



# Enhancing Children's Lives through Mobile

Opportunities to improve children's lives, development and well-being, using the **UN Convention on the Rights of the Child** as a foundational framework

**A Guide for Mobile Network Operators**

May 2019





The GSMA represents the interests of mobile operators worldwide, uniting more than 750 operators with over 350 companies in the broader mobile ecosystem, including handset and device makers, software companies, equipment providers and internet companies, as well as organisations in adjacent industry sectors. The GSMA also produces industry-leading events such as Mobile World Congress, Mobile World Congress Shanghai, Mobile World Congress Americas and the Mobile 360 Series of conferences.

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# Introduction

## Background and context

For a number of years, mobile operators have been working to protect children online and to promote the safe and responsible use of mobile services. The importance of taking such steps is clear and widely understood.

However, mobile technology can also provide a range of benefits and opportunities to children. For example, it can provide them with new ways to learn, expose them to different cultures and people from different regions and segments of society, and encourage creativity. Yet, there is limited understanding and recognition of the potential for mobile operators' activities to enhance the lives and well-being of children.

Some of these actions may benefit children directly, while others will benefit them indirectly by empowering and supporting parents, caregivers and communities on whose success the well-being of children depends.

Using the United Nations Convention on the Rights of the Child (CRC) as a foundational framework, this guide outlines ways in which mobile operators can contribute – and, indeed, are already contributing – to positive

outcomes for children in terms of their rights, development and well-being, while minimising any adverse risks and impacts that mobile services can pose for children.



### **From protection to participation:** Using the Convention on the Rights of the Child as a foundational framework

The CRC sets out the rights that all children, everywhere, are entitled to so that they can survive and thrive, learn and grow, and reach their full potential.

The CRC was adopted in 1989 but remains as important in today's connected world as it was 30 years ago. It recognises the special care that should be given to children and the safeguards and legal protections that children warrant; it describes the baseline conditions that all children should have to grow and develop. While the language of the CRC is directed at states, all sectors, including business, have a role to play in realising children's rights.<sup>1</sup>



1. General comment No. 16 (2013) on State obligations regarding the impact of the business sector on children's rights, [https://www2.ohchr.org/english/bodies/crc/docs/GC/CRC-C-GC-16\\_en.doc](https://www2.ohchr.org/english/bodies/crc/docs/GC/CRC-C-GC-16_en.doc)

In the past 30 years, mobile technology has become an inherent part of family life, offering a world of benefits and new opportunities for young people and their parents, while also posing potential risks. By using the CRC as a lens through which to consider potential child rights impacts of mobile operator activities, it is possible to frame the many ways mobile operators can support a broader spectrum of child rights, from protection to participation.

### ***The CRC in the context of the United Nations Sustainable Development Goals***

In 2015, all United Nations Member States adopted the 2030 Agenda for Sustainable Development, which provides a shared blueprint for peace and prosperity for people and the planet. The agenda is based on 17 Sustainable Development Goals (SDGs), which are

a call to action to end poverty and other deprivations while developing strategies to improve health and education, reduce inequality and spur economic growth, and tackle climate change and environmental issues.

The CRC outlines the international standards for ensuring all activities align with the rights of every child. The SDGs articulate a road map for realising the rights of all people, including children. Thus, children's rights cannot be realised without the successful implementation of the SDGs and vice versa.

This document brings the CRC and the 2030 Agenda together. It refers to 22 of the 41 CRC articles and to a range of related SDGs, focusing on those that are most relevant to the mobile sector as determined by the GSMA and UNICEF through a consultation process.

## **SUMMARY OF CRC ARTICLES OF GREATEST RELEVANCE TO THE MOBILE SECTOR**





## How to use this guide

The purpose of this guide is to inspire mobile operators to contribute to positive outcomes for children in terms of their rights, development and well-being, and to minimise any adverse risks and impacts that mobile services can pose for children.

