TERMS OF REFERENCE FOR THE

Working Group on Advocacy

1. Scope and Objective

The Working Group on Advocacy is a sub-group of the m-Powering Development Initiative Advisory Board tasked with advocating the role mobile ICTs play as enablers for sustainable development by engaging, extending and bringing together all stakeholders of the ICT for SDGs ecosystem around the issues related to the m-Powering Initiative. The objective of the working group is to provide input to the work of the Advisory Board.

2. Activity

The working group will, among other things:

i. identify key stakeholders and existing platforms fostering cross-sectoral approaches,
ii. carry out a gap analysis and based on empirical evidence, work on identifying common business, policy, regulatory and technical barriers which require further attention and advocacy to help overcome,
iii. identify unifiers across sectors (such digital identity) to develop a common language/understanding,
iv. raise awareness on the role of ICTs in the SDG ecosystem and persuade policy makers to include ICTs as a part of the global development agenda
v. identify possible ways and methods of extending the dialogue and involving all stakeholders to better communicate and promote the role of mobile ICTs for sustainable development
vi. draft a work plan for concrete actions,
vii. carry out the activities that will support the implementation of the Initiative work plan.

3. Membership

Members of the working group serve in their individual capacity and any interested Board Member can participate in the work of the group and any other working group. The group can also invite third parties to join their work, on the basis of their potential contribution to the group's activities.

4. Methods of Work

The working group will determine its own methods of work, including time for consideration of requests, preparation and conduct of its tasks. The activities of the group will be coordinated and led by the leading Board Member who was designated during the Advisory Board meeting. In principle, the working group will carry out its work by electronic means, using conference calls and e-meetings.

5. Secretariat and Administrative Support

Within available resources, ITU will provide the administrative and secretariat support required by the working group, including record keeping, distribution of documents and SharePoint related services.