



# MOBILE INDUSTRY'S RESPONSE TO THE COVID-19 PANDEMIC

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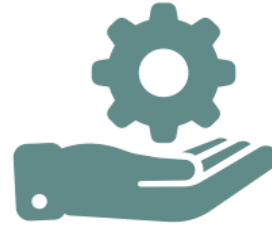
# Global mobile industry response to the COVID-19 pandemic



**DATA COLLABORATION & ANALYTICS**



**NETWORK CAPACITY**



**CAPABILITY ROLL-OUT**  
(networks for critical services  
+ directly providing services)



**TELEHEALTH / TELEMEDICINE**



**PUBLIC EDUCATION**



**SECURITY**



**REMOTE LEARNING**



**ZERO RATING,  
CONNECTIVITY PLEDGE**



# Scaling mobile big data analytics and AI for a better future

**AI**  
FOR  
**IMPACT**

Since 2017, the **AI for Impact** initiative has convened public and private organisations to accelerate the mobile industry's impact against the SDGs



## Global Taskforce

**20** mobile operators accounting for over **two billion** connections in more than **100 countries**



## Advisory Panel

Global thought leaders from UN agencies, international organisations and partners, providing on-the-ground insights and needs



## Think Globally

A common framework for international collaboration on technology, policy, ecosystem and business models – driving scale



## Act Locally

Market-shaping and mobile big data analytics and AI implementations that enable effective decision-making and greater impact



# Operators are providing aggregate mobility analysis for governments and institutions across the world



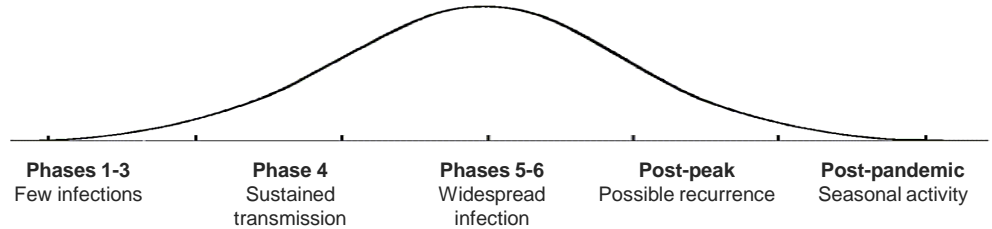
*“Using aggregated patterns of population movements between locations to inform planning and decision making”*



# Supporting timely and informed decisions during COVID-19

## Example COVID-19 stages

Example decision-making questions



### Prepare, protect, delay

How might the disease spread?



### Contain, respond, mitigate

What measures should be taken?



### Recover responsibly

How to safely resume economic activity?



### Monitor and assess

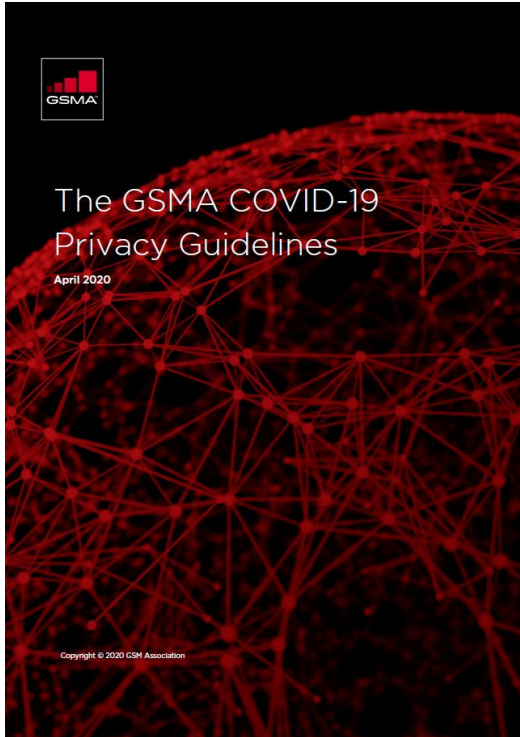
Are our measures working effectively?



\* Pandemic phases are taken from the WHO's Pandemic Influenza Phases (2009): <https://www.ncbi.nlm.nih.gov/books/NBK143061/>



# GSMA privacy guidelines for COVID-19 response



## TRUST



LAWFULNESS

TRANSPARENCY

TIME BOUND

- Definitions for Metadata, Aggregated Non-Identifiable Data, Insights
- Compliance with Law and Consideration of Ethics
- Transparency and Processes
- Assurances to ask from Governments and Agencies
  - Lawful
  - Transparent
  - Purpose limitation
  - Access control
  - Exit
  - Accountability





# GSMA AI for Impact Resources



## GSMA COVID-19 webpage

- Get the latest updates
- Find out how the mobile industry is supporting COVID-19 solutions

[www.gsma.com](http://www.gsma.com)



## GSMA AI for Impact webpage

- Download latest reports
- Watch videos
- Contact the team

[gsma.com/betterfuture/aiforimpact](http://gsma.com/betterfuture/aiforimpact)

## GSMA AI for Impact Digital Toolkit

- A comprehensive guide to setting up a mobile big data project
- Technical, policy and privacy recommendations

[aiforimpacttoolkit.gsma.com](http://aiforimpacttoolkit.gsma.com)