Contributing to positive outcomes for children may be through mobile services that directly benefit children or through mobile services that indirectly benefit children through their community or family, thus improving opportunities for the children within that group. **For examples see below.**

### Mobile operator actions that *directly* benefit children, such as:

Supporting children's education by enabling access to educational content



Enabling a child in need to contact a national child helpline for support or protection by partnering with child helplines



Helping children who otherwise would not have access to birth registration and a legal identity by supporting mobile-enabled / SMS birth registration systems



### Mobile operator actions that *indirectly* benefit children, such as:

Deploying mobile connectivity to refugee camps to help refugees access necessary resources, as well as enable separated families to reunite and stay in touch



Developing innovative and affordable mobile services that stimulate local business and economic growth, which can help increase incomes and improve standards of living, particularly in poor communities where children can be especially vulnerable



Expanding mobile connectivity in, for example, rural areas or marginalised communities to broaden the reach of a wide range of basic services – such as health, education and financial services – to otherwise excluded or underserved groups



Case studies have been included in this document to highlight how some of these opportunities have been implemented by mobile operators around the world.

### How each section of the guide is structured



CRC ARTICLE



IMPACT OF MOBILE TECHNOLOGY



MOBILE OPERATOR CONTEXT



CASE STUDIES



RELATED SDGs

**Note 1:** This document is not intended to be a due diligence or assessment tool and does not represent an exhaustive list of potential activities. Rather, it seeks to guide mobile operators in thinking of their activities in terms of child rights impacts, by illustrating ways in which mobile companies can contribute to the improvement of children's lives and well-being by using mobile technology, whether delivered through commercial services, investments or philanthropic initiatives. In any scenario, activities undertaken by mobile operators intended to support children should be carried out in consultation with stakeholders or partners who have the expertise and knowledge on issues children face. The aim is to ensure activities address real needs and gaps, are adapted to local contexts and can be replicated and shared for wider application. Naturally, the focus and priorities of individual companies will depend on their strategy, operating environment, market presence, risks and opportunities.

**Note 2:** This guide focuses on the role that technology plays in children's lives and does not include guidance on workplace or supply chain responsibilities. Other guidance for the mobile sector exists that calls on companies to put in place policies prohibiting workplace discrimination; supporting workers' parental responsibilities; preventing the use of forced labour, human trafficking and child labour in the value chain; promoting the health, safety and well-being of employees; providing living wages to ensure adequate standards of living; and last but not least, providing vocational opportunities and apprenticeships for young workers and young people in local communities. See Resources section for additional documentation.



# Abuse:

## Protecting children from harm



**Article 19** Protection from abuse and neglect: The State shall protect the child from all forms of physical or mental violence, injury or abuse, neglect or negligent treatment, maltreatment or exploitation, including sexual abuse.



### Impact of mobile technology

Many children use mobile devices as their primary means of accessing the internet and digital services. While the internet brings many opportunities for positive engagement, children are also potentially exposed to a range of risks, such as cyberbullying, unwanted contact or harmful content.

