August 2016 (one week); 100+ students from Asian Ministries, Regulatory Authorities and industry





Thank you

www.gsmatraining.com





Appendix





GSMA Capacity Building Programme

Helping policy makers and regulators keep pace with change

- GSMA closely analyses mobile telecommunications/ICT policy and regulation and their effects worldwide.
- This knowledge is used to create training courses which reference real-world examples to highlight best practice.
- Short courses offered as face-to-face classes and online for remote learning – English, French, Spanish
- Helping today's and tomorrow's policymakers and regulators understand the implications of different approaches

