EXECUTIVE REPORT OF THE SECOND ADVISORY BOARD MEETING

OF THE m-POWERING DEVELOPMENT INITIATIVE

23rd May 2014

1   Introduction

The Advisory Board (AB) of the M-Powering Development Initiative convened its second meeting on 23rd May 2013 in Geneva. The objective of this second meeting was to discuss the outcomes of the work of the established working groups and to identify ways to move forward towards the fulfillment of the initiative's objectives.

2   Participation

The meeting was attended by a wide range of eminent personalities from public, private and international entities who constitute the Advisory Board of this Initiative (See Annex 1, List of Participants).

3   Opening of the meeting

Advisory Board commenced its working session with the opening remarks by Mr. Sam Pitroda, the Chairman of the m-Powering Advisory Board who expressed his appreciation of the work of the Working Groups (WG) and thanked them for their devotion to produce the reports in time. The Director of the Telecommunication Development Bureau (BDT), Mr. Brahima Sanou, highlighted in his welcome remarks that the objective of this meeting was to take further steps based on the WG reports findings and to make recommendations on the way forward. He also emphasized that the objective was not to duplicate but to identify gaps and take action in order to allow all the stakeholders governments, private sector, service providers, content developers and users to tap into the full potential of mobile technology for win-win and sustainable development. Ms. Anne Bouverot, the Vice-Chair of the Advisory Board, also expressed her enthusiasm to be part of the Board and highlighted that despite we have around seven billions mobile subscriptions worldwide, only half of those are connected individuals which means that there are still a lot ahead of us to be done. The Board members adopted the Agenda of the meeting (See Annex 2).

4   Secretariat's report on the First Advisory Board Meeting

A summary of the outcomes of the first meeting was presented by Mr. Mario Maniewicz, Chief of IEEE Department, reminding the Board members of the mission and objectives of the initiative and the Terms of Reference of the Board. He summarized the key decisions made during the first meeting including the establishment of six Working Groups and the adoption of their Terms of Reference.

5   Working Groups Reports session

The meeting continued with the presentations made by each working group to report to the Board on the progress of their work and findings. The main points of discussions are summarized below under each working group theme:

Presentation by WG on m-Health

- Stimulate and facilitate collaboration between Health, Telecoms and Finance Ministries both globally and nationally in order to:
    - Build a common understanding and agreement on the role and socio-economic value of mobile technologies and services;
    - Promote regulatory and policy frameworks enabling the development and implementation of safe, effective, trusted and accessible m-Health solutions.
- Promoting interoperability and standards that enable scalability and a plug-and-play experience.
- Promote the development of policies, regulation, stimulating innovative business models.
- Support m-Health initiatives healthcare professionals and patients.

Feedback provided by the AB:
- There are a lot of parallels between the health and other sectors particularly related to the lack of capacity building and digital literacy. There is still a need to train and convince health professionals to leverage those new technologies.
- To promote m-Services, there is a need for governments' officials to be aware of this new potential. The challenge is to coordinate all stakeholders towards the same objectives and to bring ministries of ICT and Health together to mobilize more coordinated efforts to provide mobile-based services.

- Organization of Meetings at the regional and/or international levels could be an approach to involve wider participation of other related Ministries (such as Ministries of Health as well as Ministries of ICT) to get convinced for the potential benefits of m-Health services.
- ITU and WHO can collaborate to organize such joint events to foster adoption of m-Health services and to reach out stakeholders in the field of health.
- WHO could have a central role especially in the creation of content for m-Health related applications

Presentation by WG on m-Learning

- Support and advocacy for the fundamental importance of appropriate monitoring and evaluation of m-Learning and m-Education initiatives.
- Enhanced understanding by Governments of the essential need for all mobile initiatives to be approached in a holistic manner, involving all relevant Ministries and partners.
- Support for an environment for sharing and showcasing good practices in m-Learning as part of a wider m-Powering Development online resource.
- Support for the creation of an Open mobile app to provide for free sharing of m-Learning content, as well as the dissemination of commercial resources