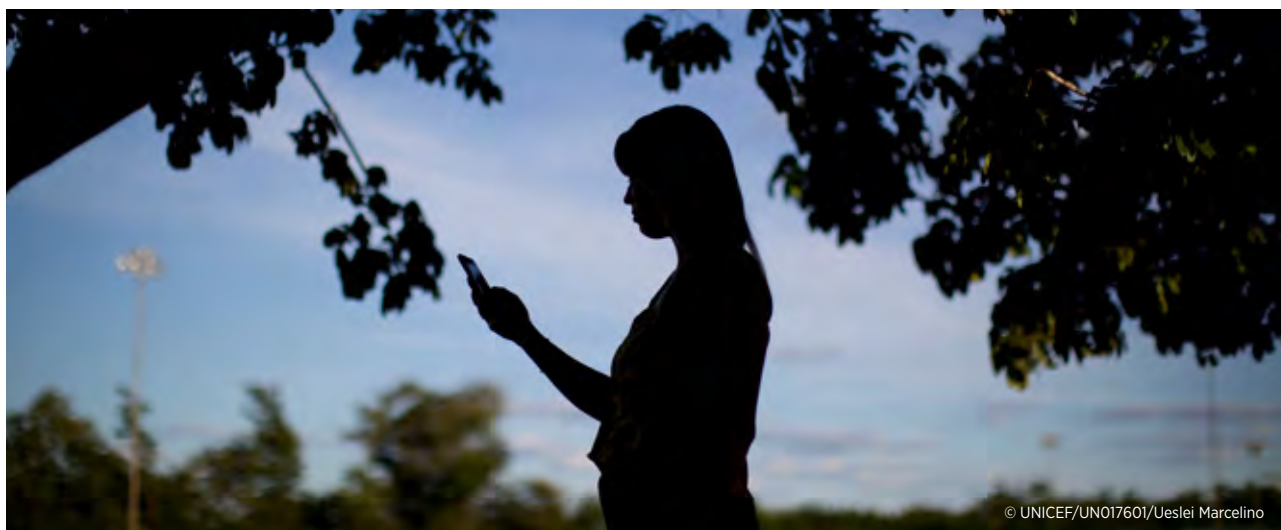
At the same time, a mobile phone in the hands of a child who is experiencing harm or abuse can provide the vital means to reach out for support, whether from within their digital communities or through more formal support services such as child helplines.



### Mobile operator context

- By contributing to the development of 'digital resilience' skills (knowledge of how to navigate and respond to risks), mobile operators can help children to become confident digital citizens. By partnering with parenting groups and internet safety specialists, as well as educators and other community groups, mobile operators can help amplify their messaging on safe and responsible behaviours.
- Mobile operators can also offer or signpost technical tools and solutions (e.g. 'parental controls') which can play a role in allowing parents and caregivers to help their children have more age-appropriate digital experiences. Solutions should consider children's evolving capabilities and be tailored to different age groups to ensure children's access is not disproportionately restricted.
- Mobile operators can play a key role in maximising the reach of child helplines and helping to ensure a child in need of support can use a mobile phone to contact their national child helpline. The GSMA and Child Helpline International, together with their respective members, have produced a guide – with multiple case studies – outlining ways in which mobile operators and child helplines can work together to safeguard children and promote their fundamental rights (see Resources section).





## Case studies

### Turkcell and the DQ Institute are enabling digital citizenship skills

**Turkcell** has partnered with the DQ Institute to make DQ's digital citizenship programme available to Turkish children. The programme uses gamification to empower children with a comprehensive set of digital citizenship skills by teaching them about eight core digital skills such as managing screen time, digital footprints, critical thinking and digital empathy.

### Zain Group is supporting child helplines in the MENA region

**Zain Group** has undertaken several collaborations with the child helpline community, both regionally and nationally. For example, working with the National Council for Children's Welfare in Sudan, Zain promotes the child helpline across the country; in Jordan, Zain provides technical support and helped upgrade the child helpline's telephone system.

### OTHER LINKS

**Telenor's** #DigiWorld curriculum is designed to help children become safer and more confident digital citizens. It is available in multiple languages and contains quizzes, a resource library and worksheets for children, parents and schools: [digiworld.theparentzone.co.uk/digiworld-en](http://digiworld.theparentzone.co.uk/digiworld-en)

**Telefonica's** Dialogando portal is available across all Telefonica markets and contains informative articles and videos that encourage safe and responsible use of technology so that users can enjoy all its advantages: [www.telefonica.com/en/web/responsible-business/our-commitments/children/dialogando](http://www.telefonica.com/en/web/responsible-business/our-commitments/children/dialogando)

## Related SDGs

5
GENDER  
EQUALITY

GOAL 5

**5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation

16
PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS

GOAL 16

**16.1** Significantly reduce all forms of violence and related death rates everywhere

**16.2** End abuse, exploitation, trafficking and all forms of violence against and torture of children

# Sexual exploitation:

## Taking steps to combat the sexual exploitation of children



**Article 34** Sexual exploitation: The State shall protect children from sexual exploitation and abuse, including prostitution and involvement in pornography.



