



Digital Declaration

A GSMA led initiative

The Digital Declaration is a set of aspirational principles to guide activity in the digital age.

We believe that enabling a positive and people-centred digital future requires constructive collaboration between stakeholders. Governments, industry and international organisations all have a stake in the digital future. The Declaration sets forth our vision of the digital future; identifying the common set of outcomes we all strive for.

It consists of eight high-level, aspirational principles, which can be summarised as delivering a digital future that:



Extends consumer trust for the digital age



Ensures an environment fit for continued innovation



Promises inclusive growth and opportunities for all

Some of the biggest names in technology have already signed up.

See the full list of signatories and the Digital Declaration at
www.gsma.com/betterfuture/digitaldeclaration

The principles outline a future that...



Extends consumer trust for the digital age

RESPECTFUL

Handling personal data in line with individuals' wishes

PROTECTIVE

Delivering an experience in a safe environment

SECURED

Ensuring multi-stakeholder cooperation to mitigate cybersecurity threats



Ensures an environment fit for continued innovation

DYNAMIC

Stimulating advancements through competition and flexibility

CONSTRUCTIVE

Driving collaboration and dialogue across geographies and stakeholders

SUSTAINABLE

Enabling an environment for business to deliver on policy goals



Promises inclusive growth and opportunities for all

INCLUSIVE

Extending the possibility of connectivity and digital technologies to everyone

OPEN

Fostering freedom of expression and access to information

EQUAL

Bringing everyone the opportunity to learn, create, transact and communicate

Why sign the Digital Declaration?

The past two decades have seen a progressive destruction of trust in societal institutions with consumer trust in business remaining low at 56 per cent in the 2019 Edelman Trust Barometer.

The same study found 76 per cent of consumers believe CEOs should take the lead on change, rather than waiting for government to impose it.

By joining this global movement, CEOs and their companies demonstrate their willingness to deliver digital products and services in a responsible manner.

- Stay ahead of the curve: Join a CEO movement in confronting the critical challenge of consumer trust facing the development of the digital economy
- As the Declaration is aspirational rather than prescriptive, it gives the flexibility for each company to focus on what matters to its industry, customers and governments
- Engage with CEOs who share your commitment to socio-economic values

To join the movement

Contact us at
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Visit our website
www.gsma.com/betterfuture/digitaldeclaration

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