# 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**

supporting
**1000+**
mobile operators and
companies in the
broader ecosystem

leads
**Industry
Engagement**
across many topics

leads development efforts
**GSMA
Foundation**
across LMICs

provides a stage via
**Planning
Convenings**
globally and regionally

# 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

**Financial inclusion**
Accelerating the development of an inclusive and innovative digital financial ecosystem

**Resilience to climate change**
Supporting climate change mitigation, adaptation and resilience strategies

**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

german cooperation
DEUTSCHE ZUSAMMENARBEIT

Implemented by
**giz** Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Sweden
Sverige

**UK International
Development**
Partnership | Progress | Prosperity

**USAID**
FROM THE AMERICAN PEOPLE

# 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.

**The challenge**

# 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.

INTERNAL. This info

# **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**

GSMA Mobile for Humanitarian Innovation

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

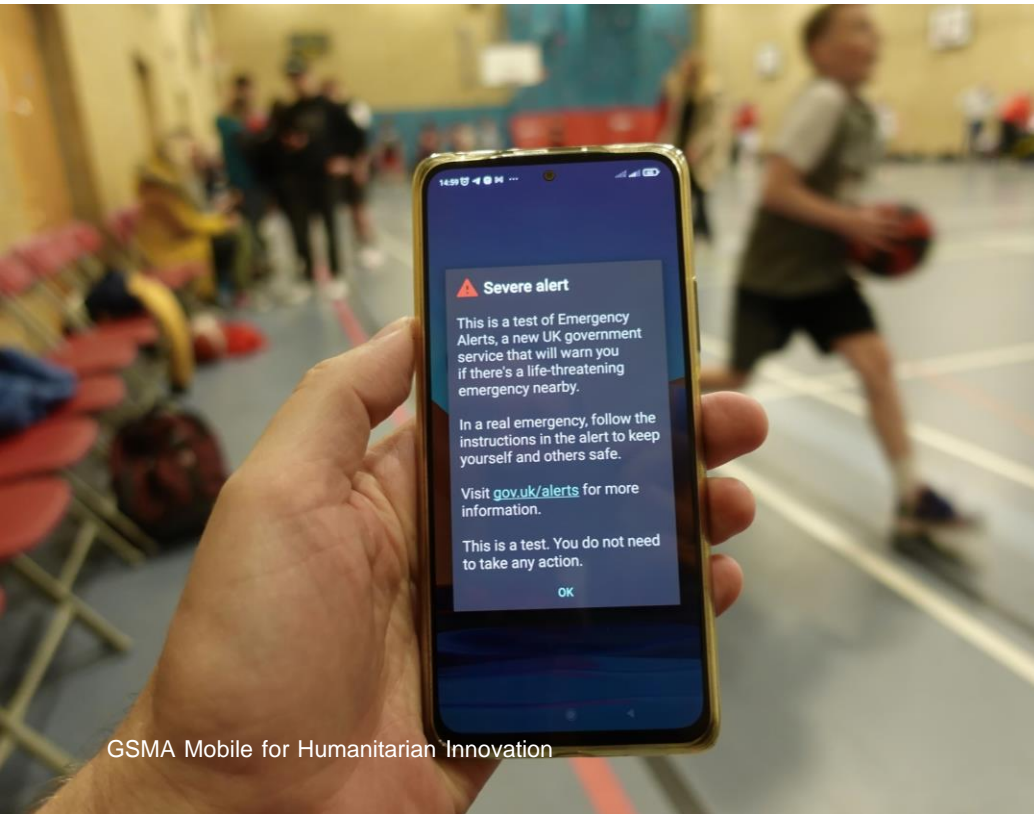GSMA Mobile for Humanitarian Innovation

# 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."

# What has happened in the region…..

**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.**

# 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

GSMA Mobile for Humanitarian Innovation

# 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