m-Powering Development Initiative

TERMS OF REFERENCE FOR THE

ADVISORY BOARD ON m-POWERING DEVELOPMENT INITIATIVE

1. Purpose of the initiative

The m-Powering Development initiative's Advisory Board is designed to provide strategic guidance to the leadership of the Telecommunication Development Bureau. The Advisory Board helps ensure that the initiative remains true to its mission. The Advisory Board will play a special role during the initial period following the launch of the m-Powering Development initiative in helping to promote and provide strategic direction for its development and implementation. The overall purpose of the initiative is to:

1. Harness mobile networks in health, education, agriculture, banking, commerce, sport and other fields that foster sustainable development.

2. Increase the use of mobile services and applications in our daily lives, in order to improve economic activity, particularly in rural and remote areas.

3. Foster mobile services in areas that may not be economically profitable for operators today, but there is a social urgency to include them in the ICT society.

4. Create synergies in existing initiatives to cross-fertilize experiences and avoid duplications.

5. Optimize the use of scarce resources.

6. Forge public-private partnerships and promote large scale multi-stakeholder projects wherever possible.

2. Advisory Board Members

Each year the Advisory Board will hold not more than two physical meetings at venues to be discussed and agreed to by the Board. Two teleconferences will be held to review progress, address strategic questions, and plan for the coming year. The Advisory Board may also hold one or more additional conference calls at other times of the year as particular issues arise. Advisory Members are expected to join at least one of these calls per year.

Advisory board members' responsibilities include:

    i.   Promote the use of mobile applications for social and economic development.

    ii.   Analyze cross cutting issues, such as policy development, legislation, taxation, financing mechanisms, network deployment costs, sustainability of the networks, etcetera, that may be impeding the reach of mobile technologies and services to all layers of the societies.

    iii.   Encourage the adoption of policies, legislative and regulatory frameworks that facilitate and promote the deployment of mobile networks.

    iv.   Propose and approve the creation of working groups and/or thematic committees that contribute to the implementation of the objectives of this initiative to include preparation of reports and projects .

    v.   Assess the impact of actions taken to promote the use of mobile devices and applications for social and economic development.

    vi.   Act as a goodwill ambassador promoting programs and projects designed to achieve greater penetration of mobile telecommunications services.

    vii.   Identify potential remedies and innovative solutions through crowdsourcing and collaboration.

    viii.   Provide an independent source of information and "wise counsel" to policy makers and sector leaders on strategic issues in the use of mobile services for development purposes.

    ix.   Act as a resource for high level Board Members by catering share of experience and expertise as well as demonstration of best practices.

3.   Composition of the Board and Term of Membership

The Advisory Board shall be composed of eminent personalities from diverse backgrounds to provide a mix of expertise necessary. The functions of the members will be on a *pro bono* basis, for a two-year term with the possibility of renewal for a second two-year term.

The Chairmanship of the Board will be on a *pro bono* basis, for a two-year term. The Director of the Telecommunication Development Bureau (BDT) of ITU will hold the vice-chairmanship in order to ensure continuity. The BDT will provide the Secretariat for the Board. The first meeting of the Advisory Board will be in Geneva, Switzerland.

4.   Terms and Selection

Members of the Advisory Board serve in their individual capacity. At the second physical annual meeting of the Board, the Advisory Board, with support from the Director of the Telecommunication Development Bureau in his official capacity, will review the composition of the Advisory Board and make recommendations for additions or modifications. At that meeting new members will be appointed to the Advisory Board as necessary.