Communication on Engagement

United Nations Global Compact

May 2016 - May 2018

Statement of Continued Support

24 May 2018

In 2016, the GSMA and the mobile industry did what no other sector had done before: commit to the Sustainable Development Goals (SDGs), outlining concrete steps to support, as an industry, the implementation of the 2030 Agenda for Sustainable Development. Now, two years later, not only does the commitment remain strong, but the positive impact of our actions is demonstrable. The GSMA remains fully committed to achieving the SDGs, including through the ten principles of the UN Global Compact in the areas of human rights, labour standards, environment and anti-corruption.

In this Communication of Engagement, we describe the actions that the GSMA has taken at the global and local level to deliver on our commitment to sustainable development.

Sincerely

Mats Granryd
Director General
GSMA

Description of Actions

The GSMA has successfully implemented actions to promote and positively impact sustainability goals and principles as promoted by the UN Global Compact and the broader UN System. Awareness raising, capacity building, public-private dialogues, mobilising the private sector to action on the SDGs, fostering partnerships and closely collaborating with the Global Compact Local Networks to generate impact at the local level, are some examples of the actions the GSMA is undertaking to its commitment to sustainable development. This report offers details on some of the most impactful activities implemented by the GSMA over the last two years. A wealth of additional information on our activities, as well as tools and resources can be found at https://www.gsma.com/betterfuture/

Collaboration, Activities and Achievements

Mobile for Development (M4D) Initiatives
GSMA Mobile for Development (M4D), in collaboration with the mobile industry, has undertaken a number of programmes to drive progress across the SDGs in areas such as gender equality, financial inclusion, disaster response, humanitarian assistance, digital inclusion, digital identity, sustainable agriculture, health, and education among others. Some of the most recent projects contributing to sustainable development include:

- Digital Identity: Over the last year, the GSMA Digital Identity programme has been tracking and documenting the success of digital birth registration (DBR) initiatives in Pakistan, Tanzania, Ghana and Belize, all of which are supported through close collaboration between mobile network operators (MNOs), NGO partners such as UNICEF and local governments.
- Mobile Money: The GSMA will offer expertise in mobile money to address the opportunities and challenges of mobile cash disbursements in disaster-prone countries. The GSMA and the industry have committed to support the creation of 500 million new registered mobile money accounts over the course of the World Bank's Universal Financial Access 2020 initiative.
- Ecosystem Accelerator programme and Innovation Fund: The GSMA is committed to helping start-ups and mobile operators in Africa and Asia build partnerships and scale commercial innovation with positive socio-economic impact.
- M4D Utilities Fund: Operators are partnering with utility service providers to deliver energy, water and sanitation solutions for over 4 million people.

Big Data for Social Good
To respond effectively and efficiently to the spread of infectious diseases, pollution, earthquakes and other disasters, governments and NGOs need to know where the impacted people are, in which direction they are moving and how the environment is changing. Mobile operators can help provide that information, while respecting individuals' privacy and safeguarding personal data. Through the GSMA, mobile operators are establishing a common framework and ecosystem approach that can support strategic planning, decision-making, and preparedness and response to help people recover from a disaster, contain an epidemic and contend with environmental pollution.

Backed by 20 operators accounting for over two billion connections in nearly 125 countries, the GSMA's Big Data for Social Good initiative is developing a consistent approach and processes mobile operators can use to share insights with public agencies and NGOs, while building an ecosystem to support timely planning and response.

IoT Big Data for Development
The GSMA has partnered with the World Bank Group and mobile network operators around the globe to harness big data from the Internet of Things (IoT) to help end extreme poverty and unlock new drivers of economic growth.

The initiative, announced at the GSMA Mobile World Congress 2018 in Barcelona, will unlock new insights from anonymised data collected by mobile network operators through IoT devices and aggregate data from smartphone use. It will also call on industry leaders, development partners and governments to work together in building a strong enabling environment for the IoT while protecting personal privacy. This is the first broad scope initiative involving the mobile communications industry and a major multilateral development bank, and is convened by the GSMA.

Mobile for Humanitarian Innovation
The GSMA Mobile for Humanitarian Innovation (M4H) programme works to accelerate the delivery and impact of digital humanitarian assistance. A critical element of this programme is the GSMA Humanitarian Connectivity Charter, an initiative that strengthens the resilience, preparedness and response capability of connectivity systems. Since its launch in 2015, nearly 150 mobile operators in over 105 countries have committed to the Charter.

Building on this, in February 2018, the GSMA announced a four-year £15.5 million partnership with the UK Department for International Development (DFID) to accelerate the delivery of a digital humanitarian future. This will be achieved by building a learning and research agenda to inform the future of digital humanitarian response, catalysing partnerships and innovation for new digital humanitarian services, advocating for enabling policy environments, monitoring and evaluating performance, disseminating insights and profiling achievements.

We Care Campaign
As the number of mobile users in Latin America continues to rapidly increase, along with the demand for more and better services, the leading mobile operators in the region are working to ensure that its users can enjoy the transformative benefits of mobile technology in a safe and reliable environment.

To achieve this goal, operators joined forces as an industry and take on – throughout several markets in the region – a series of commitments to address a range of social problems such as gender equality, child protection, disaster response, handset theft and others. The We Care campaign works hand- in- hand with the Global Compact Local Networks becoming a vehicle for the Latin American mobile industry to make its contribution to the SDGs at a local level.