### Impact of mobile technology

Mobile operators can contribute to the fight to prevent the misuse of their services for the dissemination of illegal digital child sexual abuse material (CSAM). They can also support law enforcement and child helplines to find and help victims, and to take steps to prevent misuse of company resources to exploit children.



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### Mobile operator context

- Mobile operators can make accessing, hosting and sharing of CSAM more difficult in several ways. If they provide hosting services, mobile operators can implement Notice and Takedown procedures to remove any CSAM at the demand of law enforcement or the national internet reporting hotline; mechanisms, such as Photo DNA, can be used to deny uploading of known CSAM to servers. Operators can put in place policies and processes to help minimise access to known CSAM at network level.\*
- Mobile operators can provide templates\* for guidance and information requests to national Law Enforcement Agencies (LEA) that outline processes for investigations into crimes against children requiring mobile operator assistance.
- To protect children and help them, their parents and their caregivers understand the risks, mobile operators can work with expert organisations to make information and educational materials

available on how online services may be used for inappropriate contact towards children (grooming) and the risks of sharing intimate images online (self-generated content or 'sexting', and sexual extortion). They can also signpost or provide parental control tools to parents to help limit the risk of inappropriate contact in particular for younger children.

- Mobile operators can support expert organisations in creating, implementing and running local child helplines where children can report sexual abuse and receive support. Options for support include enabling short-codes or free-of-cost calls, waving interconnect charges and promoting these resources to children. Operators can also support the work of specialist internet hotline providers who receive and investigate reports of potentially illegal CSAM.

\*The GSMA Mobile Alliance Against Child Sexual Abuse Content has developed internal guidance documents for mobile operators on these areas. Email [mpoweryouth@gsma.com](mailto:mpoweryouth@gsma.com) to request a copy. See Resources section for further GSMA resources on reporting hotlines, Notice and Takedown processes, etc.

## Case studies

### Mobile operators come together to fight CSAM online



GSMA's Mobile Alliance Against Child Sexual Abuse Content brings together mobile operators committed to creating barriers to the misuse of mobile networks to access, share, host and profit from CSAM. Members do this through collaboration with internet reporting hotlines

and restricting access to known CSAM in their networks. The companies also collaborate with expert organisations to raise awareness on issues such as grooming and sexual exploitation, and to advocate in their operating countries for clear laws and processes to help fight the proliferation of CSAM. All operators are welcome to contact the Alliance to learn about the steps they can take. [www.gsma.com/mobilealliance](http://www.gsma.com/mobilealliance)

### OTHER LINKS

In collaboration with expert partners, the GSMA and Child Helpline International created a series of high-level guides for child helpline volunteers and counsellors on issues related to internet safety, including grooming, sexual extortion and sexual harassment online. [www.gsma.com/publicpolicy/resources/internet-safety-guides](http://www.gsma.com/publicpolicy/resources/internet-safety-guides)

## Related SDGs



### GOAL 5

**5.2** Eliminate all forms of violence against all women and girls in the public and private spheres, including trafficking and sexual and other types of exploitation



### GOAL 16

**16.1** Significantly reduce all forms of violence and related death rates everywhere

**16.2** End abuse, exploitation, trafficking and all forms of violence against and torture of children

**16.4** By 2030, significantly reduce illicit financial and arms flows, strengthen the recovery and return of stolen assets and combat all forms of organized crime

# Emergencies:

## Supporting emergency preparedness and response in crisis situations



**Article 6** Life, survival and development: Every child has the inherent right to life, and the State has an obligation to ensure the child's survival and development.



