

**Building  
Stronger and  
Connected  
Vanua**



**Turning Passion into Mobile for Good**

**SOCIAL TRANSFORMATION THROUGH MOBILE  
TECHNOLOGY**

PITA CONFERENCE OCTOBER 2019, Hilton Denarau  
Ambalika Devi, Foundation Executive



**Vodafone  
ATH Fiji  
Foundation**

# Vodafone ATH Fiji Foundation

## Who are we?

- Philanthropic arm of Vodafone Fiji
- Core objective is to bring about positive change in the lives of people and communities that we do business with
- We do this by empowering our people and utilizing our technology platforms



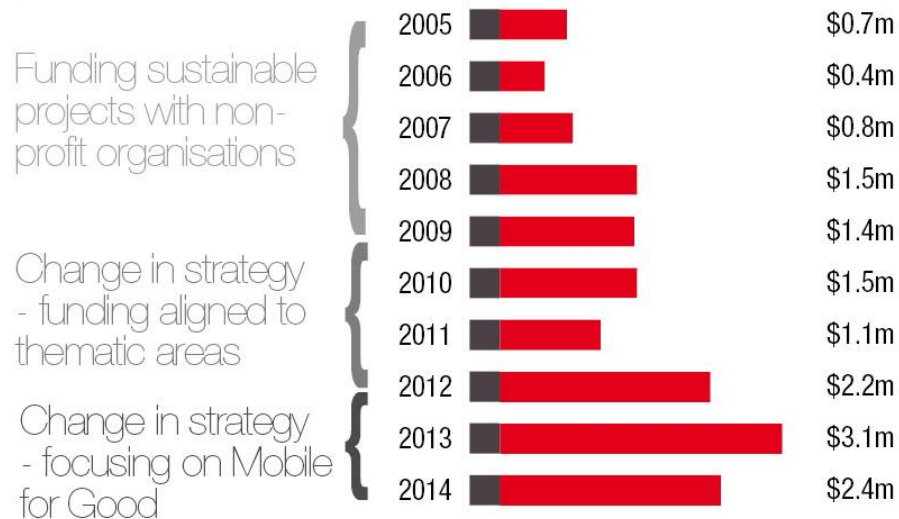
ECONOMIC  
Empowerment

HEALTH of  
our population

Accessible  
EDUCATION

Of Youth and  
Women

## Social Investment Financial Period 2005-2014





# Vision

Building a stronger and connected Vanua  
[A place where people and communities Thrive]

# Mission

The Foundation is committed to connecting communities around Fiji to improve lives. To achieve this objective the Foundation uses its charitable giving and its privileged access to Vodafone networks, technology, customers and employees to connect people with the necessary tools to make a difference in the world.



