Working Group on Advocacy

PART I: ADVOCACY AND MESSAGING FRAMEWORK

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REPORT 2018
BY THE m-POWERING DEVELOPMENT INITIATIVE ADVISORY BOARD

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DEVELOPMENT
INITIATIVE

CONNECTION
ANALYSIS
DATA
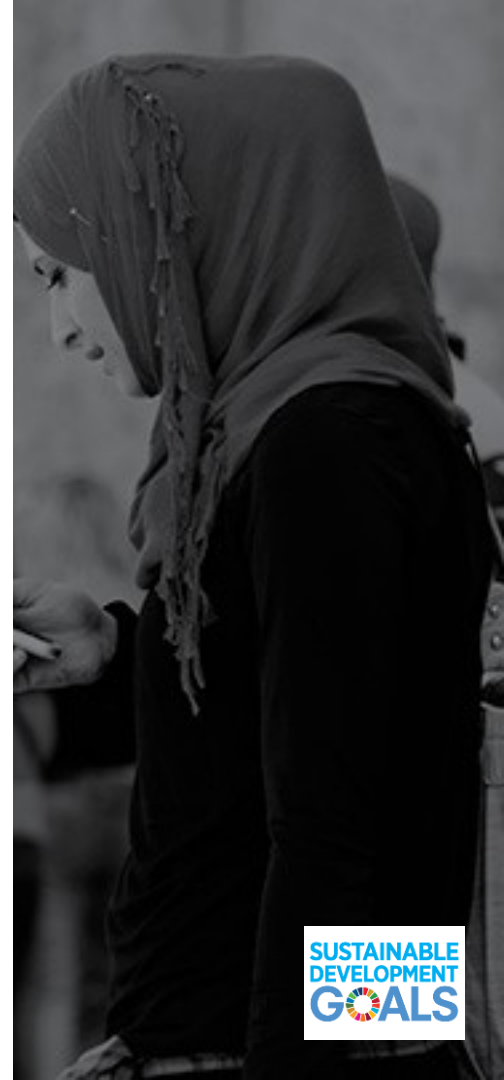TELECOMMUNICATION DEVELOPMENT BUREAU

ITU

ADVOCATING THE ROLE OF MOBILE ICTS

Helping senior leaders to **advocate powerfully** for the role of Mobile ICTs in empowering development and making **progress towards the SDGs**

Open resource **messaging framework** for senior leaders seeking speaking points on mobile and development

Target audiences:

1. Senior government officials and UN agencies
2. Major private sector stakeholders, financial institutions, bilateral and multilateral donors, foundations and international NGOs
3. Other organisations, local NGOs

SUSTAINABLE
DEVELOPMENT
G☉ALS

MESSAGING FRAMEWORK

Mobile technology offers **transformational promise** in emerging markets where large sections of the population cannot access basic services.

The reach of mobile infrastructure and networks places the industry in a unique position to connect these populations to services such as **health, finance** and **education**.

The messaging framework consists of **ten key messages** and **five roadblocks to progress**.

Together they will enable **senior advocates to communicate forcefully, consistently and credibly** on mobile-related topics in the context of development.

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10 KEY MESSAGES

DIGITAL DIVIDE	DIGITAL IDENTITY	MOBILE MONEY	RURAL CONNECTIVITY	GENDER EQUALITY

CHILDREN'S USAGE	ECONOMIC BENEFIT	UTILITY SERVICES	DISASTER RESPONSE	EDUCATIONAL OPPORTUNITY

5 ROADBLOCKS

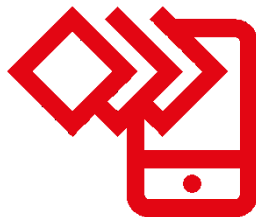| ACCESS & ADOPTION	AFFORDABILITY	RELEVANCE	USABILITY & SKILLS	SAFETY

More needs to be done to **expand the mobile network footprint**

Cost of devices, services and charging **remains a barrier** to adoption

Content and services need to be **relevant, understandable, safe** and **appropriate**

Lack of **digital literacy** and **technical confidence** reduce take-up, especially for women

Fear of heightened **personal insecurity for women** persists

THANK YOU FOR YOUR ATTENTION