Feedback provided by the AB:
- Involving teachers is key for effective use of mobile for education. Capacity development of teachers is thus a priority.
- The success story of Turkey in having around 42,000 schools applying e/m-Learning technologies is based on focusing on teacher training.
- Participatory approach in designing Monitoring and Evaluation frameworks is very important.
- Need also to involve civil society in partnerships development to ensure effective m-Learning at grass-root level.
- Similar to the findings of the m-Heath WG, involvement of Ministries of Education jointly to work with Ministries of ICT could help deploy resources for and give priority to m-Learning services.
- ITU can collaborate with organisations such as UNESCO and the CTO to organize joint events to foster adoption of m-Learning services and to reach out stakeholders in the field of education.
- Content development is fundamental for the take up and success of m-Learning tools. Therefore national education entities need to be part of the process.

Presentation by WG on m-Commerce

- Mobile device is a "digital wallet" for electronic identity cards, payment instruments and other applications such as loyalty, transport or ticketing and optional personal information items belonging to the holder (e.g., pictures, documents, etc.).
- Customers should be aware of the Security Level of the System, which should be stipulated in the participants' agreement. To ensure the security and to be user-friendly, the mobile device must have a special Mobile Application, providing authentication and encryption.
- The most realistic vision is one of a market where multiple Mobile Applications co-exist, combining services on a single mobile device.
- The registration and provisioning of a Mobile Application needs to be executed in secure environment. Access to a Mobile Application would be easier for customers, if they could use existing trusted relationship between them and their service providers.

Feedback provided by the AB:
- m-Commerce has the potential to bring economic development.
- Any mobile service delivered in exchange of a fee needs to have m-payment to be completely mobile. Therefore m-payment is cross-cutting and critical for any m-service.
- m-Health and m-Payments can possibly be "killer" applications to drive adoption.
- Managing Security and Privacy are the most crucial issues for m-payment services.
- Managing "risk" is a rising concern for m-Payments scaling. The AB can provide guidance on which model can suit which context.
- There is a need for a **"Common Utility Framework"** that deals with security, interoperability and other common issues which can drive adoption and scale.
- In this ecosystem, there is an emerging third player (besides the banks and the telcos) which is the commercial sector that started to be interested in mobile payments/commerce.

Presentation by WG on Business Models

For m-Commerce:
- Advocate an approach where building an interoperable standards-based eco-system for mobile commerce is central. This way, all players will be able to benefit from the system created.
- For service providers, choices need to be made to support interoperability and openness, rather than to develop and use private or proprietary model. Business models need to be developed to make sure this is possible.
- Fully respect consumer rights and privacy.
- Expand the number of integrated NFC handsets and equipment.

For m-Education
- Encourage the emergence of new cost segments of low-cost specialists in digital content creation in order to reduce publishers' staff and systems costs.
- Stimulate m-education trials and commercial launches, and provide evidence of the benefits of m-education to induce cultural change and accelerate adoption.
- The need of a trusted, high end assessments and recognizable credentials.
- Develop strategies to provide devices for students who cannot afford them.

For m-Health
- The acceptance of mobile health solutions by physicians will be a key enabler for scaling up the market: facilitating adoption process and the alignment of incentives for healthcare professionals will motivate them.
- Engaging the private sector in the development and implementation phases of m-Health services through the adoption of new business models that help to encourage them for more participation.
- Establish strategic partnerships to support scale up of the project (industry partners such as mobile technology companies, NGOs).
- Perform monitoring and evaluation using meaningful and measureable metrics. This process will serve as a basis for decision for future launches.

