Artificial Intelligence and Mobile Big Data: Use cases delivering SDG impact

Today, Artificial Intelligence (AI) and Mobile Big Data (MBD) are being used to address some of the biggest challenges facing the world, in line with the United Nations Sustainable Development Goals (SDGs). These powerful forces are transforming business and society through public-private partnerships that bring together diverse expertise. The GSMA has created a framework which reflects the key areas where MBD and AI are having the most impact and where further value can be added. This publication highlights some of the wide variety of existing projects delivering positive impacts. Around the world, across the different themes and sub-themes in this framework, AI and MBD are being used to generate better knowledge about, and solutions to, both long-standing and emerging issues.

The Opportunity:

$15.7 trillion

PwC estimates that AI could contribute $15.7 trillion to the global economy by 2030.

17 SDGs

AI is already being used to address all 17 SDGs.

5.7bn

With 5.7bn unique mobile subscribers globally and 53% of people worldwide having used internet services on a mobile device, the mobile industry has unprecedented global reach.

1 PwC (2017) ‘Sizing the prize – PwC’s Global Artificial Intelligence Study: Exploring the AI Revolution’
The Model:

The projects are the result of collaborative partnerships between operators, governments, international agencies and academics.

Emerging use cases capitalise on advancements in AI combined with new technologies like IoT sensors.

Well-established use cases (such as urban planning) have led to the sustainable long term adoption of solutions.

The Use Cases:

The framework illustrates some of the areas where mobile operators and MBD can have the most impact. Mobile operators are investing in analytics, developing capabilities and building innovative technology services. In addition to the projects explored in the AI for Impact Use Case Framework, further example use cases can be found in the AI for Impact Digital Toolkit.

Figure 2 Global map of example use cases of AI and MBD for the SDGs

For more information: gsma.com/betterfuture/aiforimpact

AI for Impact digital toolkit: aiforimpacttoolkit.gsma.com

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