Partnerships in Capacity Building

Belinda Exelby
Head of International Relations, GSMA
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)
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  
<table>
<thead>
<tr>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Master classes</td>
</tr>
<tr>
<td></td>
<td>Masters course development</td>
</tr>
<tr>
<td>Development Banks</td>
<td>Funding for new course development</td>
</tr>
<tr>
<td></td>
<td>Joint regional capacity building programme in local language</td>
</tr>
<tr>
<td>Regional Regulatory Associations</td>
<td>Face to face course delivery to multiple countries</td>
</tr>
<tr>
<td>International Training Organisations</td>
<td>Face to face and online course delivery</td>
</tr>
</tbody>
</table>
Some of our Partners
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
# In-depth Courses from Technical and Policy Experts

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

* Two to four hours of study per week, plus a final project
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
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

"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
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