

**GSMA Mobile for Development Impact Breakout Session**  
**Approaches to local content creation: Realising the smartphone opportunity**  
**Wednesday 7 October 2015 / 11:00-13:00**

Mobile for Development Impact and Mozilla formed a partnership in 2014 to explore new approaches to stimulating local content creation in new smartphone markets. This partnership started with the insight that the falling cost of smartphones could enable a future in which most people on the planet have access to a powerful, general purpose computer. The goal of the partnership has been to test three hypotheses:

- i. That a baseline of digital literacy is required for users to embrace the mobile internet, and to begin the journey toward becoming a “content creator”
- ii. That it is possible, through the design of specialized tools and user education programs, to radically lower the bar for content creation
- iii. That interventions can have immediate positive effects for mobile operators in today’s “mobile-first” countries, as well as longer-term digital inclusion benefits

This small breakout session will present the findings from this research, working with participations to understand what different parts of the mobile and development community can contribute.

<b>TIME</b>	<b>CONTENT</b>
11:40-11:45	<i>Welcome and Introductions</i>
11:45-12:00	<i>Presentation of GSMA – Mozilla Research (Alex Smith, M4D Impact and Ben Mozkowitz, Mozilla Foundation)</i>
12:00– 12:20	<p><i>Interactive exercise:</i></p> <p><i>Participants divided into various stakeholder groups and are asked to answer two questions:</i></p> <ul style="list-style-type: none"> <li>• <i>What can their group do, to increase user capabilities (with regard to digital skills)?</i></li> <li>• <i>Where do they need support? From who in the room?</i></li> <li>• <i>Room for connection</i></li> </ul>
12:20 – 12:30	<i>Groups present to room (2-3 minutes each)</i>
12:35 – 12:50	<i>Group presentations</i>
12:50 – 13:00	<i>Concluding remarks and feedback</i>