



EXECUTIVE REPORT OF THE FIRST ADVISORY BOARD MEETING OF THE m-POWERING DEVELOPMENT INITIATIVE

1 Introduction

The Advisory Board for the m-Powering Development Initiative convened its first meeting on 15th October 2013 in Geneva. The objective of this first meeting was to discuss the strategic approach and key areas of work 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 Ceremony

In his welcome remarks, Mr. Houlin Zhao, Deputy Secretary-General of ITU, affirmed that the ITU Secretary General warmly welcomed this initiative, which can provide substantial advancement towards achieving the goals established by the Broadband Commission for Digital Development. The Director of the Telecommunication Development Bureau (BDT), Mr. Brahim Sanou, highlighted during his opening remarks that the main objective of the Initiative was to bring a human face to ICT. He further stressed the importance of adding value to existing projects but, at the same time, changing the current paradigm to enable the creation of an ecosystem for development through the use of mobile telecommunication technologies.

4 Appointment of Chair and Vice-Chair

Ensuing to a proposal made by the BDT Director, Mr. Sam Pitroda and Ms. Anne Bouverot were respectively appointed as Chair and Vice-Chair of the Advisory Board.

5 Agenda and Terms of Reference

The participants adopted the agenda of the meeting (See Annex 2) as well as the proposed Terms of Reference of the Advisory Board (See Annex 3). The Chairman indicated that any suggestions to amend the ToR should be communicated by the concerned Board Members directly to the Secretariat.

6 Visionary Dialogue Session

Board Members were invited to share their perspectives on the use of mobile technologies for socio-economic development, as well as their expectations about the functions and outputs of the Board. Participants highlighted the importance and timeliness of the m-Powering Development Initiative. It was also echoed that mobile ICTs have had significant impact on the way that people work, interact and live. The Advisory Board agreed on the importance of the following strategic points elaborated upon by its members throughout the Visionary Dialogue session:

- a. **Creation of an ecosystem:** The Board emphasized that an ecosystem should be put in place to best attain the objective of extending benefits of ICTs to all citizens. An example of this would be a strong governance system that sets a standard and/or the framework within which all relevant stakeholders could contribute. The ecosystem should focus on aspects relating to the accessibility, affordability and sustainability of services and networks.
- b. **Setting up of a sustainable network:** Key stakeholders who have an interest in the information services and m-applications should be identified. Information needs of relevant parties would drive the need to identify key players in specific themes of m-Powering. The Board Members emphasized the importance of reaching out to the right persons at the right time to make use of the information for making right decisions.
- c. **Convergence of technologies and services:** The Board Members underlined that technological convergence and neutrality should be kept in mind to cover all viable current and future technologies. It was widely agreed that the Board should be inclusive in all aspects pertaining to technology.
- d. **Consideration of social, cultural and political dimensions:** It was expressed by several Board Members that, in addition to commercial and financial aspects, the approach should also consider the social and cultural dimensions and take the political landscape into account.
- e. **Success stories and good examples:** A number of Board Members highlighted the fact that the m-Powering Initiative and its Advisory Board could be a platform to exchange ideas as well as to share best practices, especially those achieved in difficult areas and under challenging circumstances. This sharing of information could be used to help others replicate and scale-up successful solutions in their own context. To that effect, several examples were presented by India and Turkey to indicate that best practices do exist and showcase how these exercises can be pursued by the Advisory Board in the future.
- f. **Differentiating the Role of the Advisory Board from other existing Initiatives:** While there is already ongoing work and some stakeholders have taken steps in the domains of m-health and m-education, there seems to be a lot that can be done to bring together all efforts. The Board recognized that other entities and international organizations have undertaken efforts to address challenges within the scope of their respective domains. It was emphasized by several Board members that the work of the Board should not duplicate what already exists. In this respect, it was also mentioned that ITU can act as a facilitator to bridge the gap between government, operators and service providers while at the same time provide solutions in the field of standardization and interoperability, which would facilitate the optimum use of frequency resources. In addition, some Board Members suggested various

approaches that could be undertaken regarding the conduct of work, taking into account an analysis based on supply side and demand side drivers.