### Impact of mobile technology

Children's right to life, survival and development is closely linked to the situation experienced by their parents, caregivers and wider communities. Mobile companies can support a child's right to life by helping to protect children, their parents and communities during crises by supporting a systematic approach to risk reduction, mitigation and preparedness to build resilient communities and businesses in regions prone to crises, as well as to facilitate the response, recovery and rebuilding.







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## Mobile operator context

- Mobile operators can develop and maintain resilient telecommunications infrastructure that can withstand extreme conditions and increased volumes of traffic. This is critical in sustaining communications during crises and being able to support, for example, emergency broadcast systems.
- Mobile can be used to improve the disaster preparedness of children and their families through disseminating early warning and emergency alerts and supporting awareness-raising efforts in schools and communities.
- Similarly, in the aftermath of a crisis, mobile operators can partner with others to support disaster relief coordination and enable citizens to make emergency calls, be located, marked as safe or sent relief as required. They can also work with humanitarian organisations to distribute aid to forcibly displaced persons through mobile money-enabled cash and voucher assistance programmes.
- Mobile services can strengthen interventions to prevent and respond to climate-related disasters and food insecurity, including supply chain solutions, population tracking, facilitating cash transfers, early warning systems, surveying and collection tools, agronomic advice and smart agriculture, among others.
- Customer data records can be used in anonymised aggregated form to inform real-time population movements during crisis situations to support interventions for populations that need support and assistance. They can also be used to generate forecast scenarios for decisions during emergencies, e.g. epidemic prevention and containment. Depending on data collected, mobile operators may be able to provide additional disaggregated data (e.g. on women / men) on the demographics of the affected population.
- Successful partnerships are driven by a shared long-term vision and clearly defined roles, as well as by clear business ownership and responsibilities. To enable effective partnerships, mobile operators can draft and formalise agreements for pre-and post-emergency strategies with humanitarian organisations and governments. Mobile companies can also create secondment arrangements to deploy trained technical staff with relevant expertise and knowledge in areas such as logistics, coordination, information management and data analysis to support humanitarian preparedness and response.

For further recommendations on how digital and mobile solutions can enhance or improve humanitarian outcomes in crisis situations, see *Mobile for Humanitarian Innovation: Landscaping the digital humanitarian ecosystem*: [www.gsma.com/mobilefordevelopment/wp-content/uploads/2018/12/Landscaping-the-digital-humanitarian-ecosystem.pdf](http://www.gsma.com/mobilefordevelopment/wp-content/uploads/2018/12/Landscaping-the-digital-humanitarian-ecosystem.pdf)

## Case studies

### Epidemic preparedness and response: Telefonica, UNICEF and the Colombian Ministry of Health use big data to make faster decisions on disease incidence and response

In Colombia, UNICEF Innovation is working on a project to advance inter-institutional efforts to explore and develop uses of big data for the Colombian health sector. The project brings together **UNICEF Colombia, the Ministry of Health, the National Health Institute, Telefonica and academic collaborators** from the University of Notre Dame and Boston Children's Hospital. By means of computer simulations that use real-time data on reported cases and human mobility measured from mobile phone records, the project will generate real-time forecasts on the risk of vector-borne disease incidence and spread in Colombian municipalities. The information will be used by the government to make faster decisions for epidemic preparedness and response activities.

### Hurricane Maria: Reconstructing connectivity in Puerto Rico

On 20 September 2017, the Caribbean island of Puerto Rico was hit by Hurricane Maria, causing an estimated \$90 billion of damage and claiming the lives of many people, including children. The power grid was severely damaged, and 95 per cent of the country was without network service. **Claro, Sprint and AT&T** worked together to share their resources, equipment and information to restore the network.

