



HUMANITARIAN CONNECTIVITY CHARTER

DEMONSTRATING THE MOBILE INDUSTRY COMMITMENT TO PREPARING FOR AND RESPONDING TO HUMANITARIAN CRISES



INTRODUCTION

Mobile networks and the connectivity they provide can be a lifeline for those affected by natural disasters and other humanitarian emergencies. The number of these crises and their impact is growing. Between 2004 and 2014, an estimated 1.8 billion people were affected by natural and complex disasters. Mobile networks facilitate both access to information and coordinate assistance with Government, NGOs and the international humanitarian community before, during and after disasters. In recognition of their crucial role, mobile network operator (MNO) members of the GSMA have defined and committed to a set of shared principles in the spirit of supporting and enhancing humanitarian connectivity.

BENEFITS OF THE HUMANITARIAN CONNECTIVITY CHARTER

- The Mobile Industry can use its scale and reach positively to contribute to preparedness during disaster situations and to support the humanitarian response afterwards
- The opportunity to help is global. Our industry has prompted the increased awareness of vulnerabilities around disaster situations. The industry can foster a stronger global citizenship and engagement around disaster awareness and relief possibilities
- The Charter presents an opportunity to showcase the collaborative commitment of MNOs to their customers, communities, Government and the International Community through the humanitarian benefits of this Charter

HUMANITARIAN CONNECTIVITY CHARTER PRINCIPLES

The Humanitarian Connectivity Charter outlines shared principles of commitment and a series of aspirational collaborative actions to demonstrate the support of the mobile industry to communities and other stakeholders in disaster situations. The principles of this Charter are:

- To enhance coordination within and among Mobile Network Operators before, during and after a disaster
- To scale and standardise preparedness and response activities across the industry to enable a more predictable response
- To strengthen partnerships between the Mobile Industry, Government and the Humanitarian sector

The ultimate aim of the Charter is to strengthen access to communication and information for those affected by crisis in order to reduce the loss of life and positively contribute to humanitarian response

INTENDED OUTCOMES OF THE HUMANITARIAN CONNECTIVITY CHARTER

Through pursuing the principles of The Charter, signatories will work towards the following outcomes:

- Creating accessible and resilient connectivity for mobile subscribers and communities affected by disaster situations
- Establishing before, during and after a disaster best practice standards for the mobile industry
- Reliable information sharing that will benefit communities, humanitarian responders and the mobile eco-system
- An ability to maintain focus on business continuity and revenue protection during a disaster, enabling the delivery of critical services to impacted communities and responding agencies
- Improved leveraging of MNO core assets, competencies and relationships with external partners to deliver humanitarian communication activities
- Greater visibility of the unique role of mobile communication and the mobile industry in supporting disaster and humanitarian response

The companies herein commit to the principles outlined in the Charter in the spirit of supporting communities, customers, Governments and the wider humanitarian community during disasters and humanitarian emergencies.