- g. **Private public partnerships:** Partnerships are paramount for concrete projects to be implemented as well as for commercial sustainability. Therefore, much effort is required to convince potential funders to be part of this initiative. An elaboration of creating incentives for public - private partnerships is necessary and this could be further backed-up with an outreach activity.
- h. **Establishing trust in practitioners,** such as teachers and doctors, to change the way they view technology and service delivery is required for achieving development through ICTs. Although users believe in mobile devices, the organizations, and in particular the governments, are mostly yet to incorporate new ICTs into their systems and processes. Mindsets need to be adapted towards recognizing the opportunities provided by mobile ICTs in terms of results and the ability to work differently. Integration of tools and regulatory framework can only nourish the ecosystem that the Board desires to establish.

7 Way Forward Session

Building on the results of the Visionary Dialogue session, the Board accepted the creation of working groups, as proposed by the Chairman, to survey the landscape and take stock of the activities being carried out in their respective fields.

- a. **Establishment of Working Groups:** The following table shows the working groups that were established and the Board Members who volunteered to lead each one of them:

Working Groups (WG)	Leading Board Member	Board Members who would contribute
WG on m-Health	Dr. Marie-Paule Kieny	Dr. Sayave Gnoumou Mr. Navin Kapila Ms. Florence Gaudry-Perkins
WG on m-Education	Prof. Tim Unwin	Dr. Tayfun Acarer Mr. Anthony Bloome
WG on m-Sports	Mr. Iñigo Arenillas	Mr. Navin Kapila
WG on m-Commerce	Mr. Evgeny Bondarenko	Mr. Siphon Maseko Mr. Rahul Khullar
WG on Advocacy	Ms. Kathryn C. Brown	Ms. Florence Gaudry-Perkins
WG on Business models	Mr Mokhtar Mnakri	Dr. Veena Rawat

It was also agreed that Board Members who had not yet chosen their working groups would communicate their selection to the related working group leaders as well as the Secretariat. In regards to this, the contact details of the Boards members are provided in Annex 4.

- b. ***Working Groups' Terms of Reference:*** The Advisory Board agreed that the Terms of Reference for each working group would be drafted and circulated by the Secretariat for endorsement by the Advisory Board. Board Members who volunteered to lead the working groups were encouraged to start their work immediately. In addition, in line with Mr. Mnakri's proposal, the working groups were incited to consider the matrix provided in Annex 5 in their analysis.
- c. ***Working Groups' participants and work timeframe:*** The working groups, in principle, will be open to participation of any interested Board Member as well as any resource person or resource institution/entity invited by the leading Board Member to contribute. The working groups will work by electronic means and are expected to report back in two months with first draft reports to be circulated to Board Members. Second drafts will be prepared within 3 months following the first Advisory Board Meeting.
- d. ***Next meeting of the Advisory Board:*** Depending on the work progress, prospective meetings of the Advisory Board will be communicated to the Board Members by the Secretariat with enough advance notice. In principle, the interval between subsequent meetings of the Advisory Board should not exceed 6 months.



ATTENDANCE LIST¹

1st MEETING OF THE m-POWERING DEVELOPMENT ADVISORY BOARD

15 October 2013

Board Members

Mr. Iñigo Arenillas, Director of Africa and Middle East, Real Madrid Foundation, Spain

Mr Evgeny Bondarenko, Vice Chairman ITU-D SG 2, Deputy General Director, Intervale, CJSC, Russia

Ms. Kathryn C. Brown, Independent Consultant, Former Senior Vice President, Public Policy Development and Corporate Responsibility, Verizon Communication Corporation, United States

Dr. Sayave Gnomou, Chief Executive Officer and President, Nazounki Global Medical Network, France

Mr. Navin Kapila, Independent Consultant, India

Mr. Rahul Khullar, Chairman, Telecom Regulatory Authority, India

Dr. Marie-Paule Kieny, Assistant Director-General, World Health Organization (WHO), Switzerland

