



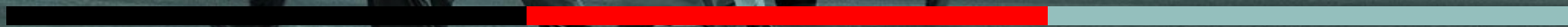
Connected
Society

GSMA's approach to extending coverage and connectivity

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Our Industry Purpose

- In launching our purpose, we are highlighting our commitment to playing a leading role in the achievement of the SDGs.
- The Mobile Industry is the first to commit to having a positive impact on the achievement of the SDGs





The 2017 Mobile Industry Impact Report: Sustainable Development Goals



In 2017

**THE MOBILE INDUSTRY
HAS INCREASED
ITS IMPACT ON
ALL 17 SDGS**

www.gsma.com/2017sdgimpactreport

#betterfuture



While operators contribute to each SDG in different ways, three underlying trends explain much of the improvement in the industry's impact across all 17 SDGs in 2016:



BETTER NETWORKS – mobile operators have invested heavily in expanding infrastructure and improving quality of service.



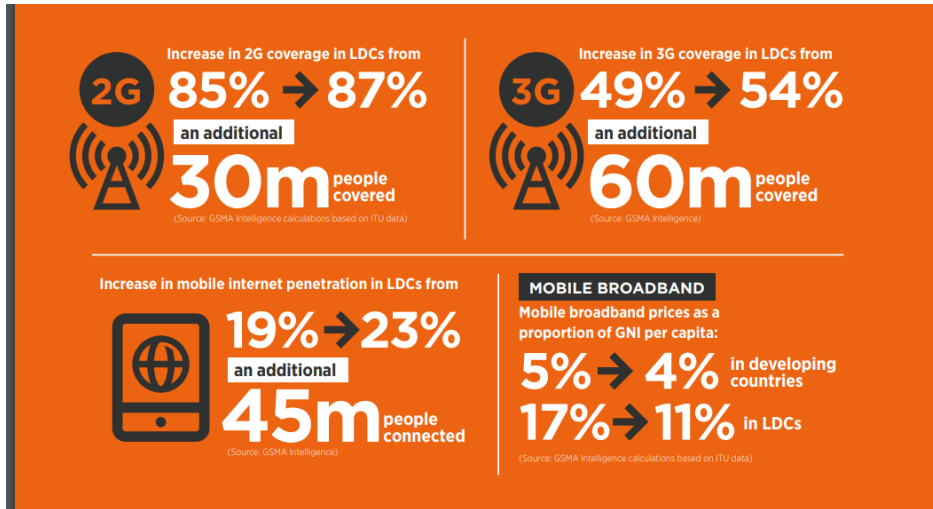
MORE CONNECTIVITY – operators continue to connect the unconnected. The economic and social benefits of this are wide-ranging, with connectivity driving improvements in economic growth through improved productivity, infrastructure development and efficiency.



DOING MORE WITH MOBILE – users are becoming increasingly sophisticated in how they use their mobile phones and are starting to access more advanced mobile-enabled services such as mobile money, mAgri and government services. These have been shown to have a significant and positive socio-economic impact.

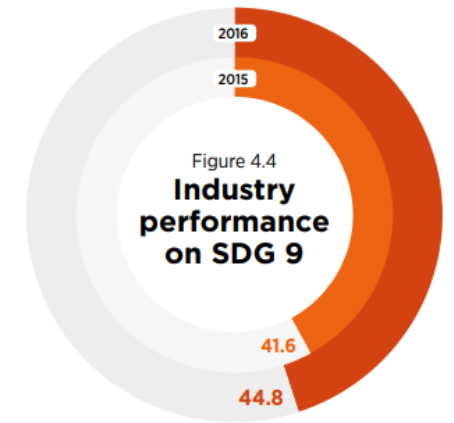


SDG 9: INDUSTRY, INNOVATION AND INFRASTRUCTURE



The mobile industry has a critical role to play in SDG 9, which focuses on building resilient infrastructure, promoting inclusive and sustainable industrialisation and fostering innovation.

