Overview of GSMA and EW4A

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The GSMA

unites

the mobile industry

unlocking the power of
connectivity, so that people,
industry and society thrive

The GSMA is

leads
Industry Engagement
across many topics

supporting
1000+
mobile operators and companies in the broader ecosystem

provides a stage via
Planning Convenings
globally and regionally

leads development efforts
GSMA Foundation
across LMICs

Mobile for Development

drives innovation in digital technology to reduce inequalities in our world

Our team of experts focus on **4 key themes**

Digital inclusion

Unlocking the power of mobile internet

Resilience to climate change

Supporting climate change mitigation, adaptation and resilience strategies

Financial inclusion

Accelerating the development of an inclusive and innovative digital financial ecosystem

Humanitarian response

Accelerating the delivery and impact of digital humanitarian assistance

MOBILE FOR DEVELOPMENT IN NUMBERS

GSMA

Mobile for Development has impacted the lives of over

220m people and counting...

70m+ additional women reached with mobile internet or mobile money services since 2016 by **50+ MNOs**, as part of the Connected Women Commitment Initiative

9.28m+ people impacted to date by the work of the GSMA Digital Utilities programme and its partners

16m smallholder farmers reached in Africa and Asia through **digital agriculture solutions**

70m+ people in **40 countries** trained with the basic digital skills required to access and use mobile internet in order to meet their needs, using the GSMA Mobile Internet Skills Training Toolkit

There are now **1.6bn** registered mobile money accounts globally transacting

US$1.26tn

That is **$3.45 billion per day!**

244m registered accounts now covered by GSMA Mobile Money Certified providers

As of May 2024, the GSMA Innovation Fund has supported **100+** organisations, who went on to attract over £662 million in additional investments and provide life-enhancing solutions to **47m people**

The GSMA's humanitarian work has now impacted **12m+** people with improved access to, and use of, life-enhancing mobile-enabled services during humanitarian preparedness, response, and recovery

Our Climate resilience, mitigation and adaptation strategies leverage mobile and digital technology for climate action, to **help limit global warming to under** **1.5°C**

Our engagement model

Do Demonstrate to encourage crowding in

Think
Research & insights to unlock new models

Advocate
Tell the story to help drive change

GSMA Innovation Fund

Accelerating digital tech solutions that are

addressing key global challenges

Reaching scale
for mobile products and
services is a challenge

Facilitating
partnerships
and training to help
start-ups grow

**Over £662
million**
in additional
investment generated

Impacting
47 million
people

* All figures as of May 2024

Implemented by

german
cooperation
DEUTSCHE ZUSAMMENARBEIT

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Sweden
Sverige

UK International
Development
Partnership | Progress | Prosperity

USAID
FROM THE AMERICAN PEOPLE

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Mobile for Humanitarian Innovation

Who we are

The GSMA Mobile for Humanitarian Innovation (M4H) programme works to accelerate the delivery and impact of digital humanitarian assistance.

GSMA

Global humanitarian needs are rising

There is mounting pressure on humanitarian agencies, donors, governments and the private sector to meet the needs of those affected with new solutions, tools and partnership models.

400 million

people globally are in need of humanitarian assistance and protection. This includes people impacted by natural hazard disasters, food insecurity, and armed conflict.

120 million

people who have forcibly displaced from their homes, internally displaced within their country or by crossing a border as a refugee.

Conflict and climate change are two of many challenges driving humanitarian needs.

Connectivity and mobile technology are vital in times of crisis as a means to communicate, seek vital information, and receive humanitarian assistance.

Digital solutions provide an opportunity to design efficient and dignified humanitarian programming.

Three themes that guide our work

➔ **Anticipating and responding to disasters**

➔ **Understanding and providing connectivity in crisis**

➔ **Putting inclusion at the centre of our approach**

Puerto Rico: 2017 after Hurricane Maria

"When we restore the mobile network, we rebuild the human network"

Three types activities we can plan for the region

→ National Emergency Telecommunications Plan

→ MNO convening, and preparedness workshop

→ Support ongoing EW4A activities

Early Warnings for All

WORLD METEOROLOGICAL ORGANIZATION

"Today I announce that the United Nations will spearhead new action to ensure every person on Earth is protected by early warning systems within five years. **Early warning systems** save lives. Let us ensure they are working for everyone."

