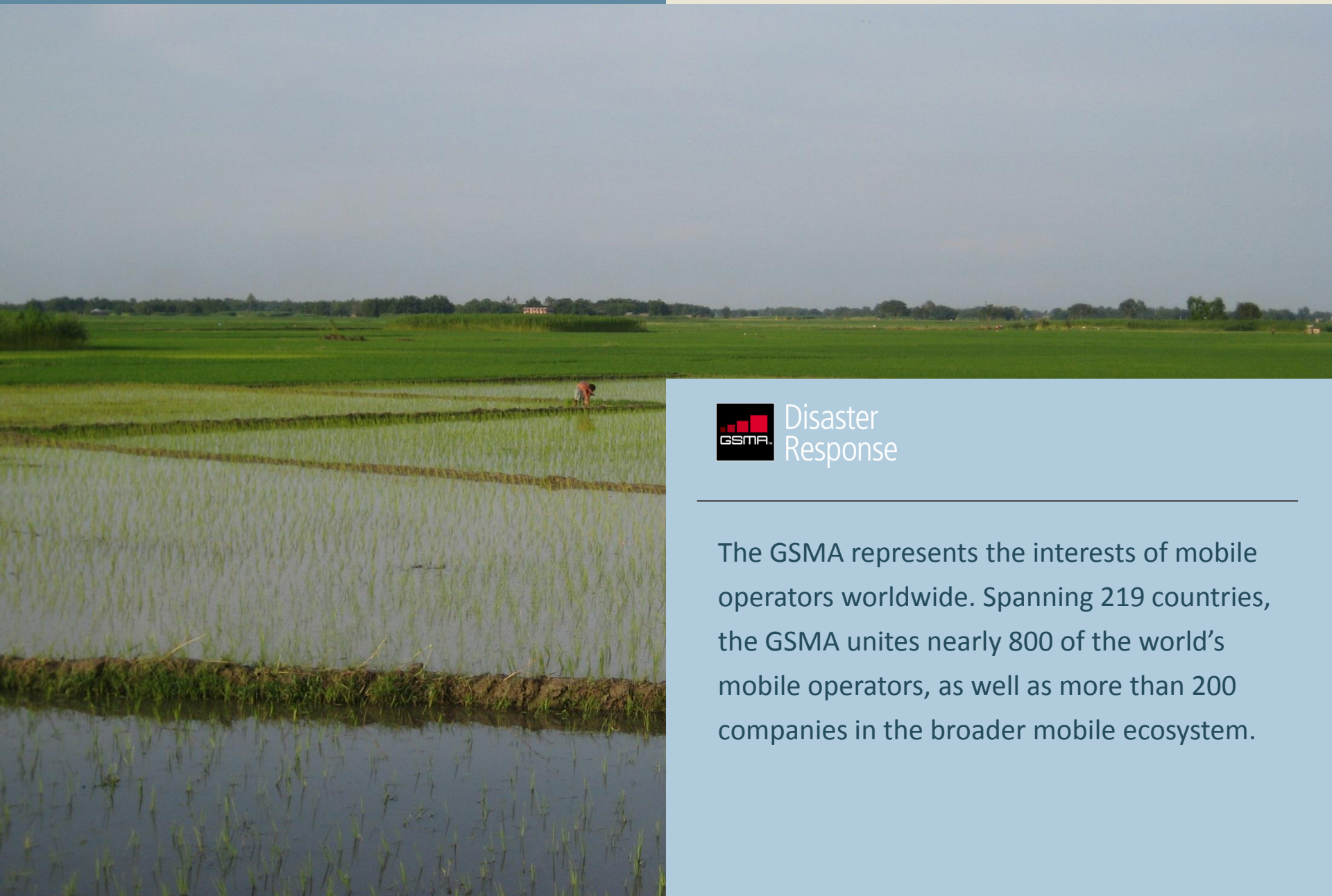




Disaster Response

GSMA Development Fund Disaster Response Programme

UN WGET: March 2012 New York City



Disaster Response

The GSMA represents the interests of mobile operators worldwide. Spanning 219 countries, the GSMA unites nearly 800 of the world's mobile operators, as well as more than 200 companies in the broader mobile ecosystem.