It contributes both as a provider of critical infrastructure and as a catalyst for the evolution of other industries.



Operators also directly influence Target 9c, which calls for a significant increase in access to information and communications technology as well as universal and affordable access to the internet in least developed countries (LDCs) by 2020.



ACCELERATING IMPACT

Network coverage and take-up continue to increase in LDCs, with at least 83% of the population within reach of a mobile network.

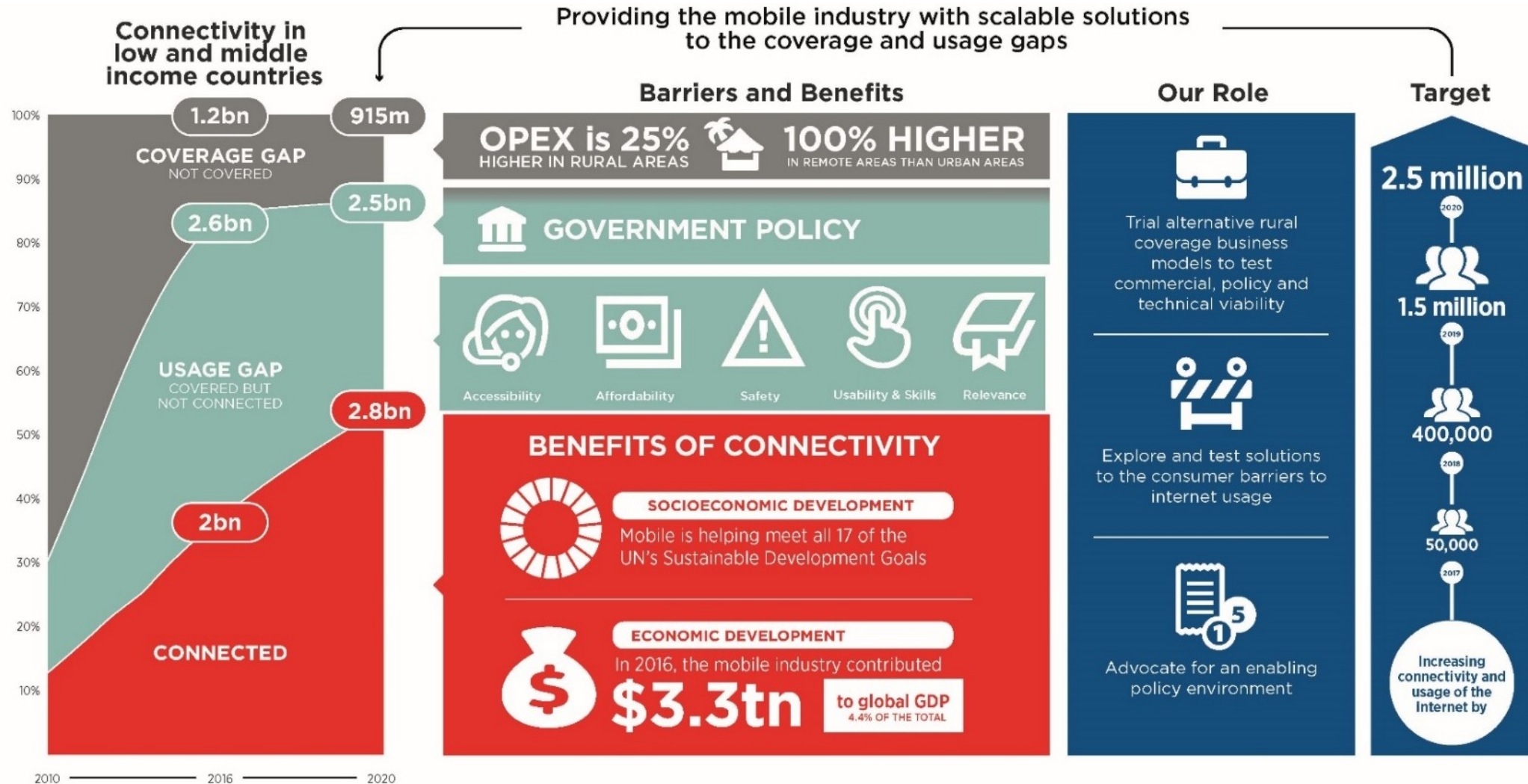
However, while 2G enables a basic level of internet access, it does not provide users with the quality and applications available from 3G networks.