#### OTHER LINKS

**Smart Philippines** has an extensive disaster preparedness programme, #SafePH, which includes solutions such as the Emergency Cell Broadcast System, a platform for sending location- and hazard-specific emergency alerts, and Librang Tawag (free call) centres at evacuation centres of disaster-affected communities.  
[smart.com.ph/About/community-partnership/kabalikat/kaligtasan](http://smart.com.ph/About/community-partnership/kabalikat/kaligtasan) and  
[smart.com.ph/About/newsroom/press-releases/csr-news/2018/09/03/smart-wins-int-l-award-for-youth-disaster-preparedness-program](http://smart.com.ph/About/newsroom/press-releases/csr-news/2018/09/03/smart-wins-int-l-award-for-youth-disaster-preparedness-program)

## Related SDGs

11 SUSTAINABLE CITIES AND COMMUNITIES

GOAL 11

**11.5** By 2030, significantly reduce the number of deaths and the number of people affected and substantially decrease the direct economic losses relative to global gross domestic product caused by disasters, including water-related disasters, with a focus on protecting the poor and people in vulnerable situations

13 CLIMATE ACTION

GOAL 16

**13.1** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries





# Refugee children:

## Addressing the challenges faced by migrant, refugee and displaced children



**Article 10** Family reunification: Children and their parents have the right to leave any country and to enter their own for purposes of reunion or the maintenance of the child-parent relationship.

**Article 22** Refugee children: Special protection shall be granted to a refugee child or to a child seeking refugee status. It is the State's obligation to cooperate with competent organisations that provide such protection and assistance.



### Impact of mobile technology

Millions of children are on the move. Some are driven from their homes by conflict, poverty or disaster; others are migrating in the hope of finding a better, safer life. Far too many encounter danger, detention, deprivation and discrimination on their journeys and once they

reach their destinations. Mobile technology can play a part in connecting these populations to necessary resources, as well as help separated families reunite, stay in touch and receive support and aid, whether they are in temporary camps or on the move.



### Mobile operator context

- Mobile operators can support connectivity and availability of mobile services for refugee, migrant and displaced children and their families and caregivers, for example by providing portable solutions for network coverage and device charging.
- A wide range of services for uprooted children and their families and caregivers – such as identity, language and remote education services – can be made available through mobile devices. For example, mobile operators can enable access to digital education materials and so facilitate equitable online learning opportunities for uprooted children.
- Providing forms of financial aid through mobile financial services can bring significant operational time and cost savings for aid organisations and allow displaced people to directly receive financial support, particularly remittance services.
- Mobile operators can also work with expert partners to develop and support innovative apps and other solutions to facilitate reunification of families, especially children.





## Case studies

### Translation and internet services for Syrian refugees in Turkey

As of February 2016, Turkey hosts approximately 2.7 million registered Syrian refugees. To help ease the integration of refugees into society, **Turkcell** developed an application that teaches basic language skills, provides instant speech translation and offers key information in Arabic and Turkish. By 2018, Turkcell had supported more than 900,000 people. Turkcell has also launched a technology centre in a refugee camp named Kahramanmaraş to connect refugees to the internet and provide children with relevant education, information and content services.

### OTHER LINKS

**Vodafone Foundation** Instant Network Schools enable young refugees and teachers to access digital educational content and the internet  
[www.vodafone.com/content/foundation/instant-network-schools.html](http://www.vodafone.com/content/foundation/instant-network-schools.html)

**Ooredoo's** Smile for Peace programme connects refugees to NGOs and families in Iraq.  
[ooredoo.com/en/social\\_responsibility/disaster\\_relief](http://ooredoo.com/en/social_responsibility/disaster_relief)

## Related SDGs

1
NO POVERTY

GOAL 1

1.4 By 2030, ensure that all men and women, in particular the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance

4
QUALITY EDUCATION

GOAL 4

4.5 By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

10
REDUCED INEQUALITIES

GOAL 10

10.7 Facilitate orderly, safe, regular and responsible migration and mobility of people, including through the implementation of planned and well managed migration policies

# Parents:

## Supporting positive parenting



**Article 5** Parental guidance and the child's evolving capacities: The State must respect the rights and responsibilities of parents and the extended family to provide guidance for the child that is appropriate to his or her evolving capacities.