Presentation by WG on Advocacy

- Campaign to demonstrate m-powering for a better world generally and in streams, focusing on successful programs and demonstrating societal value.
- Energize young innovators and future leaders through regional competitions, plus a global competition among regional winners, bringing together Blue Ribbon panel of government, business and high visibility personalities to judge and recognize awardees at the UN General Assembly.
- Build traction and visibility within the UN. Components could include:

  o Establishment of an annual workshop on the impact of m-power adjacent to the UN General Assembly, perhaps attached to the Broadband Commission
  o Convening by UN and/or ITU, in partnership with industry groups and humanitarian organizations, a world conference of experts in health, education, business, sports, finance, along with Ministers responsible for those sectors, to discuss and agree to means for improving public economic and social well-being employing mobile platforms and applications
  o Creating a UN mobility-for-ICT investment or grant fund whereby young entrepreneurs could develop their ideas and demonstrate their scalable m-solutions

Feedback provided by the AB:
- In advocacy activities, the link with Post-2015 agenda should be highlighted and how mobile can bring about change.
- Possibly, mayors of major cities should also be targeted for mobile Apps for (smart) cities.
- Consider also reaching out to heads of governments (as opposed to ministers level) to ensure the use of mobile across all sectors.

6   Way Forward session

Building on the results and discussions of the working groups reports, the Board made the following conclusions and recommendations:

a. ***Compiling all WG reports into one M-Powering Development report***. The compilation should edit the content to avoid duplication, if any, and ensure consistency in terms and language used.

The final report should have an introduction and a concluding section bringing together all the recommendations and conclusions made in different reports to identify key common threads and to formulate key advocacy messages that can be used by the AB and their organizations in the future. Messages can be around: 1) Multi-stakeholder environment; 2) What success means; 3) Platform approach; etc. The report should be circulated to Board members for final comments/approvals and be posted on their respective websites.

b. ***Considering the organization of a global M-Powering event.*** The event would serve as a platform to bring all relevant stakeholders together to advocate for leveraging the mobile in all aspects of social and economic development and to act as a facilitator for an inter-sectoral dialogue to work together on addressing barriers for scale. The event can convene ministries of ICT, Health and education, UN agencies, technology and telecom key players, industry associations, NGOs and young innovators to showcase best practices, convey key messages and recommendations about how to have a systemic approach to use mobile for development and to nurture high-level political will towards this change.

c. ***Advocate for affordability, scalability and sustainability by design*** for any mobile for development intervention where those issues should be considered and agreed upon among all stakeholders from the early stages of the intervention. The success of any pilot application is highly dependent on its scalability. To make any application sustainable and scalable for masses, it should be affordable and easy to use.

d. ***Advocate for an "M-Powering Platform" approach*** to avoid vertical "siloed" interventions and where new Apps can "plug-in" in an integrated and interoperable manner with already existing systems and solutions. The concept of "Utility" versus "Usability" should be promoted where the infrastructure (including connectivity and main "shareable" components such security, identification, customer support, risk management, etc.) should be available as a "Utility" to be leveraged by all sectors that can focus on the usability and usefulness of the services to be provided. Standards should be considered to build the "Utility" layer.

e. ***Launch pilots with selected governments through multi-stakeholder partnerships*** to learn more about "Utility" and "Usability".

f. ***Support a few projects where the "platform" approach can be piloted.*** The AB suggested that the idea of supporting a few projects to demonstrate how to have a holistic and integrated approach to mobile for development initiatives in few countries can be explored in the future.

g. ***Develop methodologies for better collaboration*** between various government ministries for successful implementation of the recommendations worked out by the Board.

h. ***Support and advocate for the fundamental importance of appropriate monitoring and evaluation*** of any mobile for development initiative to show and share results and outcomes. The development of clear success measurements and metrics should be agreed upon at early stages of any intervention. Focus should be made on differentiating with a clear value proposition. The Board might consider developing key global targets/indicators for the use of mobile for development similar to those developed for Broadband in the framework of the Broadband Commission (e.g., existence of country plans, affordability, etc.). At the same time, the Board should avoid any replication of the work that has already being done by other groups and organizations.

i. ***Advocate for the Mobile use to empower development at major global events.*** The AB suggested that members of the Board can advocate the key M-Powering messages in major global events such as the G8, G20, WSIS, ITU Telecom, GSMA Mobile World Congress, etc.

j. ***Third meeting of the Advisory Board:*** In principle, the interval between subsequent meetings of the Advisory Board should be 6 months. The Third Advisory Board meeting could possibly be linked to an already planned event by any of the Board members such as the ITU Telecom event, Qatar, December 2014, or the GSMA Financial inclusion event, South Africa, November 2014. An offer to host the Board by Groupe Tunisie Telecom was also discussed. The secretariat will communicate with Board members about the date and venue and of the next event.