## Connected Community Solutions

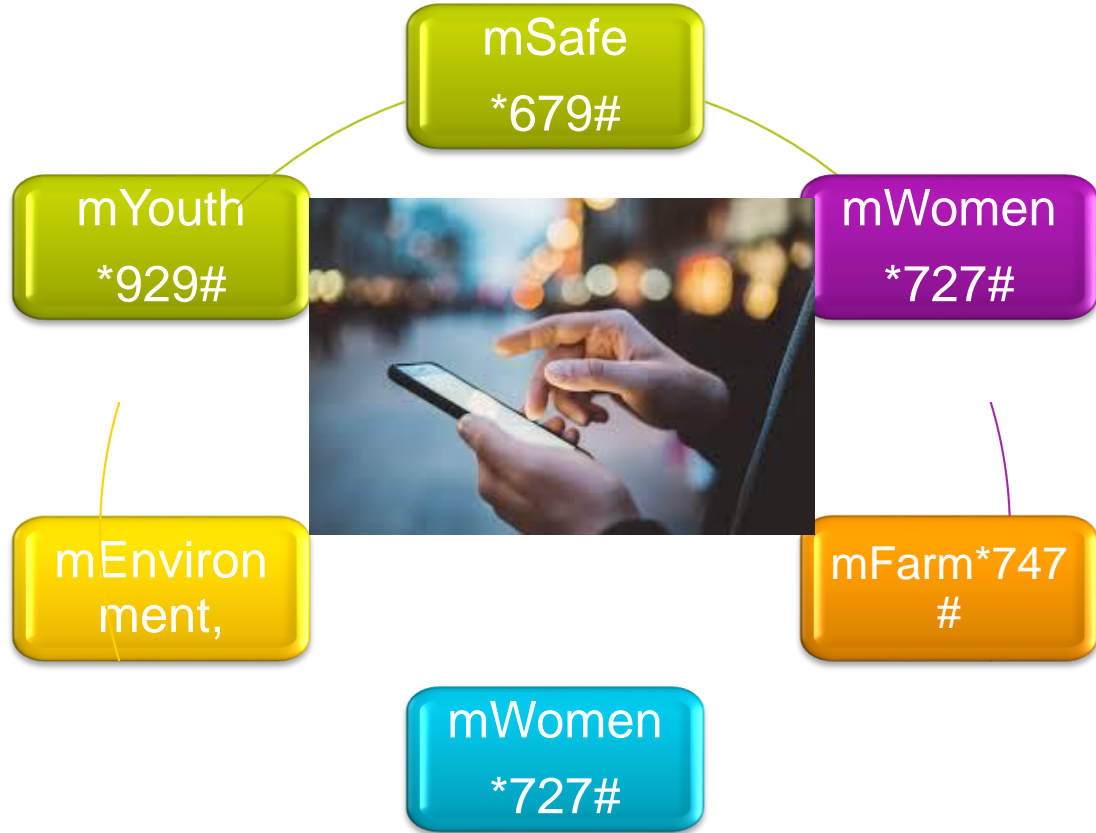


## PHYSICAL SECURITY VS VIRTUAL SECURITY





# Positive Use of Technology for Social Good



# Mobile for Good

1

- mEducation initiative - over 200 schools and 100 youth clubs

2

- mSafe reaching over 20k people on daily basis \_ providing SMS tips pertaining to youth issues

3

- mSpeakUp received 5000 queries in 3 days

4

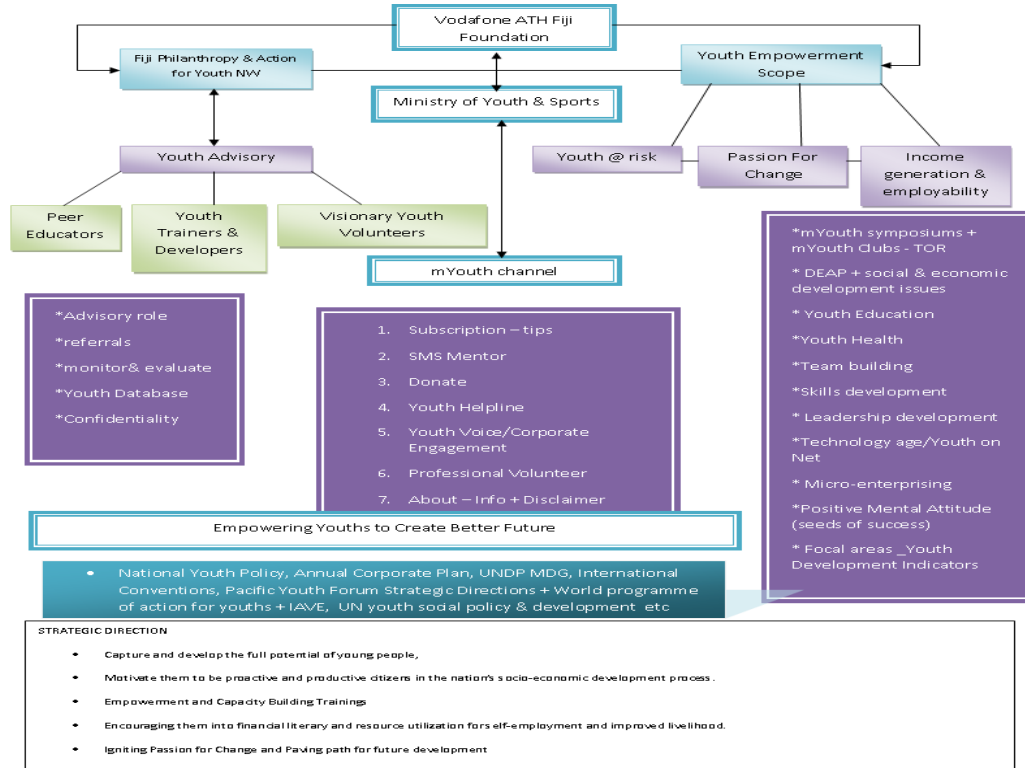
- mPortal ---- turning passion into profit, knowledge sharing, internet of things, authentic Career, health and wellbeing of youths

