Mobile for Development at Mobile World Congress 2014

Please note this agenda is a draft, and is subject to change

Date	Time	Venue	Session
Monday 24th Feb	**8.30-10.30**	**GSMA Seminar Theatre, CC1.1**	**Creating 'What's Next' in Mobile for Development:** Mobile is the predominant infrastructure in emerging markets. It is the transformative technology that enables life enhancing services to be put into the hands of underserved people and opens up a plethora of opportunities. This session will explore the future of Mobile for Development; how it can help the industry deliver positive social and economic impact, with specific focus on the role of mobile during natural disasters, as well as the showcasing the efforts across youth employment, agriculture, energy and water access in emerging markets. We have already seen a number of these initiatives scale up in the last year and really make an impact. Hear from Operators from the Philippines on how they responded to Typhoon Yolanda, how the GSMA was able to help and how they worked with other operators to restore the mobile networks and support wider relief efforts.
Monday 24th Feb	**11.00 – 12.30**	**GSMA Seminar Theatre CC1.1**	**Mobile Money for the Unbanked – State of the Industry:** At this 90 minute seminar, the GSMA Mobile Money for the Unbanked team will present key findings from the 2013 State of the Industry Report. The report underscores the critical role of mobile and mobile operators in driving the adoption of convenient and affordable financial services among unbanked and under-banked individuals around the world. Preliminary figures from the report show that there are over 200 services currently live in 84 countries; there are now 52 markets which have two or more mobile money services compared to just 40 at the end of 2012. The presentation will be followed by a panel discussion from industry experts covering some of the key themes and messages brought to light from the report. Advise Oonagh if seats need to be reserved for Operators
Monday 24th Feb	**14.00-16.00**	**CC1.4**	**mWomen Seminar:** The seminar will cover two critical themes facing resource-poor women around the world: • Transforming women's livelihoods through mobile broadband • Reaching women through mobile services at scale The keynote speaker this year is Cherie Blair, Founder of the Cherie Blair Foundation for Women. The Foundation seeks to support women entrepreneurs around the world to build the business skills, technology, networks, and access to capital they need to be successful in the long term. The GSMA mWomen Programme will also release a research report in partnership with Qualcomm Wireless Reach™ and VitalWave entitled "*Transforming Women's Livelihoods Through Mobile Broadband,*" which explores the benefits of mobile broadband for women in developing countries. The findings are based on over 1,000 structured interviews with women in five countries: Brazil, China, India, Indonesia, and Nigeria.

			Other highlights include a discussion and examples of operators reaching women at scale and an update from the winner of the 2013 GSMA mWomen Design Challenge launched in partnership with Ooredoo, USAID and the Australian Department of Foreign Affairs and Trade. Register to attend the mWomen Seminar.
Tuesday 25th February	**09.50**		**Transforming Healthcare Delivery: Success Stories:** Craig Friderichs, Director of Health, Mobile for Development, will be speaking at the ECHAlliance session, where he will be sharing mHealth successes.
Tuesday 25th February	**14.00-16.30**	**INVITE ONLY Room 3.14C, Level 1 CC3**	**GPM:** The GPM programme is organising a roundtable session, with a selected number of stakeholders (ESCOs, MNOs, Tower Cos…) to discuss the current state of the Green Power for Mobile Industry, the specific business models which are scaling or failing, the challenge of raising funds and market's potential.
Tuesday 25th February	**14.30-16.30**	**INVITE ONLY Room 3.14C, Level 1, CC3**	**mAgri Roundtable:** The mAgri Programme will launch a new Challenge Fund to support the deployment of innovative mobile products and service for the agriculture sector in emerging markets. The session will also include sharing of mAgri best practice, insight into where the industry is going next, as well as details of how to apply to the challenge fund.
Tuesday 25th February	**16.30 – 18.00**	**INVITE ONLY Room 3.14C, Level 1 CC3**	**MECS Roundtable:** The MECS Programme is organising a roundtable session bringing together leading Mobile Operators, Energy and Water services providers and investors to discuss the power of mobile connectivity to improve access to energy and water services in emerging markets. Topics of discussion will include the market opportunities from rural to urban communities, the future of the industry drawing on the results of the MECS innovation pipeline and the role of the MNOs in partnership with service providers, governments and tech innovators to build commercially viable business models.
Tuesday 25th February	**18.30-20.30**	**Centre for Contemporary Culture of Barcelona, Morador Room**	**The Mobile-Only Generation - Skills Building for Youth:** As mobile phone penetration grows, device pricing comes down, and broadband expands, "mobile for development" has evolved to where valuable commercial services address social issues - without sacrificing profit. This interactive workshop will showcase how innovative mobile services can change lives and build markets.
Wednesday 26th February	**15:00 – 17:00**	**Hotel Hesperia Tower** **Please contact oparsons@gsma.com for an invite**	**DR Workshop; 'Preparing for the Next Disaster':** The session will involve ignite style presentations from MNOs and Humanitarian organisations the DR programme has engaged with, followed by breakout activities to discuss and determine what is needed next in the space
Wednesday 26th February	**14.00-19.00**	**GSMA Seminar Theatre CC1.1**	**Digital Commerce Seminar:** Today, there are over 200 live mobile money services in the world, nearly all of which operate as "closed loop" systems. With more than 50 markets having at least two mobile money services, the opportunity exists to enable a greater volume of transactions by integrating such services with each other and also with the wider financial ecosystem. Through greater integration of mobile money services and the creation of a

			digital financial ecosystem, mobile money can become a truly ubiquitous payments service. This year, GSMA has launched a new initiative, Mobile Money Interoperability, to support the industry to achieve this vision. In this session, senior leaders from the mobile financial services industry will discuss the benefits of interoperability, what barriers exist today and what steps are necessary to overcome them.
Thursday 27th February	**08.30-10.00**	**Members Area, Connected City**	**Mobile Money for the Unbanked Breakfast:** To help deployments who are starting their journey towards interoperability, MMU in collaboration with Consult Hyperion, has written **a** paper which outlines some of the options for how account-to-account interoperability can be implemented, as well as some of the considerations that deployments should make when deciding which option is best suited to their market. Take this opportunity to hear from the authors of this paper and discuss the implications of creating a truly integrated digital financial ecosystem. As well as this, the MMU team will be available to discuss in more depth the findings from the **2013 State of the Industry report**. **Please register for this breakfast session here as spaces are limited.** Refreshments will be available from 8.30am.
Thursday 27th February	**08.30-12.30**	**GSMA Seminar Theatre CC1.1**	**Internet of Things:** Mobile for Development's mHealth programme will be sharing the outcomes of the mHealth Grand Tour.
Thursday 27th February	**10.30-12.30**	**TBC**	**mEducation Seminar** This session will look at the potential of mobile learning across the learning spectrum. With the help of expert panels from the education sector and mobile operators, we will attempt to understand the demand for mobile learning, its potential for improving the learner experience/outcomes and discuss the critical elements needed to successfully deliver commercial solutions.