Mobile Big Data Solutions for a Better Future

The mobile industry was the first sector to commit to delivering the United Nations 17 Sustainable Development Goals (SDGs) in 2016, delivering transformative impact through global initiatives, and dedicated to our industry purpose to intelligently connect everyone and everything to a better future.

To successfully realise the SDGs, and thereby tackle some of the world's greatest challenges, insights that accurately and efficiently assess the situation are a critical element of taking the most effective action. Yet, due to the nature of natural disasters, climate change, infectious diseases and pollution, such action is often difficult to accomplish and even harder to plan for. However, with the support of mobile operators, governments, agencies and NGOs can leverage mobile data powered solutions to drastically improve the effectiveness and efficiency of their response, decision making and planning. Through the GSMA, mobile operators are establishing a common approach to sustainably scale AI for Impact solutions, whilst placing privacy and the safeguarding of personal data at the centre of everything they do.

Mobile Big Data (MBD) offers significant opportunity to create widespread social impact in line with the SDGs. This report illustrates ways in which governments and development agencies could deliver impact - by harnessing the power of mobile big data to improve the way in which they design, implement and monitor public projects.

The research undertaken for this report indicates that MBD has the potential to positively impact at least 3% of the world's population, or over 150m people across advanced and emerging countries. The proliferation of mobile networks combined with the advent of big data presents an opportunity to generate timely insights through MBD solutions. If these MBD solutions are adopted at scale, by many countries and cities, they can help to tackle global challenges and deliver social impact. Realising this potential impact requires investment and innovation to harness MBD's benefits, and to embed data-driven tools and practices that are effective, ethical and responsible.

This report is designed to inform and inspire the global community to harness the power of MDB. Read the report to learn about:

- The projections of the potential impact that could be achieved, if MBD solutions were widely adopted

- The diverse selection of themed use cases selected to illustrate this potential, and presented in a framework linked to the UN SDGs.

- The recommendations, which outline key actions required to realise the potential benefit.

Collaboration between governments, international development agencies and mobile operators across the world can unlock the potential of MBD solutions, and drive positive social impact.

Mobile Big Data Solutions:
A World of Opportunity Over
the Next Five Years

Over 150m people could benefit from the impact of Mobile Big Data solutions (MBD) over the next five years, equivalent to 3% of the world's population.

Managing Disasters

25k

lives could be saved from natural disasters

by MBD-enabled solutions for identifying populations at risk, deploying rescue workers more precisely, clearing escape routes faster, protecting approximately US$1.9 bn of movable assets from damage.
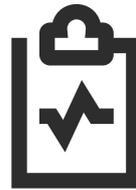
Cities, Infrastructure and Economic Growth

Access to and quality of healthcare improved for

60m

people in 41 countries

mainly located in South Asia and Sub-Saharan Africa through better health facility infrastructure planning.

Climate Change and Environment

By better measuring and limiting air pollution

120k

additional lives could be saved

across 15 of the world's most populated cities, while improving transport planning and congestion.

Health and Education

650k

fewer cases of tuberculosis across Asia and Africa through targeting locations at risk of infectious spread

This could reduce the 450M recorded cases of other communicable diseases such as dengue fever, cholera, hepatitis B and malaria.

Citizen Inclusion

Access to financial services for

70m

more adults across 58 countries

Where over 40% of adults are unbanked, by using Mobile Big Data solutions to raise awareness, trust and confidence in digital financial services.