Capacity Building Programme
The GSMA Capacity Building programme offers a range of free training courses that help keep policymakers and regulators abreast of current industry trends and how they affect the delivery of mobile services in countries around the world. By emphasising real-world examples of regulatory good practice from different regions, the GSMA's courses help students understand the implications

of different policy and regulatory approaches and how they affect the mobile services offered to their country's citizens.

To date, the Capacity Building programme has:
- Delivered over 7,300 days of training
- Trained students in over 140 countries
- Received feedback that 95% of students believe the courses are beneficial.

National Dialogues for Digital Impact

The "National Dialogues for Digital Impact" initiative convenes key government ministries (finance, ICT, planning, energy, agriculture and health), the leaders of the mobile industry and the voice of the consumer to demonstrate how mobile can be a positive force for societal change and commit to deliver on this opportunity. Specifically, these dialogues aim to:
- Discuss the positive impact mobile technology has on society and populations
- Provide country-level recommendations to industry and government
- Create fora for national policymakers and operator CEOs to agree collaborative next steps to progress social and economic progress towards digital transformation through mobile

This GSMA initiative is implemented in partnership with the Swedish International Development Cooperation Agency (Sida), the UK Department for International Development (DFID), and supported by the United Nations Development Programme. An example of the programme's achievements to date include the Ghana National Dialogue activities:
- Convened Ministries of Communication, Planning, Energy, Gender and Local Government/Rural Affairs with mobile industry.
- Outcomes: Communique signed, Technical Working Group established, GSMA to support with Capacity Building on closing the mobile gender gap.

Field Focus Sessions

The GSMA Field Focus Sessions are an opportunity to experience first-hand agricultural value chain digitisation initiatives and to build relationships and partnerships between mobile operators, technology enablers and agribusinesses with the support of the GSMA mAgri programme.

In February 2018, the GSMA hosted its first Field Focus Session dedicated to digitising agricultural value chains. The weeklong event took place in Uganda where the team brought together 10 mobile operators from across Africa and South Asia and other practitioners from the agricultural sector. The objective was to expose GSMA members and implementation partners to digital last- mile solutions that support the operational needs of agribusinesses and cooperatives and benefit farmers by enabling access to financial services and agri-related information.

Additional activities, tools and resources by the GSMA can be found at
https://www.gsma.com/mobilefordevelopment/

Measurement of Outcomes

Impact and Industry Contributions

The GSMA measures impact, and monitors industry progress and contributions through two key outputs: 1. 1. The annual Mobile Industry Impact Report; and 2. The Mobile Economy series.

The Mobile Industry Impact Report

In 2016, The GSMA published a first-of-its-kind study providing a baseline of our industry's impact in achieving the SDGs and detailed the actions needed to extend and strengthen our impact. With the publication of the 2017 Mobile Industry Impact Report, it was revealed that the mobile industry has increased its impact across all 17 Goals. Mobile operators around the world are working to deploy mobile-enabled solutions that drive greater inclusion in cities and remote communities, enable access to essential services such as health and education, create employment opportunities and empower people with the tools to reduce poverty and inequality.

Key examples of where the industry has made an impact include:

- SDG 1: No Poverty – Over the last decade, mobile money has done more to extend the reach of financial services than traditional bricks and mortar banking was able to do over the last century. As of the end of 2016, there were more than half a billion registered mobile money accounts in over 90 countries.
- SDG 5: Gender Equality – The mobile industry is focused on increasing women's access to and use of mobile services in low- and middle-income countries around the world. Through the Connected Women Commitment Initiative and others, GSMA Connected Women and its mobile operator partners have delivered life-enhancing services to more than 17 million women in developing countries.
- SDG 7: Affordable and Clean Energy – There are now approximately 1 million mobile enabled pay-as-you-go solar home systems globally, impacting 5 million people, with nearly 40,000 new systems added each month.
- SDG 11: Sustainable Cities and Communities – Today, nearly 150 operators in more than 105 countries support the GSMA Humanitarian Connectivity Charter to contribute to humanitarian response, improve access to communication and information for those affected by crisis, reduce loss of life and aid recovery.

The Mobile Economy Report

Having surpassed 5 billion people connected to mobile services in 2017, the global mobile industry will reach further milestones over the next eight years. The number of unique mobile subscribers will reach 5.9 billion by 2025, equivalent to 71% of the world's population. Growth will be driven by developing countries, particularly India, China, Pakistan, Indonesia and Bangladesh, as well as Sub-Saharan Africa and Latin America. The speed of growth is slowing though, with most of the developed world approaching saturation.

The more significant growth opportunity will lie in mobile internet – a market that will add 1.75 billion new users over the next eight years, reaching a milestone of 5 billion mobile internet users in 2025. Mobile internet adoption will increasingly become the key metric by which to measure the reach and value created by the mobile industry, including its contribution to the SDGs. It also

contributes to developments in the wider digital ecosystem, as mobile internet users are the addressable market for e-commerce, fintech and a range of other digitally delivered services and content.

Mobile also delivers significant economic contributions including:
- In 2017, mobile technologies and services generated 4.5% of GDP globally, a contribution that amounted to $3.6 trillion of economic value added.
- In 2017, the wider mobile ecosystem supported a total of 29 million jobs (directly and indirectly) and made a substantial contribution to the funding of the public sector, with almost $500 billion raised through general taxation and an additional $25 billion through mobile spectrum auctions.