

The GSMA Development Fund would like to invite you and your organisation to be a founding member of the mLearning Working Group.

### Overview

Mobile Learning or mLearning is the use of mobile technology in education. The industry is currently gathering pace in this exciting new area providing opportunities for the mobile industry to help create positive social and economic impacts. The mLearning Working Group is being established by the GSMA Development Fund to bring together mobile networks operators to form a community with a shared vision to understand the role and benefits for MNOs in this space.

### Objectives

The objectives of the Working Group are to:

- Establish a community of operators dedicated to the exchange of ideas, experiences and common challenges around the implementation of mLearning solutions
- Create opportunities for collaboration
- Facilitate information exchange with vendors (materials and presentation) and the wider mLearning ecosystem
- Guide the evolution of the mLearning Programme, determining the most effective GSMA activities and market interventions

### Meeting Frequency and Location

- The Working Group will meet twice per year in various geographic locations, for a one to two day event comprising of presentations, expert speakers, case studies and training of GSMA tools, and one evening networking event
- In between face to face meetings, conference update calls will be hosted by the GSMA Development Fund
- The event will be free to Working Group members, though organisations are requested to cover the cost of their representative's travel.
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### Requirements

In order to become a member of the Working Group, operators must:

1. Be present in at least one emerging market
2. Be committed to knowledge sharing, providing case studies and lessons learned to the Working Group
3. Ensure one named individual will attend Working Group sessions
4. Offer local logistical support when the Working Group meeting is held in a particular operators' country

### Representative

Each Working Group operator needs to identify one person as the point of contact, who will consistently attend the Working Group meetings. There is no one role specified (e.g. CTO) as the appropriate person to join the Working Group from each operator, however we require the nominated representative to be in a position to make decisions about the implementation of new mLearning solutions or an understanding of existing ones.

### Benefits

The benefits to operators of joining the Working Group include:

- Access to global best practices on mLearning
- Access to and support from GSMA-developed resources for mLearning project implementation
- Presentations by global experts and leading industry experts
- Forum for networking with like-minded professionals – at meetings and online