**Article 18** Parental responsibilities: Parents have joint primary responsibility for raising the child, and the State shall support them in this. The State shall provide parents with appropriate child-raising assistance.



### Impact of mobile technology

Mobile operators can help to provide information and tools to parents in several ways to better protect their children online. They can also help partners to disseminate information on good parenting.

#### Mobile operator context



Mobile operators can work with expert partners to develop or make activities and educational materials available for children, parents, caregivers and teachers to understand how their services work and what risks and opportunities they may represent for children.

- Many parents are concerned about internet safety issues, such as cyberbullying, grooming or access to age-inappropriate content. As providers of internet access, mobile operators can support parents as they seek to protect children from harm online while harnessing the positive aspects of digital connectivity.
- Mobile operators can offer or signpost technical tools and solutions (e.g. 'parental controls'), which can play a role in allowing parents and caregivers to help their children to have more age-appropriate digital experiences. Solutions should consider children's evolving capabilities and be tailored to different age groups to ensure children's access is not disproportionately restricted.
- Mobile technology can also be used to disseminate information that supports the healthy development of children and helps parents in their duties. Mobile operators can provide a channel for organisations to disseminate information such as tips on good parenting; services for mothers during pregnancy and the first years of the child's life; and mobile applications that help parents organise and facilitate time management and increase work/life balance.

## Case studies

**TDC's Parents in a digital world** initiative is a product of TDC's 30-year partnership with the Danish Children's Welfare society, Børns Vilkår, which runs both the national Childline service and Parentline service. Børns Vilkår has a deep knowledge of the problems and concerns of Danish youth and their parents. The Parents in a digital world initiative provides free training workshops and webinars to give parents a better understanding of the digital world children face, so they can support and guide their children towards safe and positive experiences online. At year-end 2018, more than 4,000 parents had taken part in the training programmes. The training is complemented by a platform of free online resources for parents to continue their knowledge gathering and empowerment. [bornsvilkar.dk/faa-gode-raad/digitaltliv/foraelldre](http://bornsvilkar.dk/faa-gode-raad/digitaltliv/foraelldre)

### Digital information on early childhood health for parents

**Tigo Paraguay** has partnered with UNICEF since 2014 to provide a weekly push-SMS with information according to a baby's gestation or development period, from conception to 3 years old. The service is for both mothers and fathers and is free of charge. [www.unicef.org/paraguay/spanish/32252\\_38472.html](http://www.unicef.org/paraguay/spanish/32252_38472.html)



## OTHER LINKS

**Deutsche Telekom's** Teachtoday initiative offers help to children and teens, parents and grandparents, as well as to educational professionals, with materials and tips for teaching, parenting and growing up in a world where media is part of everyday life. [www.teachtoday.de/en/140\\_Home.htm](http://www.teachtoday.de/en/140_Home.htm)

**Vodafone's** Digital Parenting website provides a wide range of resources to support parents, caregivers, teachers and young people to get the most out of technology as well as become more confident and resilient when online. [www.vodafone.com/content/digital-parenting/about.html](http://www.vodafone.com/content/digital-parenting/about.html)

## Related SDGs

4  
QUALITY  
EDUCATION



GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

5  
GENDER  
EQUALITY



GOAL 5

**5.4** Recognize and value unpaid care and domestic work through the provision of public services, infrastructure and social protection policies and the promotion of shared responsibility within the household and the family as nationally appropriate

# Economic livelihoods:

## Supporting economic livelihoods and decent work



**Article 27** Standard of living: Every child has the right to a standard of living adequate for his or her physical, mental, spiritual, moral and social development. Parents have the primary responsibility to ensure that the child has an adequate standard of living. The State's duty is to ensure that this responsibility can be, and is, fulfilled. State responsibility can include material assistance to parents and their children.



