**Abstract:** The rise of the mobile services demand and the implementation of the national broadband plan must be supported by new infrastructure. Nevertheless the ICT‘s industry and the governments have big challenges in order to promote the infrastructure deployment in a friendly way with the public health and the environment. The Colombian ICT Ministry and the National Spectrum Agency (ANE) promote a good communication channel with the public, with clear and reliable information about human exposure to EMF, in order to empower the people to verify compliance with the exposure limits recommended by WHO and ICNIRP, which have been adopted by Colombian Regulation. The National Spectrum Agency (ANE) has developed a robust and modern system to measure the electromagnetic fields generated by wireless telecommunications systems. All the information generated by the measurement system is available in a public online platform for the consultation of the citizens.

The presentation describes the Colombian Government’s point of view about the challenges to promote the infrastructure deployment and how to face them. It shows an overview of the public online platform with EMF exposure measurements and the strategy to empower the public in this topics.