Mr. Siphon Maseko, Group Chief Executive Officer, Telekom SA, South Africa

Mr. Mokhtar Mnakri, Chairman and Chief Executive Officer, Groupe Tunisie Telecom, Tunisia

Dr. Sam Pitroda, Advisor to the Prime Minister of India, ITU Broadband Commission Member, C-SAM, United States

Dr. Veena Rawat, Vice President, Advanced Technology Team, Research in Motion (RIM) Ltd., Canada

Mr Mohamed Sharil Mohamed Tarmizi, Chairman, Malaysian Communications and Multimedia Commission, Malaysia

¹ In English alphabetical order by surname

Prof. Tim Unwin, Secretary General, Commonwealth Telecommunications Organization, United Kingdom

Alternates:

Dr. Tayfun Acarer, Chairman of the Board, Information and Communication Technologies Authority (ICTA), Turkey

alternate of H.E. Mr. Binali Yıldırım, Minister, Ministry of Transport, Maritime Affairs and Communications, Turkey

Ms. Florence Gaudry-Perkins, International Director-Global Government & Public Affairs, Alcatel-Lucent, France

alternate of Ms. Gabrielle Gauthey, Executive Vice President for Global Government and Public Affairs, Alcatel-Lucent, France

Mr. Carlos Martinez, Head of Telecom Programs, Intel World Ahead Program, Intel Corporation, United States

alternate of Mr. John Davies, General Manager, Vice President, ITU Broadband Commission Member, Intel World Ahead Program, Intel Corporation, United States

ITU participants:

1. **Mr. Brahim Sanou**, Director of BDT, ITU
2. **Mr. Mario Maniewicz**, ITU
3. **Mr. Cosmas Zavazava**, ITU
4. **Mr. Jaroslaw Ponder**, ITU

Other (accompanying) delegates:

Dr. Ahmet Erdinç Çavuşoğlu, Head of Department in ICTA, Turkey

accompanies Alternate Dr. Tayfun Acarer, Chairman of the Board, Information and Communication Technologies Authority (ICTA), Turkey

Dr. Yuri Grin, Deputy General Director, Intervale

accompanies Board Member Evgeny Bondarenko, Vice Chairman ITU-D SG 2, Deputy General Director, Intervale



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

15 October 2013

08:30-09:45 Networking Breakfast

At the invitation of Mr Brahima Sanou, Director of BDT

Venue: Room E, ITU Varembe Building 1st floor

[Advisory Board Members only]

10:00 – 12:25 Morning Session

Venue: Room E, ITU Varembe Building 1st floor

1. Opening of the meeting
2. Welcome Address by Mr. Brahima Sanou, Director of the BDT
3. Functioning of the Advisory Board
 - a. Appointment of the Chairman and the Vice Chairmen
 - b. Terms of Reference of the Advisory Board
4. Visionary Dialogue Session

In the Visionary Dialogue Session, Board Members are kindly invited to present their perspective on the use of mobile technologies for socio-economic development of societies. Members are also invited to share their experiences and expectations on the functions and outputs of the Board.

12:25 – 12:30 Group Photo

Venue: in front of Room E, ITU Varembe Building 1st floor

12:30 – 14:30 Lunch

At the invitation of Mr Brahima Sanou, Director of BDT

Venue: Satellite Restaurant, ITU Tower 15th floor
[Advisory Board Members only]

14:30 – 16:30 Afternoon Session

Venue: Room E, ITU Varembe Building, 1st floor

1. Strategic Key Points Raised and Way Forward
2. Future Work Programme
3. Date and venue of the Second Meeting
4. Closure of the Meeting



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.



