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Emergency Telecommunications for Better Preparedness

ITUGET
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THE GSMA



Has represented the interests of mobile operators worldwide for more than

30 YEARS



Unites nearly **800** mobile operators with more than



300

companies in the broader mobile ecosystem



Convenes more than **200,000** delegates annually from across the globe to **industry-leading** events



Focuses on activities where collective action can deliver significant benefits



Led the mobile industry to commit to the Sustainable Development Goals

Increasing in Frequency and Complexity

Outline

- **Role of Mobile Operator and Regulator**
- **Humanitarian Connectivity Charter**





Mobile a Basic Humanitarian Need in Times of Crisis

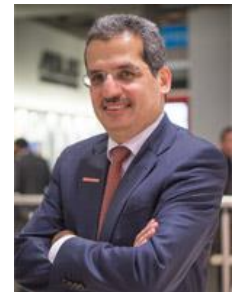


"You may wonder, well, whatthe Red Cross is doing in the new world of mobile technology? But we are seeing it literally revolutionize disaster response."

Suzy DeFrancis, Chief Public Affairs Officer, American Red Cross

". . enabling affected communities, governments and aid workers to access the internet, make a phone call or send a text is a vital part ofthe humanitarian response which follows."

Dr Nasser Marafih, Group Board Member and ex-CEO, Ooredoo



"I congratulate the GSMA and its membership for developing this partnership (the Humanitarian Connectivity Charter)which will enable people affected by crises gain access to vital communications."

Ban Ki-Moon, ex-Secretary-General, United Nations



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Role of Mobile Operator and Regulator





NET PLAN - KEY STEP IN PRE-DISASTER PREPAREDNESS

A National Emergency Telecommunications plan should:

1. Identify **KEY GOVERNMENT DEPARTMENTS & INDIVIDUALS** involved in disaster management
2. Encourage operators adopt **BUSINESS CONTINUITY MANAGEMENT** practices
3. Facilitate operators in establishing **EARLY WARNING SYSTEMS**
4. Outline **TRAINING INITIATIVES** for all those in disaster management
5. Explain how **TELECOM REGULATION MIGHT CHANGE** in a disaster context
6. Encourage **COLLABORATION** among regulators, operators and humanitarian responders





INNOVATIVE BUSINESS CONTINUITY MANAGEMENT PRACTICES

- **Turkcell** – Supplier assessments
- **Ncell** – Construction of Cell-on-Wheels
- **Zain** – Keeping senior management connected
- **NTT / KDDI** – Super resilience base stations





Using Cell Broadcast Service and SMS for Early Warning Systems (EWS)

CBS

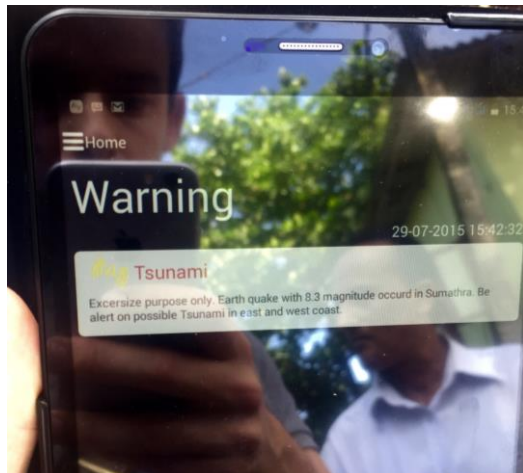
- Automatic display
- Mass delivery
- Message differentiation
- No network congestion
- No privacy violation
- Verified sources

SMS

- Provide and collect information
- Processing large volumes of information received



Mobile - Early Warning Systems Save Lives



Philippines: MNOs and government establish mobile alerts system

Maldives: Ooredoo repurposes existing service to create a Water Crisis Helpline

South Africa: Lumkani creates a fire detection and SMS-alert system

Nepal & Haiti: Flowminder to harness Call Data Records to monitor population Flows



Regulators should:

- Work with relevant multilateral agencies and operators to agree a set of policy guidelines that set out unambiguous rules allowing flexibility in emergency contexts; **e.g. relaxing antennae siting approvals**
- Liaise with customs and immigration agencies to build an emergency response plan;
- Help improve communication and coordination with regional and local agencies on telecommunications matters; e.g. utility companies for power failures; also in the spirit of Sendai Framework for DRR 2015-30
- Enable the use of Mobile-derived 'Big Data' to save lives;
- Adopt and promote robust Privacy and Data Protection principles