5

- [www.mobilise.com.fj](http://www.mobilise.com.fj) 1) mYouth, mFarm, mHealth and mWomen



## Helping our Police



*mSafe  
programme*



## The HEALTH of our



1. mLiver
2. mKidney
3. mStress
4. mCancer
5. mAbility
6. mGyno
7. mFitness
8. mReproductive
9. mDiabetes
10. mHBP
11. mEyecare
12. mChild
13. mHeart

*Currently 30% of Fiji's population have diabetes, can escalate to 50% in next 5 years. The state NCDs have been described as "humanitarian Crisis"*

*2008 – 82% of the population die between the age of 35 to 59.  
70% become disable before they die  
Only 16% see their FNPF*

*According to doctors, is one is developing serious illness at the age of 35 means they have started to acquire disease at the age of 15*





**mPortal – mobilise is a communication and information project of the Vodafone ATH Fiji Foundation that works in partnership with partner organisations in Fiji to strengthen the local provision, use, and impact of the Foundations thematic communication, advocacy initiatives' that increase participation and inclusion**

## **What is mPortal?**

**Issues, Solutions, use of proactive approach, sharing successes from one community, one project to another with directory of services and where to get help. One stop shop for all issues pertaining'**



# M4G, Connected Community Solutions

- M4G programme uses technology and its people to bring about social change in the community that we work with.
- The platform shares information pertaining to the face to face symposiums and training of trainers programme we run in community in partnership with the charity organizations
- USSD SMS one way
- USSD – 2 way
- Our local cross-cutting strategy for any Mobiles for Good initiative is to develop, partner, or provide assistance for programmes /projects that promise meet the essential needs of people in our communities.
- We work in collaboration with partners to identify opportunities and develop tailored mobile services and applications that meet these needs. These are 'lifeline' rather than 'lifestyle' services, because they help improve people's quality of life.



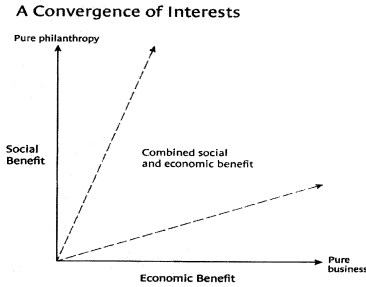
# M4G, Connected Community Solutions....cont'd

- We tap into the focus areas of the Foundation's existing programmes: World of Difference, SustainableFunding, Employee Engagement and Beyond Funder.
- The applications we develop for Mobiles for Good shall cut across the different aspects of development outlined by the National Development Framework and Sustainable Development Goals, enabling financial independence, empowering and educating people, and improving health and wellbeing.
- In doing so, we will only adopt projects/programmes that demonstrate innovation and reach.
- The opportunities for mobile communications to contribute to development are vast, but as a starting point working on projects/programmes that align with our above focus areas and group Social Investment Policy. Some potent initiatives identifies and realised are as follows: mWomen, mHealth, mWomen, mFarm /mAgriculture, mEducation, mEnvironment and Disaster



*combining **social and economic benefits** to filter to youths, communities with multiplier and replicator effect*

# Strategic Philanthropy



# mAbility – more than a SMS



# Tablets and Connection for the Disable Youths





# Corrective Surgery for youths

**Jone Malimali 16<sup>th</sup> Sept, 1993**



- Had two big surgeries to straighten his legs. Realignment surgeries!

