



BIG DATA

FOR SOCIAL GOOD



How the mobile industry is harnessing big data to help public agencies and NGOs tackle epidemics, disasters, environmental impact and climate change.

Infectious diseases, pollution, earthquakes, floods and other disasters are among the greatest challenges the world faces today. Each year, 15 million people die and millions more become seriously ill as a result of infectious diseases¹. According to the World Bank², air pollution has emerged as the fourth-leading risk factor for deaths worldwide. It is estimated that 1.8 billion people were affected by disaster in the last decade³.

Mobile operators can provide powerful and unique insights based on anonymised, aggregated network data to help solve these complex problems. Mobility data can help public health organisations to more effectively

respond to epidemics or plan targeted health interventions. It can support emergency relief agencies to more accurately and efficiently direct their resources. It can help governments better understand the impact of pollution and climate change on citizens.

In 2017, through the GSMA, mobile operators and partners across geographies came together to accelerate and scale the business opportunity for Big Data for Social Good. The GSMA offers a unique platform to collaborate across supply and demand side, establish a common framework and develop sustainable approaches, while respecting and protecting individuals' privacy.

In 2017, the Big Data for Social Good Initiative convened public and private organisations to accelerate the mobile industry's impact against the UN SDGs.



Task Force

20 mobile operators accounting for over **2.44** billion connections in **124** markets.



Advisory Panel

Global thought leaders from UN agencies, international organisations and partners, providing on-the-ground insights and needs.



Implementations

Projects by operators and partners across developed and developing markets.



Common Approach

A model to share insights, while protecting and respecting individuals' privacy.

1. Dye, Christopher. "After 2015: Infectious Diseases in a New Era of Health and Development." *Philosophical Transactions of the Royal Society B: Biological Sciences* 369.1645 (2014): 20130426. PMC. Web. 23 Feb. 2017. <http://rstb.royalsocietypublishing.org/content/369/1645/20130426>
2. <http://www.worldbank.org/en/news/infographic/2016/09/08/death-in-the-air-air-pollution-costs-money-and-lives>
3. http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2016/12/Charter_Principles_document.pdf

Case Studies and Ongoing Projects

The Big Data for Social Good initiative is providing real-world solutions to many of the world's most pressing health, humanitarian and environmental problems. It is implementing high-profile projects with operators and local partners, displaying how mobile 'big data' can be used in many scenarios.



Combatting the impact of air pollution on health

Fighting the spread of infectious diseases

Responding quickly and effectively to disasters

Building resilience to climate change

In Big Data projects, operators are capturing aggregated, anonymised mobile data to provide insights into human movement patterns, enriched with third-party data sources and analytics, such as hospital intakes, death counts and weather data, to enable agencies to make decisions on when, where and how to deploy resources.

Case studies will continually be released throughout the year; capturing the power of Big Data in addressing the UN Sustainable Development Goals.

Watch our video, learn more about the initiative and contact us for more information:
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