



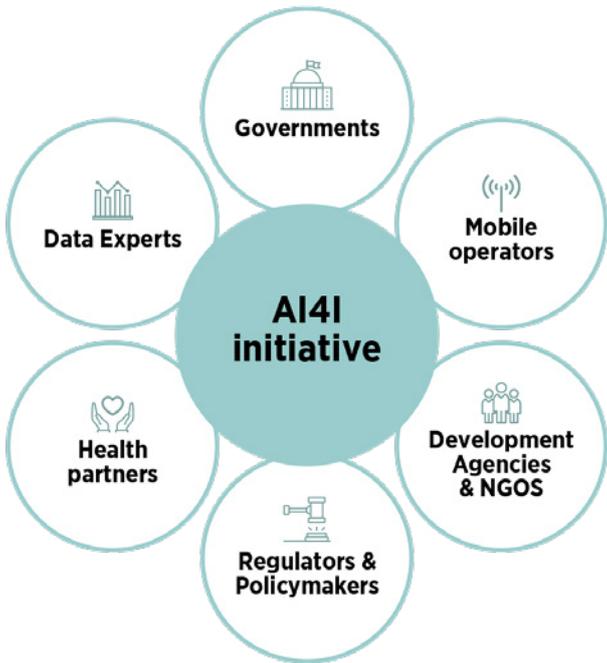
## Summary

# Utilising mobile big data and AI to benefit society

Insights from the Covid-19 response

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.

## 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



### 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

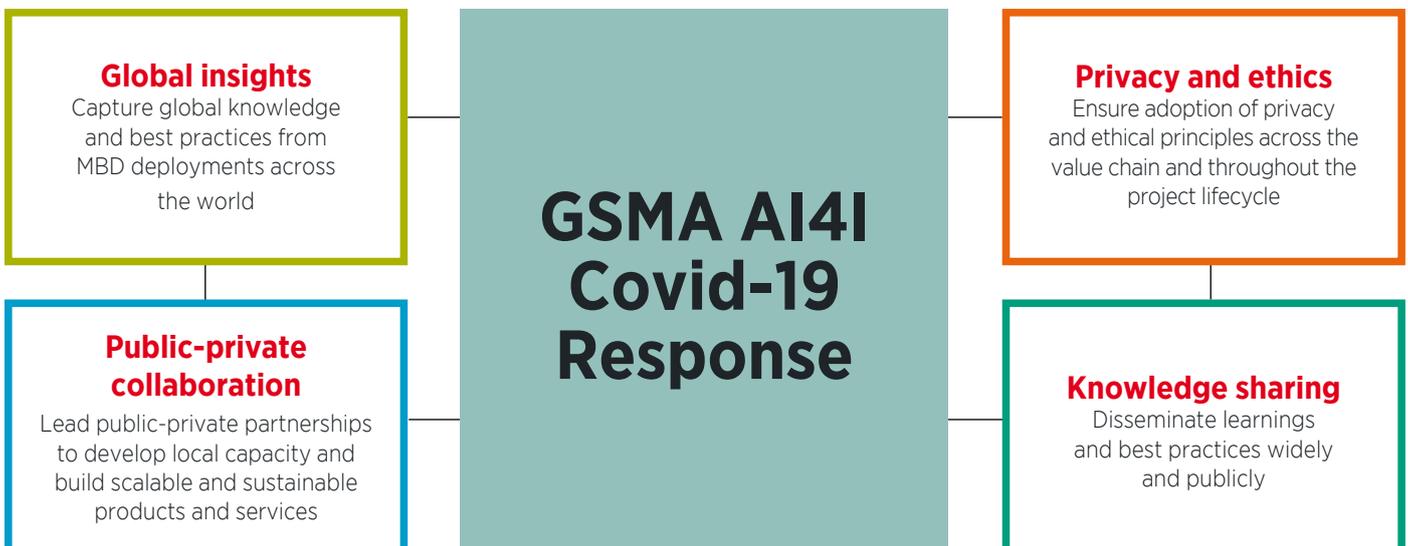
A common framework for international collaboration on technology, policy, ecosystem and business models — driving scale



### Act locally

Market-shaping and mobile big data analytics and AI implementations that enable effective decision-making and greater impact

## Built on four key pillars



### Global insights

Capture global knowledge and best practices from MBD deployments across the world