Contact Addresses of the Advisory Board Members

(In English alphabetical order by surname)



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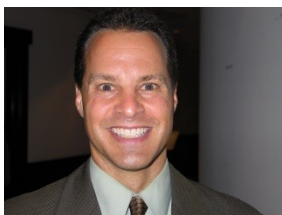
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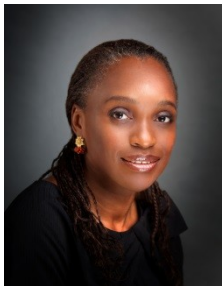
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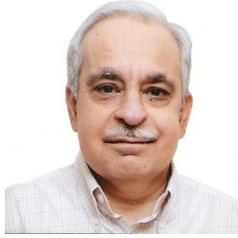
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**m-POWERING
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m-Powering Development Initiative



M-Powering Development Sectors & Stakeholders



October 2013

M-Dev. Sectors & Stakeholders

Sectors Stakeholders	m-Health	m-Sports	m-commerce	m-banking	m-Governance	m-Education
Professionals	+++	++	+++	+++	+++	+++
Gov. / Regulatory Bodies	+++	+	++	++	+++	+++
Telco Operators	++	+	++	++	++	++
Service & App. Providers	+++	+	+++	+++	++	+++
IT Technology Vendors	++	+	++	+	++	+
Content Providers	+	+++	+	+	++	++
Devices	+++	+	++	+	+	++
International Organisations	+++	++	+++	+++	+	+
Funding/ Sponsors	+++	+	++	+	++	+++

+++ : Most important and influential



Key Drivers & Issues

	m-Health	m-Sports	m-commerce	m-banking	m-Governance	M-Education
Key drivers	<ul style="list-style-type: none"> ▪ Maintain personal health to their handheld devices: ▪ Transparency. ▪ Decrease of application prices ▪ CSR ▪ Huge Market Opportunities ▪ ROI 	<ul style="list-style-type: none"> ▪ Market attractiveness (Mass) ▪ Anywhere, anytime accessibility ▪ Globalization of sport and celebrities ▪ MBB network 	<ul style="list-style-type: none"> ▪ Easy penetration (previous experience of Internet shopping.) ▪ Easy to use : comfort. ▪ Low Price/service ratio ▪ Business opportunities 	<ul style="list-style-type: none"> ▪ Cost savings. ▪ Customer experience (access at convenience) ▪ Multiple access ▪ Business opportunities 	<ul style="list-style-type: none"> ▪ Cost savings. ▪ IT – tools & solutions ▪ <u>Gov to Citizen</u> relationship ▪ Greater accessibility ▪ Good Governance ▪ Business opportunities 	<ul style="list-style-type: none"> ▪ Cost saving. ▪ Digital content ▪ Smartphone & tablet growth ▪ Mobile Internet Access
Key issues	<ul style="list-style-type: none"> ▪ Healthcare sector's fragmented ▪ Specific Devices ▪ Standards ? ▪ MBB <u>access</u> (Rural area) ▪ Privacy and data security ▪ Funding/ROI 	<ul style="list-style-type: none"> ▪ Digital rights ▪ Mobile TV services ▪ Network limitations (Speed fo Video) ▪ Device price 	<ul style="list-style-type: none"> ▪ Trust / Security ▪ Convenience and availability ▪ Regulation / Legislation 	<ul style="list-style-type: none"> ▪ Security ▪ <u>Capex</u> : Cost of implementing high security tools ▪ Regulation / Legislation 	<ul style="list-style-type: none"> ▪ Data governance & Security ▪ Trust / Security ▪ Gov to Citizen G2C / C2G relationship ▪ <u>Capex</u> (New applications) 	<ul style="list-style-type: none"> ▪ Device price ▪ MBB coverage (Rural area) ▪ Digital rights constraints ▪ Funding/ROI

M-Dev. Sectors & Stakeholders

- Professionals : Sector ecosystem including professionals,, Associations, Solutions providers, etc...
- Gov. / Regulatory Bodies : Gov policy, Legal Framework, Regulation authority, Administration, Tax, etc..
- International Organizations : UN, ITU, ETSI, GSMA, OMS, UNESCO, FAO, FIFA, WB,
- Funding/ Sponsors : Funding Institutions (Wd, BAD, BID, etc...). Sponsorship Multinational Firms, Brands, (CSR policy for m-health, m-education for ex)
- Telco Operators : Mobile Access where needed.