



Seminar 2:

“Delivering Social Innovation in Latin America”

Tuesday 27 May 2014 - Radisson Victoria Plaza, Montevideo- Uruguay

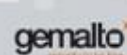
FINAL AGENDA

Time	Discussion Topic
08.30-09.00	Welcome Address Corina Gardner, Senior Manager, M4D Impact, GSMA
09.00-09.10	Opening Keynote Julissa Reynoso, United States Ambassador to the Oriental Republic of Uruguay
09.10-09.30	Mobile for Development as a driver for customer growth in Latin America Contextual information on the region and the opportunity for the mobile industry to drive commercially viable social innovation services <ul style="list-style-type: none"> • Julia Burchell, Community, Partnerships & Collaboration Manager, M4D Impact, GSMA
09.30-09.50	What opportunity does mobile present for inclusion & social innovation in Latin America Moderator: Julia Burchell Panellists: <ul style="list-style-type: none"> • Clifton Lennon Powder, Group Roaming Analyst for TSTT • Warren Blake, Digicel Group Roaming Coordinator
09.50-10.00	Introduction to GSMA’s Mobile for Development (M4D). An overview of the GSMA’s approach to developing social innovation services and the programmes dedicated to helping mobile operators deliver commercial opportunities to reach underserved segments in emerging market <ul style="list-style-type: none"> • Corina Gardner, Senior Manager, M4D Impact, GSMA
10.00-10.45	Delivering affordable, and convenient mobile financial services to the unbanked Mobile Money is a sustainable, scalable approach to providing convenient and affordable financial services to the underserved. It also plays a pivotal role in enhancing other Mobile for Development services in sectors such as agriculture, health and energy. We will review the current state of play, most promising deployments, and future opportunities for mobile money in the region as well as discussing why Mobile Money in Latin America looks different to the rest of the World. <ul style="list-style-type: none"> • Mireya Almazan, MMU Manager, Mobile Money for the Unbanked, GSMA • Irene Philippi, US Treasury, International Office of Technical Assistance • Natalia Oviedo, Transactional Product Manager, Tigo Paraguay • Pablo Menoni, Antel

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10.45-11.00		Coffee Break sponsored by Alcatel Lucent
The Mobile industry's challenges and opportunity in responding to natural, environmental and infrastructure issues in Latin America		
11.00-11.15	The role of mobile in times of disaster The GSMA's Disaster Response programme works to understand and advocate the critical role of mobile networks in disaster preparedness and response. The programme works with mobile operators, governments and humanitarian agencies to determine how they can most effectively support each other and improve preparedness and resilience among networks in disasters. This presentation will review the coordination, regulatory and technical challenges in the region– how regulation in different countries enables or hinders response to disasters. One of the five countries currently being researched is Peru which will be highlighted as a case study.	<ul style="list-style-type: none"> • Alexis Arancibia Espinoza, Senior Technology & Innovation Manager, GSMA Latin America
11.15-11.45	Mobile Industry and the environment in Latin America Last week, the GSMA with the support of its members released "eWaste in Latin America", a report that underscores the critical role that mobile operators are playing to improve e-waste management through a range of voluntary projects across the region. The report provides a review of the electronic waste initiatives by mobile operators in Latin America	<ul style="list-style-type: none"> • Mauro Accurso, Communications & Sustainability Manager, GSMA Latin America • María Paula Sartori, Environment Responsible, Telefonica Argentina
11.45-12.05	The role of mobile in improving energy and water utility services The Mobile Enabled Community Services programme seizes the opportunity to leverage mobile technology and infrastructure to enhance access to affordable and reliable energy and clean water in underserved communities.	<ul style="list-style-type: none"> • Mary Roach, Programme Operations Manager, Mobile Enabled Community Services, GSMA
12:05-12:50	Bringing the next billion online The GSMA Digital Inclusion programme has a goal to connect an additional 1 billion people to the mobile internet. It will achieve this by working with operators, governments, internet players and international development organisations to address critical barriers to mobile internet adoption. It will focus on addressing network and infrastructure economics, government taxes and fees, consumer barriers and locally relevant content	<ul style="list-style-type: none"> • David Taverner, Head of Digital Inclusion, GSMA Mobile for Development • Lina M. Echeverri, Director Public Affairs for Latin America, Telefonica
12.50-13.00	Wrap up & Q&A David Taverner, Head of Digital Inclusion, GSMA Mobile for Development	