### 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

### Public-private collaboration

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

## GSMA AI4I Covid-19 Response

## Using the GSMA AI4I implementation engagement process



## To support a broad range of Covid-19 response measures



Lockdowns



Medical staff



Test kits



Social support



Transport



Exit strategy



WASH facilities



Hospital beds

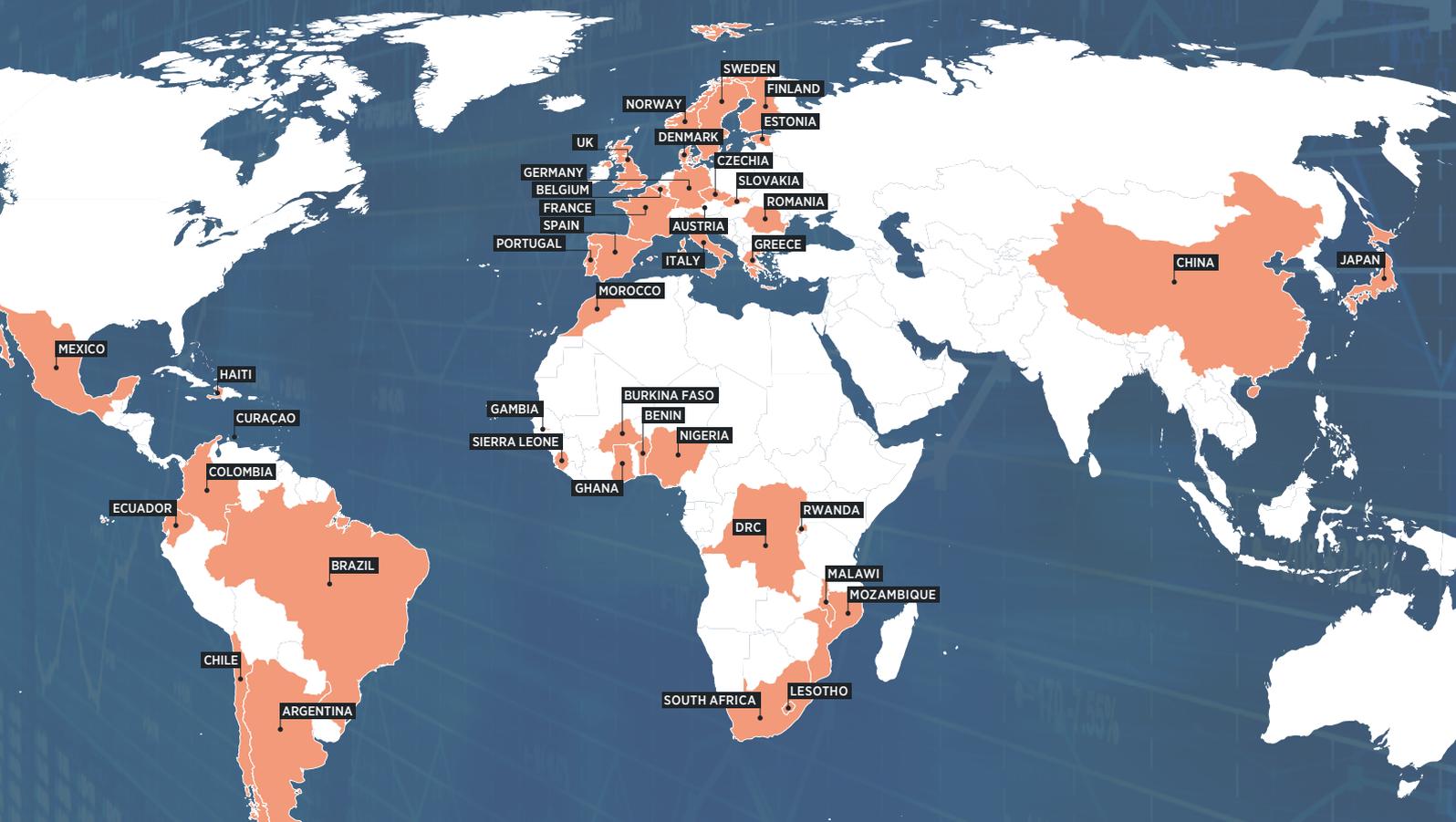


Public advice



Financial support

## Capturing insights in more than 40 countries around the world



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



To deliver local solutions to global challenges



Accelerating the achievement of the United Nations Sustainable Development Goals

Download the full report:  
[gsma.com/aiforimpactreport2021](https://gsma.com/aiforimpactreport2021)

For more information:  
[gsma.com/betterfuture/aiforimpact](https://gsma.com/betterfuture/aiforimpact)

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