



Sustainable Development: Using What We Have to Get What We Need

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Mobile industry commitment to UN SDGs

The mobile industry has moved from being a luxury service provider in an analogue economy to providing **the foundations of all interactions in the digital world:**

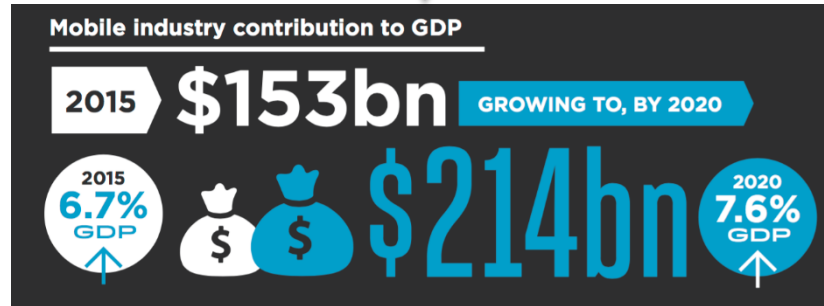
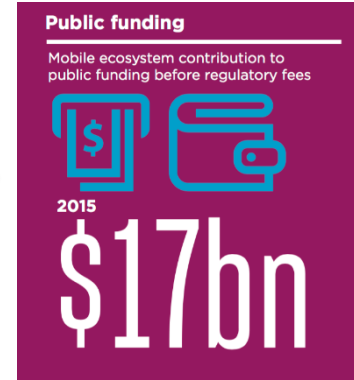
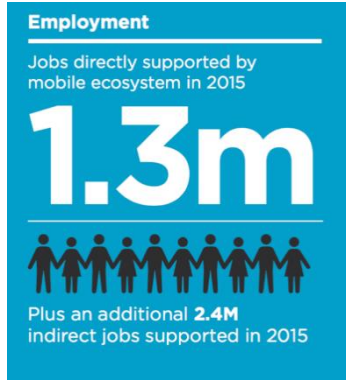


“We as an industry are supporting these goals, and by supporting these goals we can steer this planet into a more resilient, inclusive and sustainable path”

- **Mats Granryd, MWC keynote 2016**

The MWC keynote announcement makes Mobile the first Industry to come together with a commitment to support the SDGs

The positive impact of mobile in Africa



Mobile sector contribution to the Digital Economy

Mobile contributing to economic
and social development across the world



**Delivering digital
inclusion to the still
unconnected populations**
Mobile internet penetration
2015: 25%
2020: 41%



**Delivering financial
inclusion to the unbanked
populations**
in **42** countries in Africa
via **157** service providers
as of **June 2016**



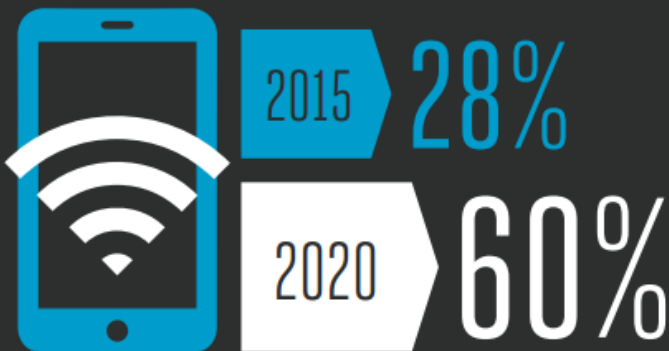
**Delivering innovative
new services and apps**
Number of M2M
connections to reach
36m by **2020**



Growth of mobile broadband

Accelerating moves to mobile broadband networks and smartphone adoption

MOBILE BROADBAND CONNECTIONS



SMARTPHONES



By 2020, there will be 720m smartphones.

Growth of

494m

from the end of 2015



Mobile industry making SDGs come true



AGRICULTURE - End hunger, achieve food security and improved nutrition, and promote sustainable agriculture.