The furious growth of mobile

- We will hit 6bn connections this year
- 91% of global connections are made using the GSM family of technologies
- 4 out of 5 new connections are being made in the developing world
- The largest underserved markets are in remote, rural geographies and amongst women
- The mobile phone is a pipeline connecting the user with the accumulated knowledge of humankind, delivered via voice or data
- Shortly, 6bn people will be able to talk to 6bn other people, sharing knowledge, ideas and extending the scope and reach of their communities.
- On the horizon, technologies will evolve such that most people in developing countries will visit the internet for the first time using a mobile phone

Development fund programmes

HORIZONTAL PROGRAMME

VERTICAL PROGRAMMES



Disaster Response
 when you restore the mobile network, you rebuild the human network



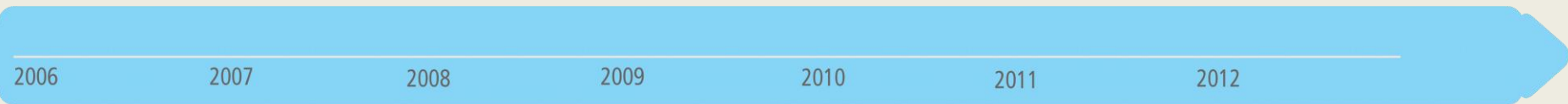
mWomen
 ◦ closing the mobile ownership gender gap



mLearning
 ◦ anywhere, anytime learning through the mobile channel



Mobile Health
 ◦ extending the reach and reducing the cost of healthcare



mAgri
 ◦ giving small-holder farmers timely, relevant and actionable information

Phase 2 - mFarmer



Mobile Money for the Unbanked
 ◦ Accelerate the availability of mobile money services to the unbanked who live on less than US\$2 per day.

Phase 2


CONNECTIVITY PROGRAMMES



Green Power for Mobile & Community Power from Mobile
 ◦ extending the coverage, reducing the cost and minimising the environmental impact of mobile networks by championing renewable energy. Last real access programme.



Connectivity
 ◦ Shared access to voice & data:

A photograph of a rural landscape. In the foreground, there is a large, thatched hut made of straw or mud. A person is standing near the hut. The background shows a vast green field, possibly a rice paddy, with a line of trees in the distance under a hazy sky.

2011, over 13 million affected by
the crisis in the horn of Africa

2011 monsoon and flooding in
Pakistan affected ~7.5m and
destroyed over 1m homes

Number of displaced people
globally, due to natural disasters
42 million in 2010

Great Japanese Earthquake, killed
16,000 people

In 2010, more than

300m

people were affected by 350
natural disasters



Disaster
Response

Mobile's role in disaster response will only grow, and as the ecosystem becomes more complex, a better understanding of how the global GSMA community can lend support is needed.

What does the mobile industry have to offer?

- Brand familiarity, trust
- Ability to diffuse and decentralise information
- Broad agent networks
- Leadership in community service
- Massive human and infrastructural networks
- Technical expertise

SCALE

REACH

INFRASTRUCTURE

Challenges for the mobile industry & stakeholders in disaster response

- Mobile operators can themselves be badly affected
- An inundation of requests
- Coordination with agencies
- Privacy and security
- Understanding the role of mobile data
- Approaching operators and communicating with stakeholders- acronym soup?
- Legal, licence and regulatory realities
- Optimism, Opportunity, Reality
- Organisational change
- Best practices in communicating with Disaster-affected communities
- Information overload
- The ability to respond?
- Accountability

A word cloud of disaster response concepts. The words are arranged in various sizes and orientations. The largest word is 'INTEGRATION' at the bottom. Other prominent words include 'RESILIENCE' (vertical on the left), 'PREPAREDNESS' (top center), 'COLLABORATION' (center), and 'COORDINATION' (bottom right). Smaller words include 'SUPPORT', 'CONSISTENCY', 'POLICY & REGULATORY BARRIERS', 'TRUST', 'communication', 'humanity', 'universality', 'accessibility', and 'EDUCATION & ADVOCACY'. The words are in shades of brown and blue.

RESILIENCE

PREPAREDNESS

COORDINATION

COLLABORATION

COORDINATION

INTEGRATION

SUPPORT

CONSISTENCY

POLICY & REGULATORY BARRIERS

TRUST

communication

humanity

universality

accessibility

EDUCATION & ADVOCACY

integration

Where are we today?