Examples of enabling Policies and Regulations for improved disaster response / recovery efforts

Japanese Ministry of Communications after Tohoku earthquake and tsunami

- Temporary increase in power levels of certain sites to increase range

AFAD Turkey after the Van earthquake

- Relaxing privacy laws upon request to allow Turkcell to help locate missing persons trapped under rubble

Philippines Financial Regulator

- Relaxing Know Your Customer (KYC) requirements to enable access to mobile Government-to-Person (G2P) payments after Typhoon Haiyan

Puerto Rican government and aviation agencies after Hurricane Maria

- The local and federal government and aviation agencies allowed Google's Loon to fly their balloons in order to provide connectivity to 200,000 users

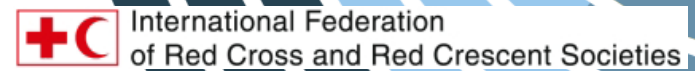
The GSMA launched the Humanitarian Connectivity Charter (HCC) to support Mobile Network Operators in improving preparedness and resilience among mobile networks

The Charter consists of:

1. shared principles adopted by key players in the mobile industry – **Enhanced coordination among MNOs, Standardize Preparedness across Industry, Strengthen Partnerships**
2. information for those affected by crisis

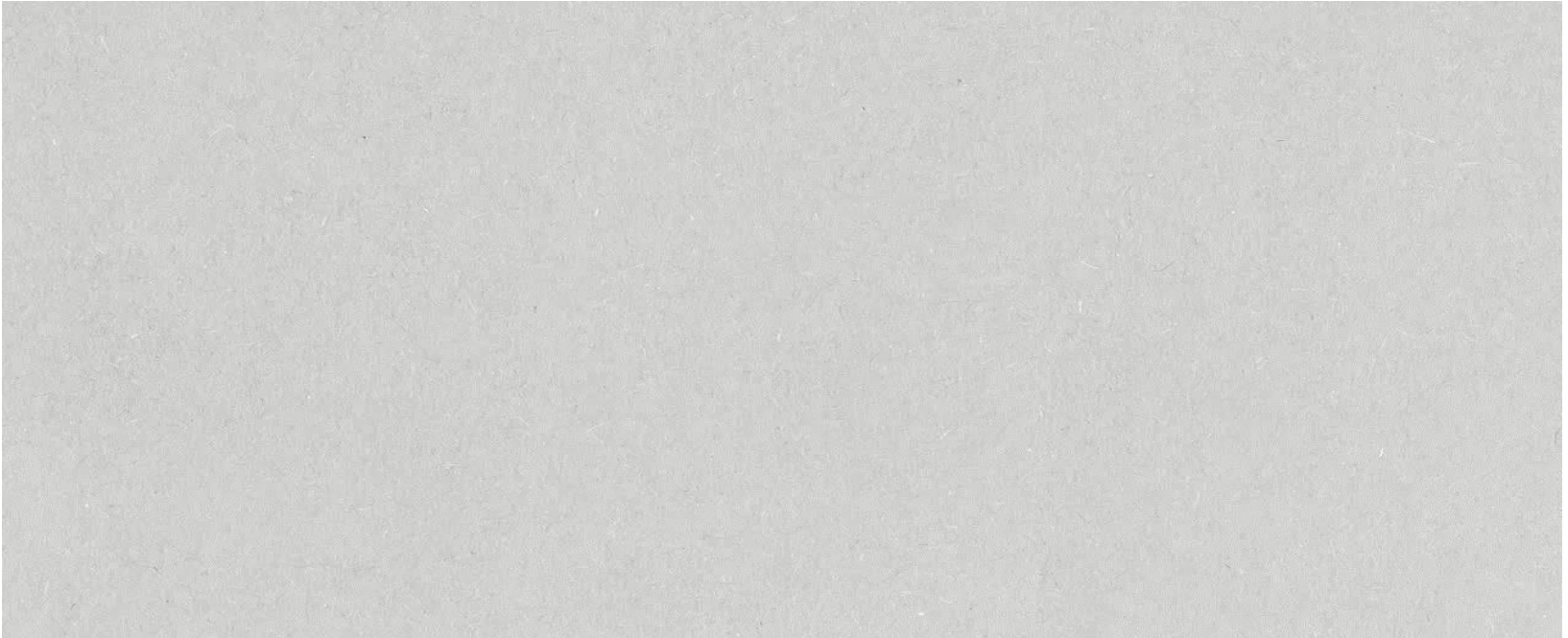
Examples:

- Safaricom / Red Cross – Kenya
- RefUnite





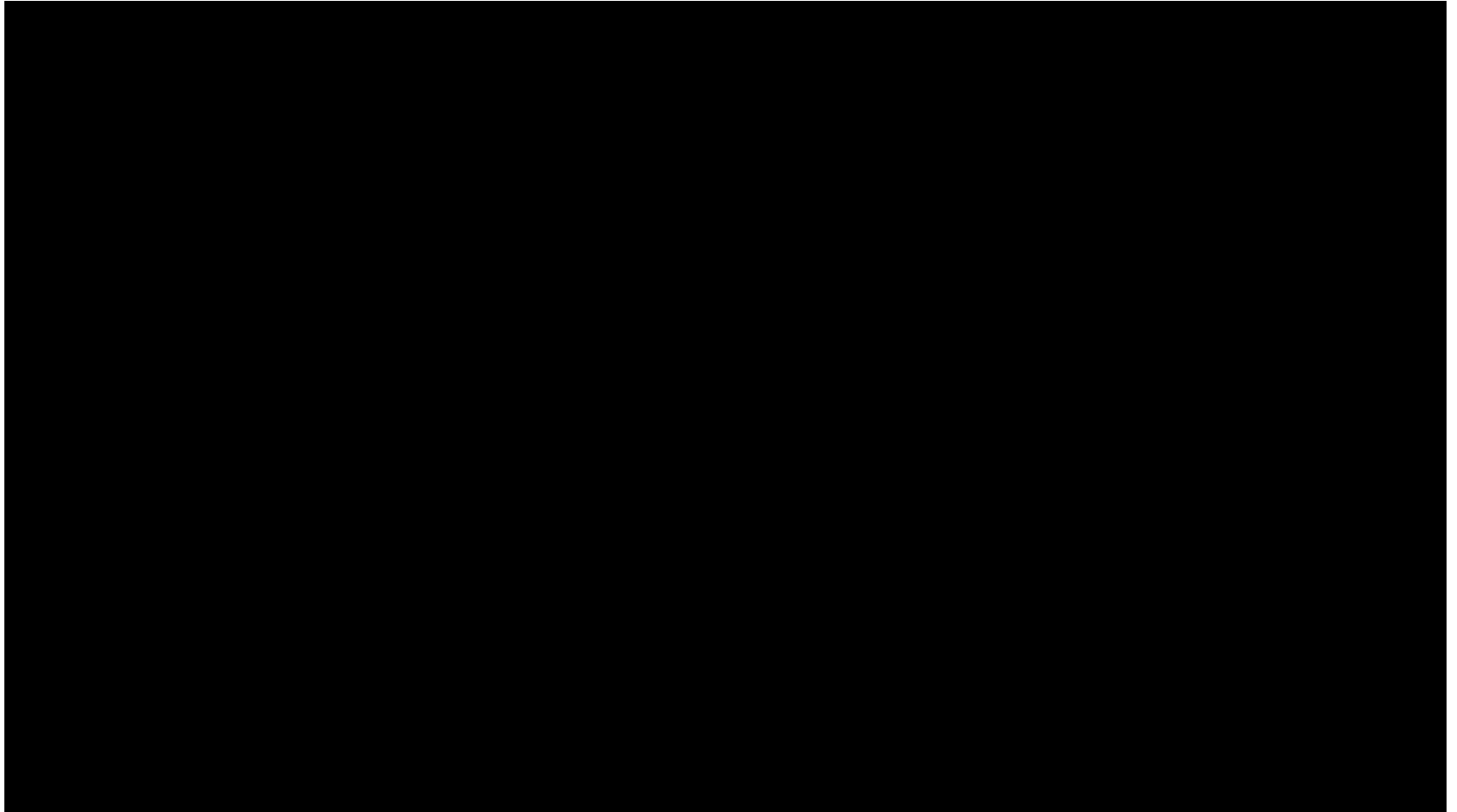
Case: RefUnite





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GSMA Humanitarian Connectivity Charter



Thank You