António Guterres

Secretary-General of the United Nations

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Early Warnings for all 4 pillar approach….

| Risk knowledge	Monitoring risks	Alerting / disseminating	Response capability
• What are the risks?	• Continuous assessment	• Multi – channel approach	• Community ability to respond

Mobile Industry Pledge - Early Warnings for All

"With 95% of the world's population covered by a mobile network and 5.4 billion unique mobile subscribers globally, mobile plays a life-saving role in the dissemination of early warning alerts. The mobile industry has longstanding experience in the development and implementation of early warning systems, and we are committed to the ambition of the Early Warnings for All Initiative for everyone to be protected by 2027.

We know first-hand that cell-broadcast, location-based SMS, and digital technologies provide targeted and accessible information to communities. Through cross-sector stakeholder collaboration and sharing of expertise and best practice, we can ensure everyone is protected. We welcome our mobile industry colleagues in joining us to deploy these technologies and partnering to harness the power of mobile networks for early warnings."

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What has happened in the region…..

GSMA
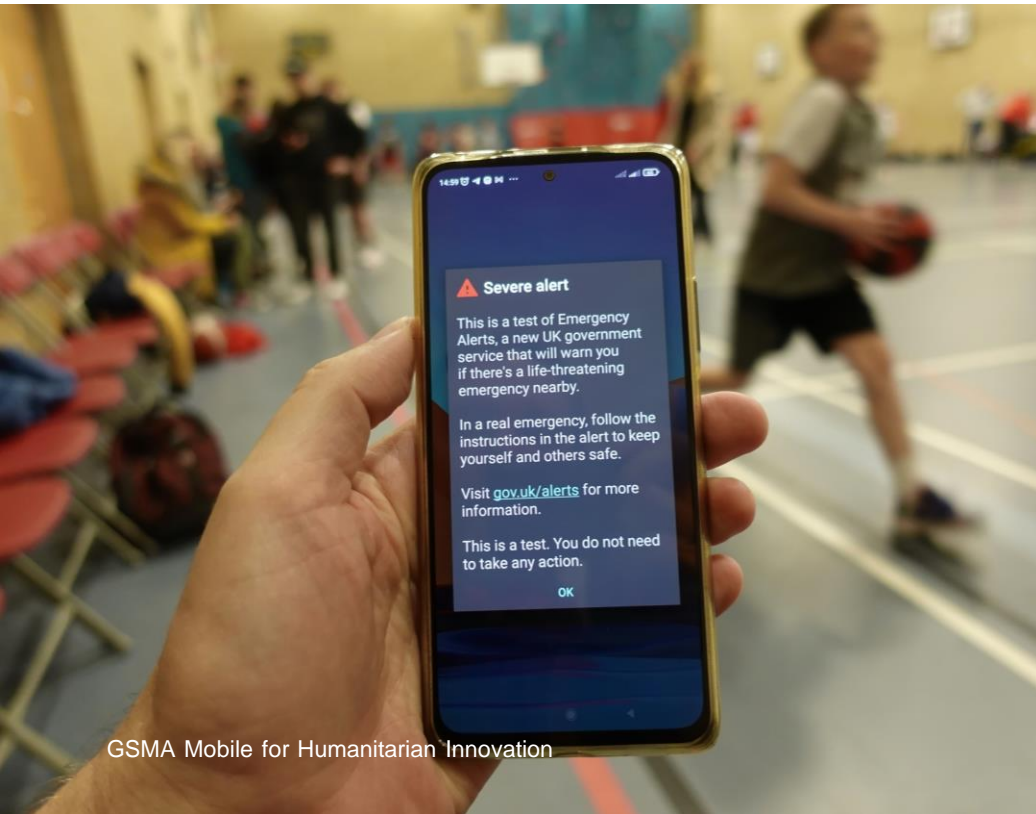
Early Warnings for All priority countries
- Kiribati
- Samoa
- Fiji
- Solomon Islands

Initial national workshops held, action plan developed.

The EW4A activities will be championed by local govt agencies and especially NDMOs.

There is significant opportunity to tap in to available funding.

The next steps

Regional Convening

Plan for a regional convening, bringing together the MNOs, key partners and government agencies to discuss gaps and opportunities to respond better to a sudden onset crisis in the Pacific region

Innovation Fund

To support regional innovations addressing a specific challenge, encouraging use of technology and local entrepreneurs.

Capacity Building

ToT type trainings for specific industry leaders, policy makers and other stakeholders.

SIMEX training, a tabletop simulation exercise simulating response roles.

Technical Assistance for in country partnerships, and specialised gap assessment such as Cell broadcast readiness

User experience study to assess the user perception on early warning systems and their readiness .

Thank you

GSMA