

First Report of m-Powering Advisory Board Advocacy Working Group (Initial Proposals)

ITU-D m-Powering Development Initiative

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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.

Initial Approach

- The Working Group viewed its work as highly dependent on the findings of the other Working Groups.
- Gap analysis may therefore be possible in future report.
- In desire to move ahead, the WG focused at this point on presenting to the Advisory Board proposals for advocating the elevation of mobile platforms and applications to high on the agendas of national governments, industry and IGOs.
- We seek further insights and suggestions from the members of the Advisory Group.

Advocacy Objectives

The stated objective for the Advocacy Working group – “advocating for mobile technologies to be considered in the development agenda” – is quite broad. The more specific and measureable the objective of an advocacy approach, the greater impact we can anticipate from any advocacy approach.

We suggest that the Advisory Board determine the following:

- What are the specific results we wish to see from an advocacy campaign?
- Who will be the key influencers and actors to move our agenda forward? ICT Ministers? Health, Finance, Education, other Minister? Regulators? Industry? Other stakeholder groups? The United Nations? UN specialized agencies like the ITU? Market interest, e.g., young people, women, other consumer groups?
- What are high value, easily achievable, and relatively immediate ways to reach the key target influencers?
- What can be the role of this Advisory Board and the organizations and sectors the Board represents in implementing chosen advocacy programs?

Proposals for Awareness Raising

The following proposals for consideration by the Advisory Board can stand alone, but are not mutually exclusive. Indeed, there are many points for intersection where they can build upon each other. Each campaign, or portion thereof, would develop messaging aimed at key target audiences, full use of media channels, and draw on other platforms and opportunities to reach target audiences and build traction for defined results.

What follows are some options for opportunities and platforms:

- Campaign to demonstrate m-powering for a better world generically and in streams, focusing on successful programs and demonstrating societal value in the areas of health; commerce and jobs; and economic development; education; and business, and sports, taking advantages of existing business and government platforms, e.g., Global Mobile World Congress, ITU Telecom, World Economic Forum (and regional fora)
- 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

Proposals for Awareness Raising (continued)

Build traction and visibility within the UN, starting at the UNGA, that would lead over time to 1) UN establishment of an Mobile-Power for Development Day, and 2) integration of mobile solutions as an option in all UN development programs.

Components could include:

- Establishment of an annual workshop on the impact of m-power adjacent to the UN General Assembly, perhaps attached to the Broadband Commission
- 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
- Creating a UN mobility-for-ICT investment or grant fund whereby young entrepreneurs and other young innovators could develop their ideas and demonstrate their scalable m-solutions in subsequent UN, ITU and/or industry fora

The ITU has many opportunities for raising visibility about m-solutions for development and the policies and market conditions precedent to success of developing those solutions. These include: the Global Symposium for Regulators/Global ICT Leadership Forum, ITU Telecom, World Radiocommunication Conference 2015, regional and global symposia, to name a few.

Next Steps

Whichever advocacy, or promotion, approach(es) the Advisory Board chooses to suggest to the ITU will, of course, need further analysis and expansion about feasibility, cost and who would implement it, and what would be the further role of the Advisory Board Members.

The Advocacy WG members would invite the help of the ITU and of Advisory Board members to work with us to further flesh out the details of an advocacy campaign with the expectation of being ready for concrete action following decisions taken at the next Advisory Board meeting.

**The solutions for a better world
are in our hands – as many hands
as possible.**