Agriculture is the main contributor to GDP in emerging markets and the largest employer. Mobile operators provide nutritional information to improve the health of people in emerging markets. They are also leading delivery of critical information to improve the crop yields and incomes of smallholder farmers.

Tigo Kilimo, Tanzania

Tigo Kilimo is an agricultural value-added service provided by mobile network operator Tigo in Tanzania. The service offers information for farmers and can be accessed via four mobile channels: USSD, push SMS subscription, IVR or a helpline. Tigo Kilimo provides agronomic tips on ten major crops, market price information on the crops for key markets, and weather forecasts for 26 regions of the country. This service was launched in December 2012 and has more than 400,000 registered users.



HEALTH - Ensure healthy lives and promote well-being for all at all ages.

Mobile is having a profound impact on the healthcare industry, with over 1,200 mobile health initiatives deployed to date. Mobile networks enable the delivery of mobile health to people and places previously unreachable, providing healthcare to those who need it most.

Chipatala Cha Pa Foni, Malawi

In December 2015, Airtel Malawi partnered with VillageReach V to relaunch 'Chipatala Cha Pa Foni' an integrated service merging the original maternal and child health Chipatala Cha Pa Foni service with Airtel Malawi's Dial-a-Doctor service. With this integrated service, a user can dial a shortcode and connect to a hotline worker. The hotline worker can directly refer appropriate cases to an on-call Dial-a-Doctor physician. Calls are answered in the local dialect Chichewa.

The service also promotes a maternal and child health information service run by VillageReach. This was launched in one district and garnered approximately 1,000 calls per month. The partnership has led to the service scaling to four additional districts, with an average of 4,000 calls per month.



EDUCATION - Ensure inclusive and equitable quality education, and promote lifelong learning opportunities for all.

Mobile operators are working to support students and teachers in integrating mobile technologies into the classroom. Mobile also enables access to greater learning opportunities for youth in urban hubs and remote locations.

Najja7ni, Tunisia

In Tunisia, where 30% of people below the age of 30 are unemployed, the Najja7ni m-learning initiative has helped more than 1 million marginalised young people improve their education, employability and financial inclusion.

The initiative was launched in 2010 with an education service for primary and secondary school children, and has since developed with an m-English service in 2011 and the employment service in 2013 focused on helping young job seekers and entrepreneurs succeed in the job market. Najja7ni Education offers children from remote areas, and disadvantaged children in urban areas, the chance to learn mathematics, sciences, Arabic, French and English. The approach works through popular subject areas such as travel, technology and the environment and uses around 2,500 questions and answers.



WOMEN EMPOWERMENT - Achieve gender equality and empower all women and girls.

200 million fewer women than men own mobile phones in low- and middle-income countries. The mobile industry is working to close this gender gap and deliver socio-economic benefits to women, such as increased access to financial, health, education and employment services and opportunities.

Sini Tonon and Tin Nogoya, Mali

In Mali, mobile money customers tend to use their mobile money account as cash storage, insurance products are lacking, and fertility and maternal mortality rates are some of the highest in the world. Orange Money saw an opportunity to launch two linked savings and insurance products targeted at Malian women, a previously untapped market.

Sini Tonon, the savings product, is offered on the Orange Money platform. The savings account can be opened by any Orange Money subscriber with a minimum initial deposit of XOF3,000 (approximately \$5), by selecting an option in the USSD mobile money menu to move money from the main wallet to the savings account.

Tin Nogoya is an insurance product that activates automatically when a savings balance reaches XOF40,000 (approximately \$66) in the Sini Tonon account. It gives the user 12 months of life/disability and maternal health insurance.

Sini Tonon has encouraged saving habits among both female and male customers, and Tin Nogoya is well positioned to provide previously uninsured customers with access to micro-insurance. With these products, Orange has the potential to generate new customer segments and increase usage rates for its mobile money service, especially among women.



WATER - Ensure availability and sustainable management of water and sanitation for all.

