

## TERMS OF REFERENCE FOR THE M-POWERING DEVELOPMENT INITIATIVE ADVISORY BOARD

### 1. Purpose of the Initiative

The m-Powering Development Initiative Advisory Board is designed to provide strategic guidance to the leadership of the Telecommunication Development Bureau (BDT). The Advisory Board helps ensure that the Initiative remains true to its mission and is aligned with the Strategic Plan of the Development Sector (ITU-D) of the International Telecommunication Union (ITU).

The second cycle of the Advisory Board comes at a critical time when the international community has adopted the “Transforming our world: 2030 Agenda for Sustainable Development”, 17 Sustainable Development Goals and their associated 169 targets. The future work of the m-Powering Development Initiative Advisory Board would contribute to the ongoing efforts by the BDT to accompany countries on their sustainable development journey through the following actions:

1. Harnessing mobile networks in health, education, agriculture, banking, commerce, sport and other fields that foster sustainable development.
2. Increasing the use of mobile services and applications in our daily lives, in order to improve economic activity, particularly in rural and remote areas.
3. Fostering mobile services in areas that may not be economically profitable for operators today, but from a social development perspective there is a need to include them in the ICT society.
4. Creating synergies in existing initiatives to cross fertilize experiences and avoid duplication.
5. Facilitating the streamlining of usage of scarce resources.
6. Nurturing public-private partnerships and promoting large scale multi-stakeholder projects wherever possible.
7. Generating incentives to reduce prices of mobile services.

### 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 Board Members are expected to join at least one of these calls per year.

Advisory Board members' responsibilities include:

- i. Promoting the use of mobile applications for social and economic development.
- ii. Analyzing 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 society.
- iii. Encouraging the adoption of policies, legislative and regulatory frameworks that facilitate and promote the deployment of mobile networks.
- iv. Proposing and approving the creation of working groups that contribute to the implementation of the objectives of this Initiative.
- v. Assessing the impact of actions taken to promote the use of mobile devices and applications for social and economic development.
- vi. Acting as a goodwill ambassador promoting programs and projects designed to achieve greater penetration of mobile telecommunications services.
- vii. Identifying potential remedies and innovative solutions through crowdsourcing and collaboration.
- viii. Providing 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.

### **3. Composition of the Board and Term of Membership**

The Advisory Board shall be composed of eminent personalities from diverse backgrounds to provide the necessary mix of expertise necessary for the effective functioning of the Advisory Board. The Members will serve on a pro bono basis, for a two-year term with the possibility of renewal for a second two-year term, if so invited.

The Chairmanship of the Advisory 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 Advisory Board may set up working groups to prepare reports on projects and specific thematic issues.

### **4. Terms and Selection**

Members of the Advisory Board serve in their individual capacity. At the second physical annual meeting of the Advisory Board, with support from the Director of the Telecommunication Development Bureau in his official capacity, the composition of the

Advisory Board will be reviewed and recommendations made for additions or modifications. At that meeting new members will be appointed to the Advisory Board as necessary.