**Gloria Sereana, 23<sup>rd</sup> May, 2003**



- Had two big surgeries to straighten his legs. Realignment surgeries!

## Towards an EDUCATED society



### Students

- Digital Natives..



### Teachers

- Adapting technology – Digital Immigrants



### Parents

- Awareness

## mEducation Initiative

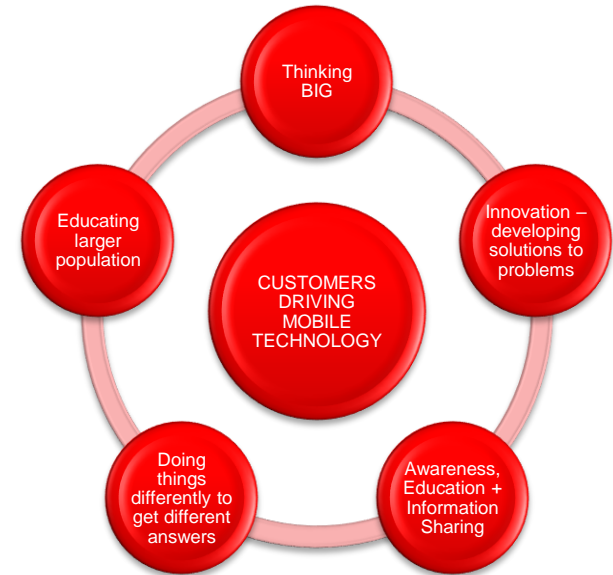
Connecting Schools and Youth Clubs



## Technology rollouts Tech savy volunteers

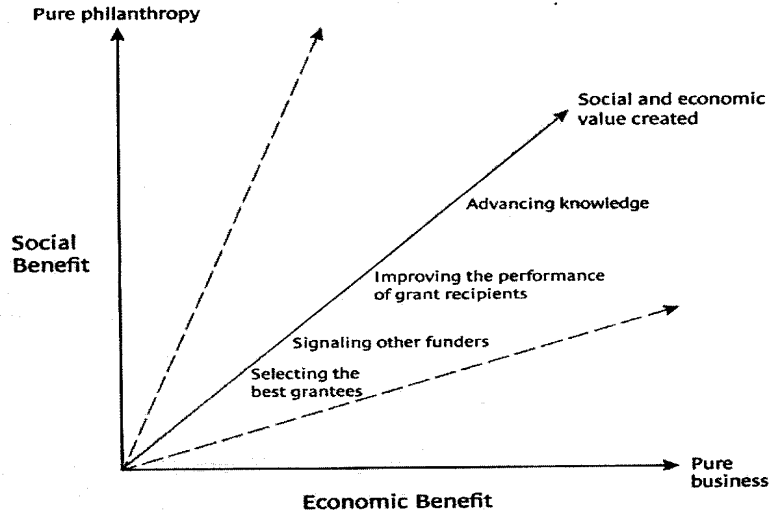


## World of Difference programme



## How we have create value

### Maximizing Philanthropy's Value



- Selecting the best grantees
  - Use the grantee's performance to measure our performance
- Signalling other funders
  - Corporate Donors
  - Bilateral & Multilateral
- Improving the charity performance through use of technology
- Advancing knowledge
  - Set agenda for public or gov't policies through charity partners networks

**Innovation:** We innovate in new areas of activity where our technology can make a difference.

