



TERMS OF REFERENCE FOR THE Working Group on Advocacy

1. Scope and Objective

The Working Group on Advocacy (WG Advocacy) is a sub-group of the m-Powering Development Initiative Advisory Board to carry out the background work in advocating for mobile technologies to be considered in the development agenda. The objective of the working group is to provide input to the work of the Advisory Board.

2. Activity

The working group will:

- i. review the current state of play of the overall development agenda, including the United Nations and its specialized agencies.
- ii. identify key stakeholders
- iii. carry out a gap analysis and work on a communication/outreach plan to raise awareness on the role of ICTs in development and to persuade policy makers to include ICTs as a part of the global development agenda
- iv. specify actions that would help create sense of urgency in having mobile ICTs as enablers for sustainable development
- v. elaborate possible ways of involving evangelists and celebrities to better communicate and promote mobile ICTs for development
- vi. prepare a white paper and report back to the Board with suggested actions to be taken by the Board.

3. Membership

Members of the working group serve in their individual capacity and any interested Board Member can participate in the work of the group. The group can also invite third parties to join their work, on the basis of their potential contribution to the group's activities.

4. Methods of Work

The working group will determine its own methods of work, including time for consideration of requests, preparation and conduct of its tasks. The activities of the group will be coordinated and led by the leading Board Member who was designated during the Advisory Board meeting. In principle, the working group will carry out its work by electronic means, using conference calls, Google hang-outs, twitter conferences and e-meetings.

5. Secretariat and Administrative Support

Within available resources, ITU will provide the administrative and secretariat support required by the working group, including record keeping, distribution of documents and SharePoint related services.