Without universal access to the latter, many people in LDCs will not be able to realise the economic and social benefits of the internet.



Enhancing connectivity in low- and middle-income countries: What role does GSMA play?





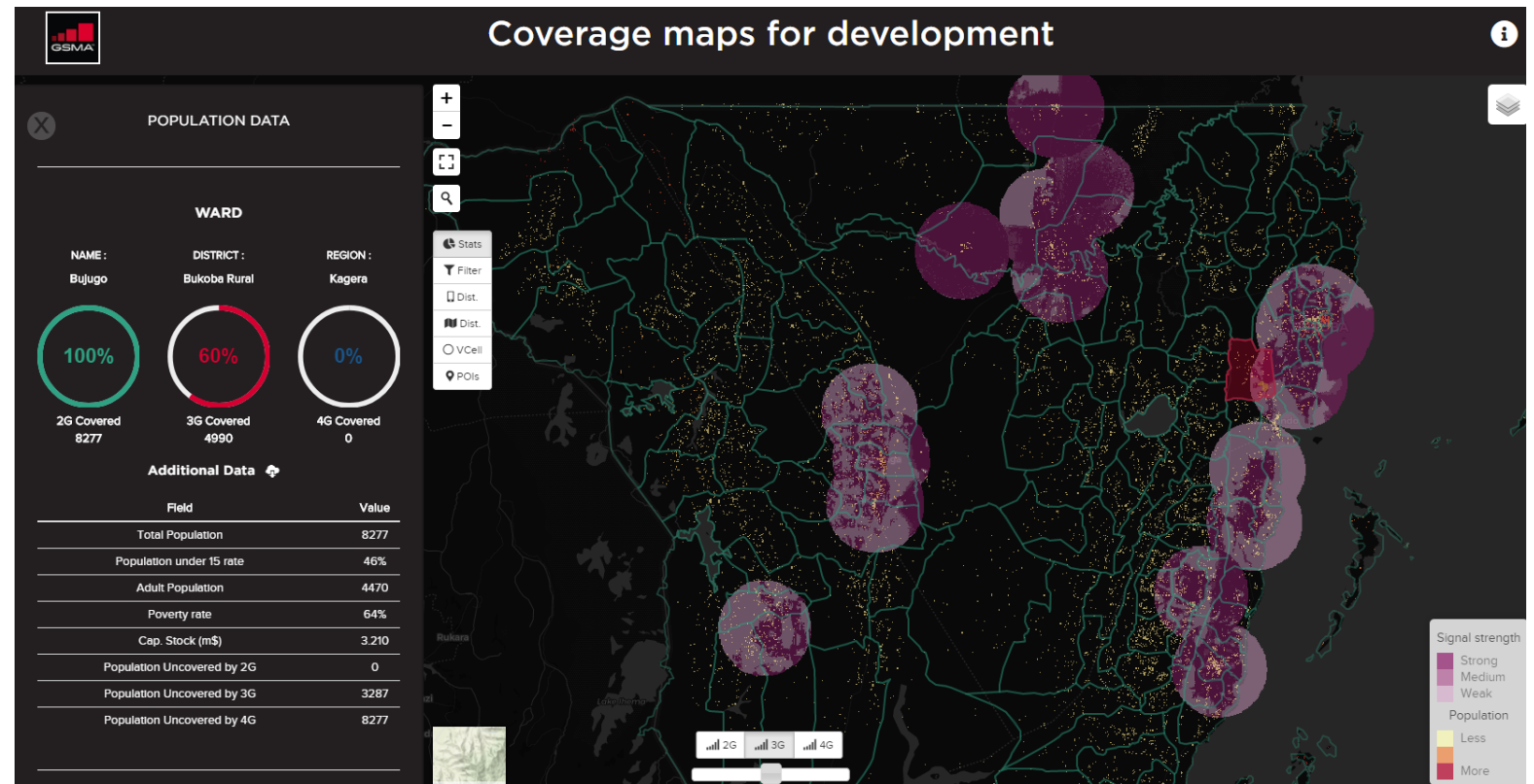
Developing an innovative online platform to identify coverage opportunities

