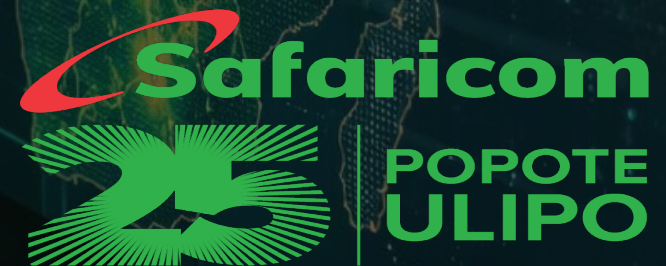


Mobile Big Data for Shared Value

How trusted Shared Value partnerships can
transform national decision-making

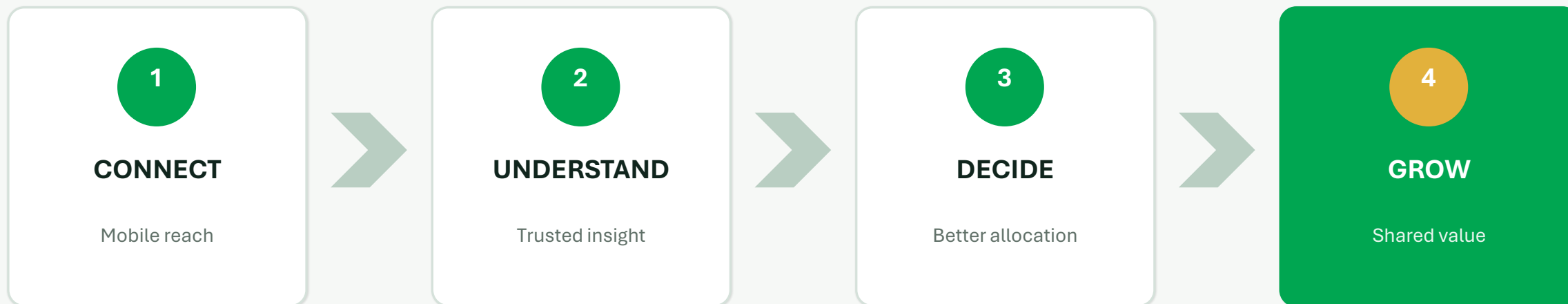
Benjamin Makai
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Safaricom PLC

7–8 September 2026



Connectivity becomes more valuable when it becomes intelligence

A shared-value flywheel turns data into decisions, impact and sustainable growth.



Mobile network data is not only a commercial asset. Under strong governance, it can become decision infrastructure for development.

The data gap is becoming a decision gap

Official statistics remain essential. Mobile big data can add speed, granularity and new context.



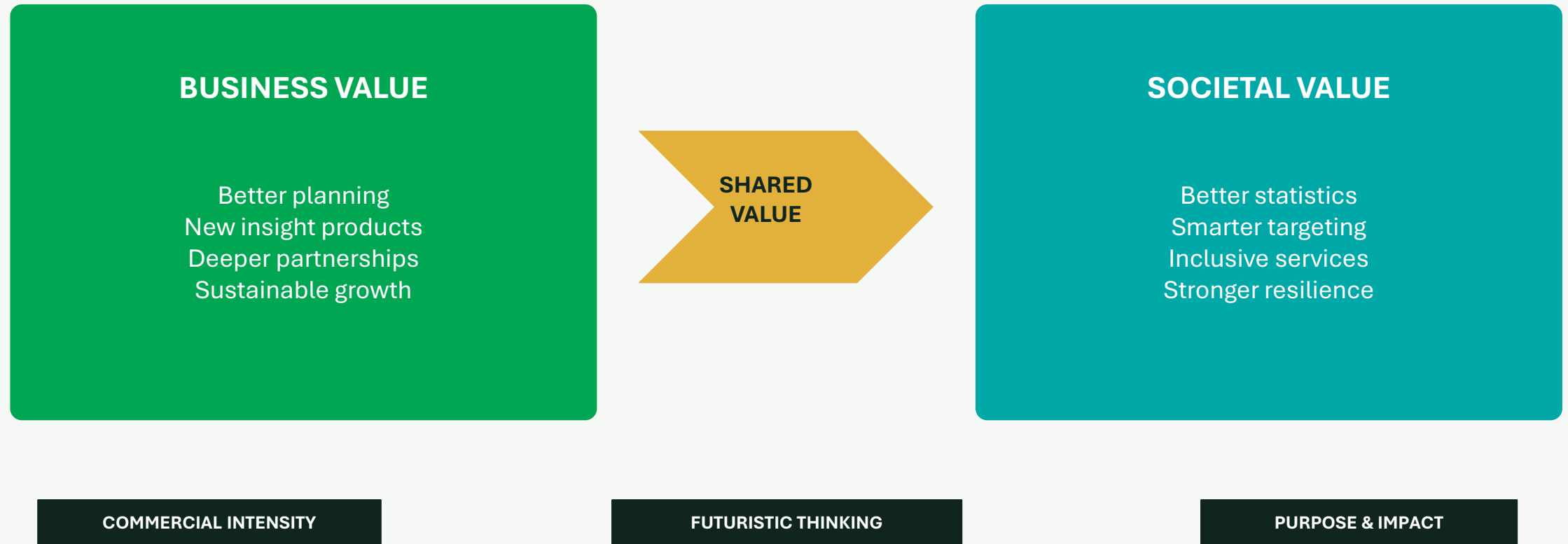
Questions leaders need to answer

- ? Where are populations changing?
- ? Which communities are most exposed?
- ? Where should services and infrastructure go?
- ? How quickly are shocks reshaping mobility?

