Working together to deliver local solutions with a positive impact on society

As a key enabler of the digital age, the mobile industry has a responsibility to preserve and protect consumer trust to enable a prosperous digital future for all. The advancement of innovative technologies has become increasingly ubiquitous, enabling connectivity to all communities, providing platforms for everyone to learn, create, transact and communicate. However, fortifying the trust of all consumers is imperative in creating an inclusive digital society.

To achieve this goal, mobile operators and policymakers are joining forces in-country to provide solutions with a positive impact on citizens. Collaboration between public and private sectors is key to create and maintain an environment that supports data-driven economic growth, while advancing society and building trust in digital services.

We Care, a global initiative led by the GSMA, supports the mobile industry commitment to accelerate the achievement of the United Nations Sustainable Development Goals and the Digital Declaration, allowing operators to drive impact at a local level.

www.digitaldeclaration.com

Consumer Trust

Laying the foundation for a safe, sustainable and inclusive digital future

Governments, heads of industry, international organisations and consumers all have a stake in the digital future. To foster a culture of responsible leadership, industry leaders must recognise what matters most to digital citizens and promote an ethically sound and inclusive technological society.

AREAS ADDRESSED BY WE CARE INCLUDE:

Digital Inclusion
Promote the adoption and use of mobile internet, and ensure citizens have the skills to use it.

Disaster Response
Provide solutions in case of natural disasters and humanitarian emergencies.

Children and Mobile Technology
Create a safer environment and promote opportunities for young people through mobile technology.

Environmental Care
Support climate action through collecting e-waste, accelerating recycling and promoting sustainable business models.

Assistive Tech
Drive greater access and use of mobile technologies for persons with disabilities, and maximise opportunities for social and economic inclusion.

Mobile Privacy
Promote good practices regarding the protection of personal data and privacy.

Contribution to Public Safety
Implement solutions that help protect citizens, ranging from consumer education to supporting helplines.

Infrastructure Deployment
Support mobile operators in their efforts to close the connectivity gap and facilitate public-private collaborations.

Transparency
Build trust with stakeholders by improving communication on topics such as socio-economic contribution, services and contracts and general business practices.

Reducing Handset Theft
Allow users to report the theft or loss of a mobile device in order to block all future uses on networks of participating operators.

The world's mobile operators are unified behind one common industry purpose: Intelligently Connecting Everyone and Everything to a Better Future.

To find out more on the GSMA global We Care initiative, and how mobile operators are committed to responsible business practices, please go to: www.gsma.com/betterfuture/we-care

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Global We Care

- **More than 70 Mobile Network Operators**
- **Delivering over 30 We Care initiatives**
- **Across more than 20 countries**

We Care initiatives are being launched globally, here are examples from four key regions.

Latin America: Argentina's mobile operators committed to transparency in personal data use.

Claro, Movistar and Personal committed to give customers greater transparency and clarity around the handling of their personal data. The agreement includes measures such as prominently placing privacy policies on operators' websites and publishing statistics about the number of judicial requests they receive for users' data. The operators also reaffirmed their commitment to the GSMA's Mobile Privacy Principles*. The We Care initiative has been launched in 16 countries in Latin America.

Asia-Pacific: South Korea's mobile operators SKT, KT and LG Uplus will share information on lost and stolen devices with the GSMA Device Registry, allowing reported lost or stolen phones to be blocked both home and abroad.

The initiative is launched in collaboration with the Korea Association for ICT Promotion (KAIT) and is supported by South Korea's Ministry of Science and ICT. Under the agreement, South Korea's existing Central Equipment Identity Registry (C-EIR), operated by KAIT, will be connected to the GSMA IMEI Database used for reducing international device crime. The platform allows both parties to exchange IMEI data on lost or stolen devices, ensuring compromised devices can be blocked locally and globally.

Images: Ministerial and mobile operator signatories
* https://www.gsma.com/publicpolicy/wp-content uploads/2012/03/GSMA2016_Guidelines_Mobile_Privacy_Principles.pdf

Sub-Saharan Africa: Rwanda's mobile operators joined forces to drive mobile internet adoption and increase digital literacy, supported by Rwanda's Ministry of ICT and Innovation.

Airtel and MTN committed to use the GSMA's Mobile Internet Skills Training Toolkit (MISTT) to train sales agents and educate customers on how to access mobile internet services. The MISTT is a visual, easy-to-follow curriculum that helps trainers demonstrate the functionality and value of the internet on internet-enabled mobile phones. It includes modules on multiple content providers, as well as introductory modules on basics such as internet safety and costs. We Care initiatives in the region include Kenya on Children and Mobile Technology and Cote d'Ivoire on Reducing Handset Theft.


MENA: Tunisian mobile operators to launch SMS Disaster Alert System in collaboration with the Tunisian Ministry of Interior and the Tunisian Ministry of Technologies of Communication and Digital Economy.

Collaborating with the Government of Tunisia, Ooredoo, Orange and Tunisie Telecom will develop an SMS-based early warning system to alert citizens at risk of major floods. Tunisia regularly suffers from flooding disasters, sometimes causing loss of life, and serious material damage. The new service will use an SMS alert mechanism to provide instant and targeted information before and during major flooding, improving disaster preparedness and response.

Delivering We Care in your country:

Criteria for a successful We Care project:
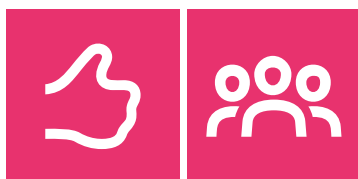
Deliver a positive impact on society and commit to a project measurement plan
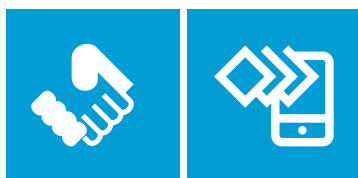
Proactive participation and agreement from all mobile operators & endorsement from local government and/or regulatory authority

Make a public announcement with local press and media

How to get involved:

If you have a project that you would like to be considered for We Care, please contact us at

betterfuture@gsma.com
www.gsma.com/betterfuture/we-care
www.digitaldeclaration.com

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