COVERAGE MAPS 4 DEVELOPMENT

Maps of uncovered populations, disaggregated by 2, 3 & 4G

- ✓ Uncovered population figure per settlement and local administrative area
- ✓ Socio-economic data
- ✓ Infrastructure data/Points of Interest
- ✓ Humanitarian Related data

Targeted image granularity up to 10m x 10m

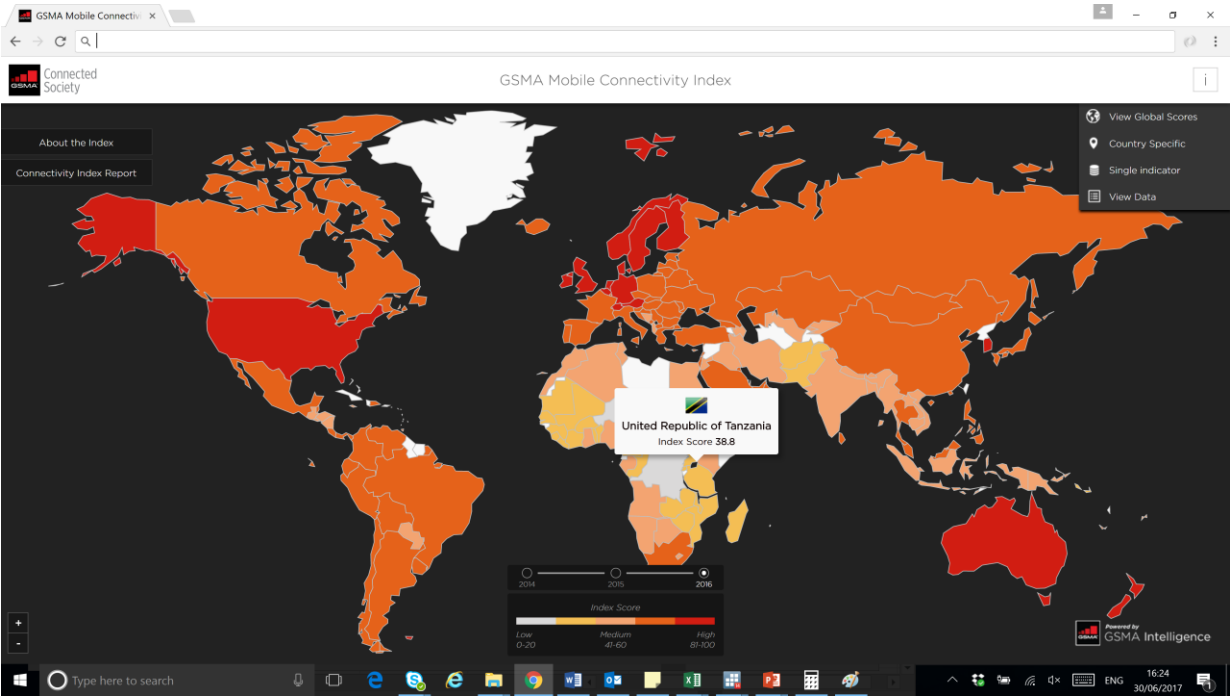
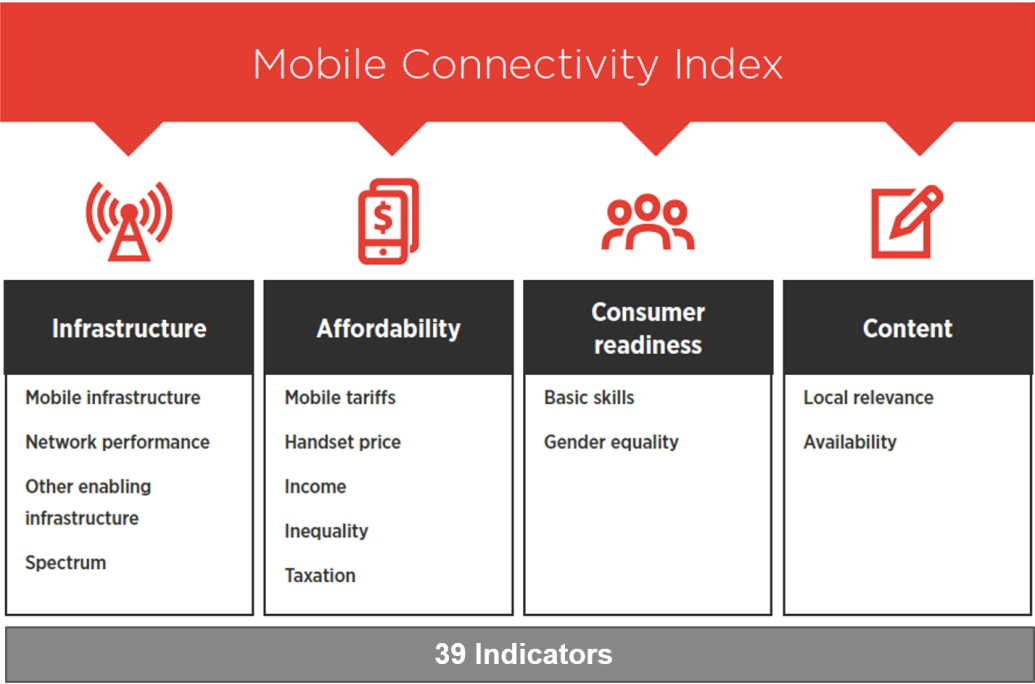