The opportunity is to complement established methods with timely, privacy-preserving insights.

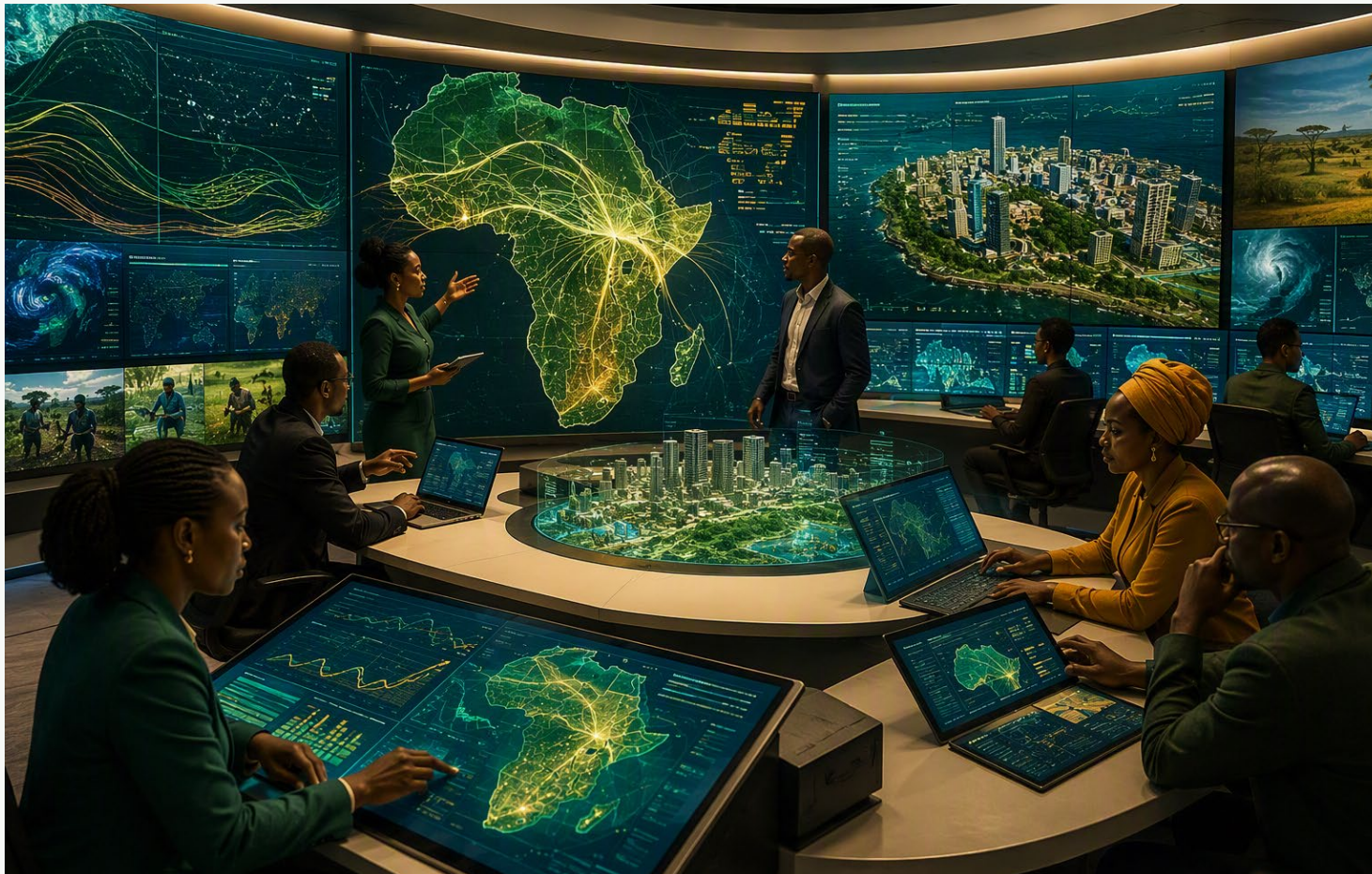
Shared value aligns purpose with growth

A Gearing for Growth lens: commercial intensity, futuristic thinking and measurable societal impact.



Mobile data is a national development sensor

Anonymised, aggregated signals reveal patterns of place, movement and change.