A video interview session was organized after the meeting. All interviews can be viewed on the Initiative's website on the page dedicated to the Second Advisory Board Meeting:

http://www.itu.int/en/ITU-D/Initiatives/m-Powering/Pages/Second-Advisory-Board-Meeting.aspx

ANNEX 1

LIST OF PARTICIPANTS OF THE SECOND ADVISORY BOARD MEETING

Advisory Board members participating in person:

1. **Mr. David Atchoarena**, Director of the Division for Teacher Development and Higher Education, UNESCO
2. **Mr. Housseynou Ba**, Former Minister of Health, Consultant and Professor at Nouakchott University, Mauritania
3. **Ms. Anne Bouverot**, Director General, GSMA
4. **Mr. Evgeny Bondarenko**, Deputy General Director, Intervale, Russia
5. **Mr. John Davies**, General Manager, VP, Intel World Ahead Program, Intel Corporation
6. **Dr. Sayave Gnoumou**, CEO and President of Nazounki Global Medical Network
7. **H. E. Mrs. Omobola Johnson**, Minister, Federal Ministry of Communication Technology, Nigeria
8. **Mr. Mokhtar Mnakri**, Chairman and Chief Executive Officer, Groupe Tunisie Telecom, Tunisia
9. **Dr. Sam Pitroda**, Advisor to the Prime Minister of India, C-SAM
10. **Prof. Tim Unwin**, Secretary General, Commonwealth Telecommunications Organization
11. **Mr. Binali Yildirim**, Former Minister of Transport, Maritime Affairs and Communications, Turkey

Other participants:

12. **Mr. Najeeb Al-Shorbaji**, WHO
13. **Ms. Walda Roseman**, Internet Society
14. **Mr. Yury Grin**, Intervale, Russia
15. **Mr. Mehul Desai**, C-SAM

ITU:

1. **Mr. Mario Maniewicz,** Chief of infrastructure, Enabling Env. & e-Applications Department
2. **Mr. Cosmas Zavazava,** Chief of Project Support and Knowledge Management Department
3. **Mr. Yushi Torigoe**, Chief of Administration and Operations Coordination Department
4. **Dr. Eun-Ju Kim,** Chief of Innovation and Partnership Department

**AGENDA OF THE SECOND MEETING OF THE ADVISORY BOARD
ON m-POWERING DEVELOPMENT INITIATIVE**

23 May 2014

9:30 – 10:00   Refreshments will be served before the commencement of the Meeting

10:00 – 12:15 Morning Session
Venue: Room E, ITU Varembé Building, 1st floor
1. Opening of the Meeting by Mr. Brahima Sanou, Director of the BDT
2. Opening of the morning session by the Chairman Dr. Sam Pitroda
3. Secretariat's report on the First Advisory Board Meeting
   (by Mr. Mario Maniewicz)
4. Working Group reports (10-15 min for each presentation)
   - m-Health (Mr. Najeeb Al-Shorbaji)
   - m-Learning (Prof. Tim Unwin)
   - m-Commerce (Mr. Evgeny Bondarenko)
   - Business Models (Mr. Mokhtar Mnakri)
   - m-Advocacy (Ms. Walda Roseman)

12:15 – 12:20 Group Photo
Venue: in front of Room E, ITU Varembé Building, 1st floor

12:30 – 14:30 Lunch
Venue: Satellite Restaurant, ITU Tower, 15th floor
        At the invitation of Mr Brahima Sanou, Director of BDT

14:30 – 16:30 Afternoon Session
Venue: Room E, ITU Varembé Building, 1st floor
5. Way Forward: discussion on the future work programme
6. Date and venue of the Third Meeting
7. Closure of the Meeting

16:30 – 17:30 Interviews
Venue: in front of Room E, ITU Varembé Building, 1st floor