Measuring performance of countries' progress in enabling mobile internet connectivity

Mobile Connectivity Index

www.mobileconnectivityindex.com





Capacity building & advocating for improving the regulatory environment

POLICY BEST PRACTICES FOR RURAL COVERAGE

Capacity building of regulators to enhance investment in rural areas:

- Eliminating unnecessary deployment costs
- Enhancing operational flexibility of operators
- Increasing investor confidence

Recommendations centring on:



Regulatory
principles



Spectrum
policy



Taxation
policy



Administrative
efficiency
(red tape)



Infrastructure
sharing



Non market-led
interventions



Report available in English,
French and Spanish



Supporting innovation in the connectivity space

Tracking promising innovation on our

INNOVATION VENTURE FUND

DIGITAL INCLUSION INNOVATION PORTAL





In-market connectivity projects

Case study: Digital skills training, Tigo Rwanda

80,000+ customers trained by Tigo
Rwanda over 3 months

Localised training toolkit

- WhatsApp
- YouTube
- Google
- Safety and cost
- Activating an Internet pack
- Checking your balance

77%
of trained customers
**increased their
mobile internet
use**



In-market connectivity projects

Case study: Rural coverage, Airtel, Tigo, and Vodacom Tanzania

Over 
72,000

rural inhabitants
covered by
3G services
for the first time



A woman with short dark hair, wearing a patterned dress, is smiling and looking down at a smartphone she is holding with both hands. She is standing in an outdoor market or street setting. In the background, there are various items hanging on a rack, including bags and clothing. Another person is partially visible in the lower left corner, and there are more market stalls and structures in the distance. The overall scene is bright and lively.

Thank you