

# First Advisory Board Meeting 15<sup>th</sup> October 2013

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# The Mobile Landscape

m-Powering the world

6.8 billion mobile subscribers

2 billion mobile broadband subscribers

estimated by the end of 2013

...but their benefits are not yet available to all at affordable prices

...mainly to those living in poor rural and underserved areas



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# The Initiative

The aim is to *empower* people to *transform* their lives.

## *Objectives :*

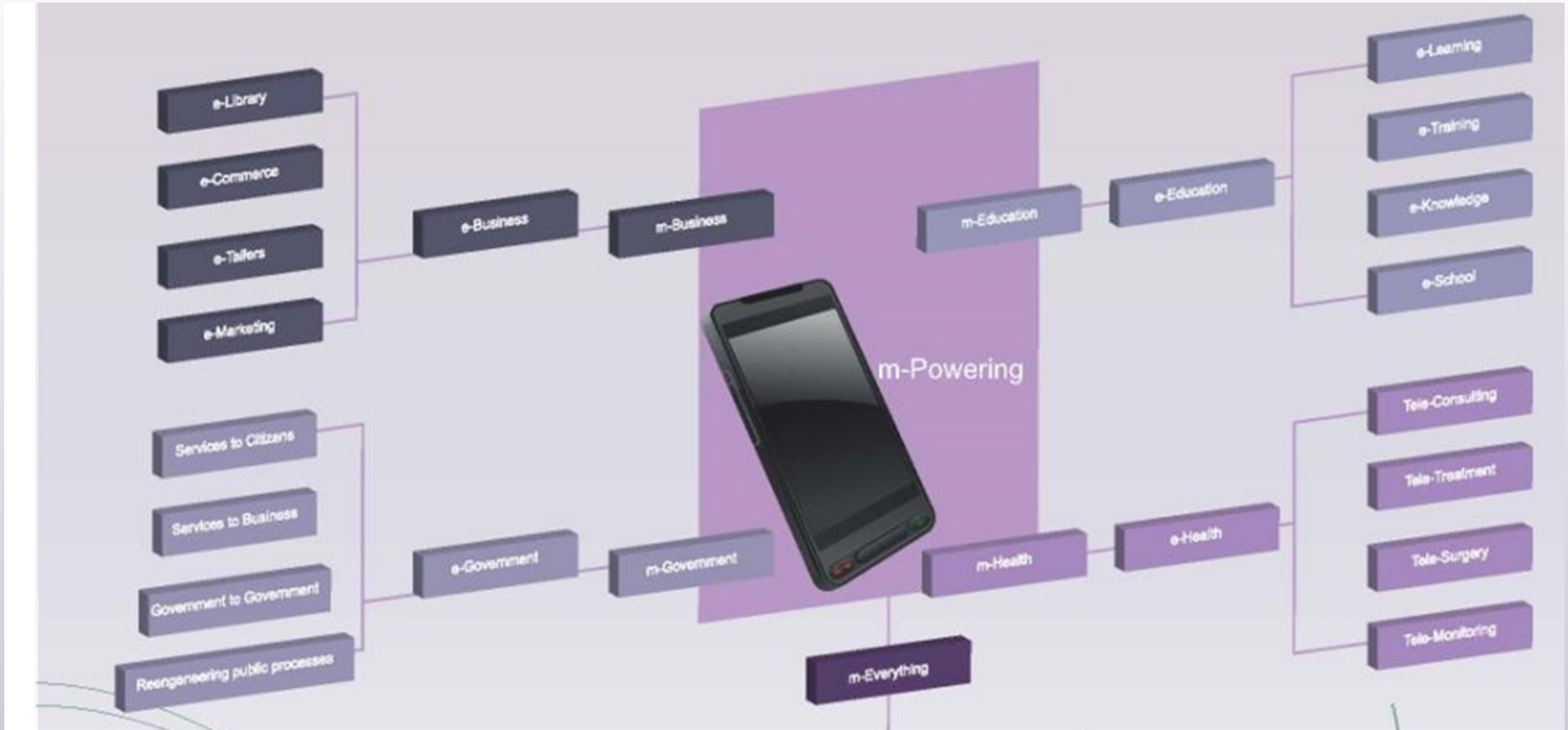
- Harness the potential of mobile connectivity for all global citizens.
- Identify solutions to common problems in a collective manner.
- Share best practices and facilitate complementary m-services.
- Promote public-private partnerships for sharing and reducing costs
- Increase use of mobile services in health, education, agriculture, banking, commerce.
- Foster mobile services in underdeveloped areas for social integration.



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# Leveraging wireless technologies for the knowledge society



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# Role of the Advisory Board

- Leaders of industry
- Focused input and unique insights and ideas
- Governance framework
- Pilot projects and applications
- Conventional models and options for improvement
- Pool resources
- Strategic issues



# Member Activities

## *During the Meeting:*

- Analyze cross cutting issues
- Creation of working groups and/or thematic committees
- Assess the impact of actions taken
- Identify potential remedies and innovative solutions
- Share experience and expertise
- Demonstrate best practices





# Member Activities

## *After the Meeting:*

- Promote the use of mobile applications for development
- Encourage political, legislative and regulatory frameworks that facilitate the initiative
- Act as a goodwill ambassador
- Independent source of information and “wise counsel” to policy makers other leaders
- Inform and advise on strategic issues



# Objectives of the First Meeting

- Identify common goals and challenges
- Fundraising and partnerships
- Establishing electronic exchange platforms for the exchange of ideas
- Initiation of field work in various regions
- Setting up working groups/thematic committees
- Clear objectives for the evolution of the initiative and adherence to the proposed timetable



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# Topics for Discussion

- Which type of projects should be developed or encouraged?
- Which business models can be used in developing countries?
- Which m-applications should be replicated and scaled up?
- How can we gather essential funding that ensures win-win outcomes for all involved?
- How can an enabling environment that benefits all stakeholders be created and fostered?
- What are the roles of policy makers, operators, regulators and service providers in this process?
- How can we improve citizen awareness and knowledge to use m-services?
- What should be the standards to ensure quality, safety and effectiveness?



# Thank you for your attention!

**m-Powering Development for a better tomorrow**

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