- Mobile operators sit across a broad spectrum in existing preparedness measures, investments and planning for emergencies and are working together informally and formally
- There is an increasing number of innovative, impactful solutions being driven by mobile operators, but these have typically been on an individual basis
- Governments and regulators view mobile networks as basic emergency infrastructure in varying degrees which impacts the provision and facilitation of resources
- Operators are beginning to share strategies on network preparedness and resilience, best practices, and most importantly, failures
- Communication needs differ during stages of a disaster, as does the contribution of mobile-how can this be planned for?
- Developing coordination strategies within the industry, and between MNOs, GOVT, INGO's
- Understanding applications of social media and crowd sourcing over the mobile network
- Understanding the best practices of communicating with disaster affected communities

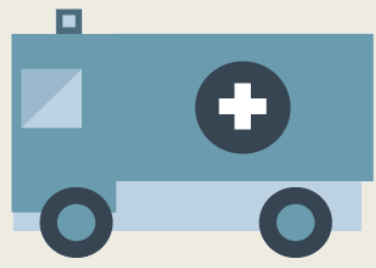
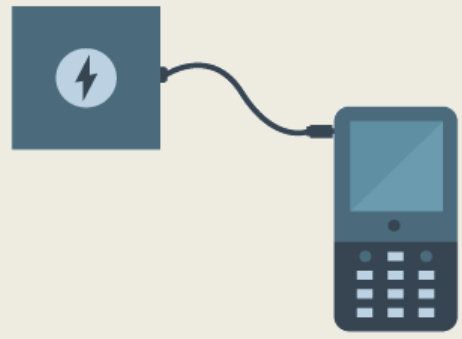
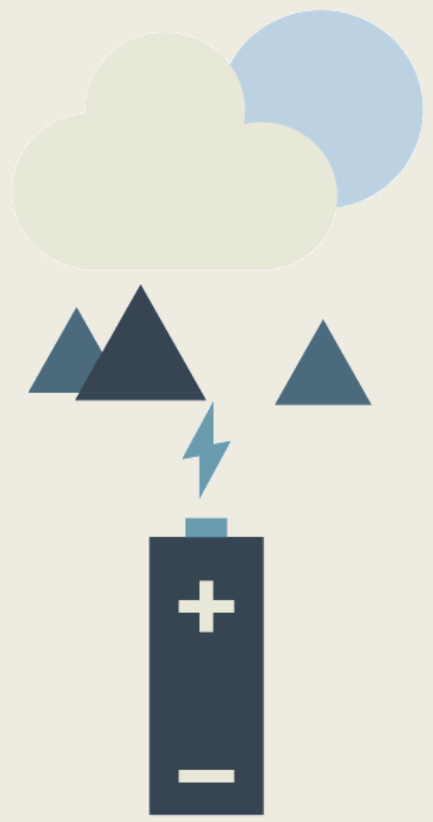
Key Programme Activities and Objectives

Structure:

- Technical Work Stream
- Coordination Work Stream
- Regionally focused working groups with MNOs, NGOs, humanitarian agencies and Government
- Upcoming convening's: Latin America (April), Sub-Saharan Africa (May), Horn of Africa (June), Asia (June)

Activities:

- Research, dissemination and advocacy of technical Resources in network preparedness, restoration and resilience
- Development of industry-wide commitment for the provision of access to communication for disaster-affected populations
- Data base of emergency contacts in Mobile Operators to streamline and inform humanitarian response and associated preparedness activities
- Blueprint for optimal co-ordination and collaboration between ecosystem members
- Advocacy of integration of disaster response protocols and policies shared between Mobile Operators and governments in advance of disasters as a key component of preparedness and integration
- Research into role of mobile data in emergencies
- Code of Conduct for 2-way communications and SMS in disaster
- Forums for sharing lessons, best practices, trials and engaging with industry experts







Disaster
Response

When you restore the
mobile network, you
rebuild the human
network



Disaster Response

For more information:

Kyla Reid, Head of Disaster Response

kreid@gsm.org

www.gsma.com/Disaster-Response

<https://bitly.com/yglLS0>

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