The Covid-19 pandemic has had a profound impact on health and economies across the globe. It has also been a watershed moment for mobile big data (MBD) analytics, one which has brought MNOs, governments and international agencies together to develop effective responses. Multiple use cases illustrate how analytics products can help inform critical decisions, shape intervention plans and assess the impact of actions, whilst respecting data privacy. The full report presents MBD implementations from over 40 countries; recommendations based upon detailed case studies; and outlines the potential for MBD analytics to tackle a broader set of global challenges in local settings in the long term.
Utilising mobile big data and AI to benefit society

Collaborating with public and private sector stakeholders

I would say that an ecosystem approach, working together, is the only key solution to have sustainable solutions that are really responding to the challenge that everyone is facing.

Ministry of ICT and Innovation, Rwanda

The AI for Impact initiative is delivering public-private partnerships to sustainably scale mobile big data analytics and AI for a better future

Built on four key pillars

- **Global insights**
  Capture global knowledge and best practices from MBD deployments across the world

- **Public-private collaboration**
  Lead public-private partnerships to develop local capacity and build scalable and sustainable products and services

- **Privacy and ethics**
  Ensure adoption of privacy and ethical principles across the value chain and throughout the project lifecycle

- **Knowledge sharing**
  Disseminate learnings and best practices widely and publicly

**GSMA AI4I Covid-19 Response**

**Global Taskforce**
21 mobile operators accounting for over 2 billion connections in more than 100 countries

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

**Think globally**
A common framework for international collaboration on technology, policy, ecosystem and business models – driving scale

**Act locally**
Market-shaping and mobile big data analytics and AI implementations that enable effective decision-making and greater impact
Utilising mobile big data and AI to benefit society

Using the GSMA AI4I implementation engagement process

- Partnership creation
- Needs assessment
- Product specification
- Implementation
- Adoption
- Replication

THE NEED
DATA...TO ACTIONABLE INSIGHTS
INSIGHTS...TO IMPACT

To support a broad range of Covid-19 response measures

- Lockdowns
- Medical staff
- Test kits
- Social support
- Transport
- Exit strategy
- WASH facilities
- Hospital beds
- Public advice
- Financial support

Capturing insights in more than 40 countries around the world
Utilising mobile big data and AI to benefit society

The mobile big data analytics framework opens up a world of opportunity

Mobile Big Data and AI Tools + Services

Population mapping

Population mobility

Economic modelling

Logistics and infrastructure

Epidemiological modelling

Combined with partner data sets

To deliver local solutions to global challenges

1. No poverty
2. Zero hunger
3. Good health and wellbeing
4. Quality education
5. Gender equality
6. Clean water and sanitation
7. Affordable and clean energy
8. Decent work and economic growth
9. Industry, innovation and infrastructure
10. Reduced inequalities
11. Sustainable cities and communities
12. Responsible consumption and production
13. Life on land
14. Life below water
15. Life on land
16. Peace, justice and strong institutions
17. Partnerships for the goals

Accelerating the achievement of the United Nations Sustainable Development Goals

Download the full report: gsma.com/aiforimpactreport2021

For more information:
gsma.com/betterfuture/aiforimpact

AI for Impact digital toolkit
aiforimpacttoolkit.gsma.com

Follow us on:
@GSMA @GSMAPolicy
#BetterFuture #AI4Impact

This initiative has been funded by UK aid from the UK government and is supported by the GSMA and its members.

The views expressed do not necessarily reflect the UK government’s official policies.