262 million people without access to an improved drinking water source live in areas covered by mobile networks. Mobile networks and services can improve the efficiency of water- and sanitation services and extend their reach.

Water usage monitoring solution, South Africa

Mobile operator MTN has developed a usage monitoring solution for water utilities. Its system is web-based; data can be accessed from any device with an internet connection. The utility's staff can view and monitor a number of sites, and receive information on the total monthly water consumption, the number of anomalies detected and solved, as well as those that remain unsolved, and the estimated monthly savings on water bills.

Results suggest significant savings for partners: a pilot test showed that a company losing 21,000 litres of water a day from a leak and paying a ZAR400,000 (\$30,800) bill every month as a result would save an estimated ZAR3.5 million (\$270,000) per year by using the monitoring platform.



ENERGY - Ensure access to affordable, reliable, sustainable and modern energy for all.

More than half of the 1.2 billion people who lack access to electricity are covered by mobile networks. Mobile technology can increase the access to and efficiency of reliable energy services through mobile payments and smart energy metering solutions.

Mobilis - pay-as-you-go solar, Rwanda

Mobilis launched its pay-as-you-go solar business in Rwanda in 2012. Mobilis offers off-grid customers in emerging markets prepaid solar home systems paid through a 36-month loan term, including customer support and maintenance. This PAYG model is enabled by mobile payments and GSM-based machine-to-machine (M2M) connectivity in the solar unit to monitor system usage and performance while providing Mobilis remote control.

Some 22% of all Mobilis customers in 2014 opted to buy the business kit to generate income with their systems, confirming Mobilis's expectations that 20-30% of customers would invest in a system that could generate revenue through a charging service. One of the most significant livelihood benefits to Mobilis entrepreneurs was the finding that they can earn an estimated RWF25,000 (\$35) per month from their phone and lantern charging business, exceeding the monthly cost of Mobilis's 100W system with the business kit. Furthermore, 80% of Mobilis entrepreneurs keep their business open 1.5 hours longer than before Mobilis, resulting in additional revenue.



Potential for mobile broadband in Africa

Mobile in Africa by 2020



725 million unique subscribers
4.5 million jobs



\$20.5 billion to public funding
7.6% of GDP (or \$210 billion)



The mobile industry vision

Industry Purpose

SDG Impact Accelerator

INCLUSION
Connecting
Everyone

Scaling networks and access: expanding the global mobile network footprint and connecting subscribers to voice and data services

INNOVATION
Connecting
Everything

Innovation: creating new ways to enhance the quality of connectivity and ease of access; and innovating mobile-enabled platform services to meet sustainable development needs (e.g. mobile identity and M2M).

INFLUENCE
A Better
Future

Policy and partnerships: contributing to sustainable development policy alongside governments and agencies, both as an industry and together with other partners.

The challenge

- Achieving continued mobile sector growth will be difficult - access and affordability are critical customer-side constraints; requires technical and commercial innovation + policy changes to address sustainably
- Slow rate of digital transformation in the light of the radical and transformational demands of the SDGs
- Digital divide is skewing impact – uneven distribution of progress on SDGs along geographical lines
- Current reach and utility offered by mobile networks not being exploited to its fullest potential



Many of these challenges are being addressed by individual operators but the key to success is working together as an industry, with the right third parties, including the UN, to harness the potential



The SDG commitment and call to action

The mobile industry is resolute in its ambition to create to a #BetterFuture and commits to:

- Partner with the UN to develop a road map for the mobile industry, with an initial focus on humanitarian assistance;
- Become a lead advocate of SDG impact reporting and sustainability principles, including the UN Global Compact ten principles;
- Utilise the industry's convening power to drive further SDG engagement and commitment.



Read more on mobile industry impact on SDGs



http://www.gsma.com/betterfuture/wp-content/uploads/2016/09/_UN_SDG_Report_FULL_R1_WEB_Singles_LOW.pdf



MERCI

THANK YOU

ASANTE

OBRIGADO