Population dynamics

Where people concentrate

Human mobility

How places connect

Urbanisation

How settlements evolve

Connectivity gaps

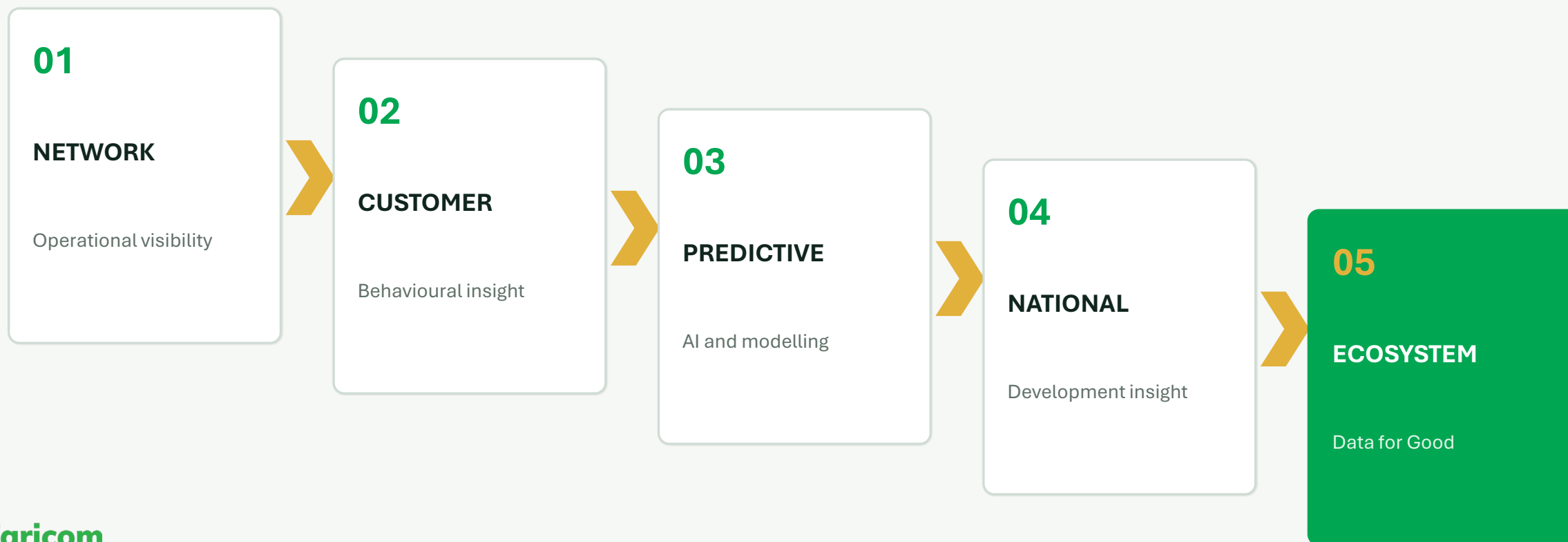
Who may be left behind

Shock response

How patterns change

From operational analytics to national insight

The platform journey enables a higher-order Data for Good ecosystem.



Safaricom + KNBS: towards living statistics

A partnership vision for dynamic, decision-ready population insight. Started in 2019 as a Pilot. Plans to extend use case to information Society SDG 17.8.1 Collaborating with ITU

PARTNERSHIP

Mobile data + Official statistics



Granular population estimates



Dynamic population mapping



Mobility and migration insight



Urbanisation and service planning

FROM STATIC SNAPSHOTS TO DECISION-READY INSIGHT



The real innovation is the partnership

Five disciplines convert a promising use case into a trusted national capability.



- | | | |
|---|-------------------|---|
| 1 | PURPOSE | A clearly defined public-value question |
| 2 | LEGITIMACY | Mandates, roles and lawful basis |
| 3 | METHOD | Statistical rigour and validation |
| 4 | GOVERNANCE | Controlled access and oversight |
| 5 | ADOPTION | Insight embedded in real decisions |

Trust is the currency

Responsible innovation must be designed in, not added later.



1

PRIVACY

Anonymised and aggregated

2

GOVERNANCE

Defined roles and controls

3

TRANSPARENCY

Clear purposes and methods

4

ACCOUNTABILITY

Compliance and oversight

Innovation without trust does not scale.

The future of statistics is anticipatory

AI can help institutions see change earlier and test better responses.



NOW

Integrated data

NEXT

Predictive models

THEN

Digital twins

IMPACT

Anticipatory action

Describe → Predict → Simulate → Act

One capability, multiple public-value outcomes

The same trusted data ecosystem can support priority decisions across sectors.



HEALTH

Target interventions



EDUCATION

Plan connectivity



HUMANITARIAN

Identify vulnerability



CLIMATE

Target resilience

INSIGHT → TARGETING → OUTCOME

Build the trust architecture now

Three commitments can accelerate responsible mobile big data for official statistics.

01

PARTNER FIRST

Operators, NSOs, regulators, academia and development partners co-design the use case.

02

GOVERN FOR SCALE

Agree privacy, access, accountability and assurance before operationalisation.

03

MEASURE VALUE

Track adoption, decisions improved, societal outcomes and sustainable business value.

The prize: national insight that is timely, trusted and actionable.

From connectivity to intelligence

Mobile networks connect people.
Trusted mobile big data can help nations understand
change.
Partnership turns that understanding into shared
value.

Thank you

Benjamin Makai • Safaricom PLC