### Impact of mobile technology

Children's standard of living is directly linked to the standard of living of their parents, caregivers and communities. Mobile policies, infrastructure and services can help families and young workers to access new economic opportunities, increase their incomes and improve their lives.



### Mobile operator context

- Mobile technology can help increase incomes and improve standards of living, particularly in poor communities. Mobile operators can support this by developing innovative and affordable mobile services that stimulate local business (and economic) growth.
- Access to affordable digital services can support parents and young workers to find employment and access information, new markets and financial services including low-cost remittance services.
- Mobile agricultural services can help smallholder farmers, many of whom are on extremely low incomes, to improve their farming practices and livelihoods. Access to information and financial services, including micro-finance, supports the more productive use of land and agricultural resources. Connecting remote communities to agricultural marketplaces through mobile technology can increase price transparency, reduce price volatility of food commodity markets and improve price outcomes.



## Case studies



### Ooredoo Myanmar's agricultural information service

In Myanmar in 2016, **Ooredoo** introduced a free-to-download app, Site Pyo, designed to improve agricultural crop yields. The app is zero-rated for data use by Ooredoo. Users can personalise their experience, for example by receiving customised weather forecasts for their

area, and access information on 10 crops, from seed selection to harvesting and storage. The app helps farmers to time harvesting and planting according to the weather and helps them to calculate the right amount of seed and chemicals to use.

From launch in March 2016 to December 2016, the app had over 150,000 users – 81 per cent of them stated that they had made changes on their farm because of information from the app, from new planting techniques to methods of pest and disease control.

### OTHER LINKS

**MTN Yemen's** Small and Micro-Enterprises Promotion Services (SMEPS) initiative includes the 'Make your Qamaria by yourself' campaign to promote products and generate income for craft-producing families.

[www.mtn.com/wp-content/uploads/2019/02/MTN-Sustainability-Report-20171.pdf](http://www.mtn.com/wp-content/uploads/2019/02/MTN-Sustainability-Report-20171.pdf) (p. 23)

## Related SDGs

1
NO POVERTY

GOAL 1

End poverty in all its forms everywhere

**1.1** By 2030, eradicate extreme poverty for all people everywhere, currently measured as people living on less than \$1.25 a day

**1.2** By 2030, reduce at least by half the proportion of men, women and children of all ages living in poverty in all its dimensions according to national definitions

10
REDUCED INEQUALITIES

GOAL 10

**10.4** Adopt policies, especially fiscal, wage and social protection policies, and progressively achieve greater equality

# Privacy and marketing: Delivering commercial propositions responsibly



**Article 16** Protection of privacy: Children have the right to protection from interference with their privacy, family, home and correspondence, and to protection from libel or slander.

**Article 36** Other forms of exploitation: The child has the right to protection from all forms of exploitation prejudicial to any aspects of the child's welfare not covered in articles 32–35.<sup>2</sup>



## Impact of mobile technology

Mobile operators can support children's right to privacy by putting in place policies that set out how mobile phone users' – including children's – privacy is respected.

While mobile operators typically advertise to adults, and not children, they can establish responsible marketing policies that specifically consider children.

2. Article 32 (child labour), Article 33 (drug abuse), Article 34 (sexual exploitation), Article 35 (abduction, sale and trafficking)

## Mobile operator context

- Mobile operators can help protect children's privacy online by working with expert organisations to help children and their parents to understand and manage risks to privacy. They can also use their influence to encourage developers to follow a privacy-by-design approach, and to provide transparent information about privacy choices.
- Many countries require particular care to be applied to the collection and use of personal data from children, particularly children below the 'digital age of consent to give relevant permissions for the use of their data' (often between 13 and 16 years old, depending on the service and country). Operators can put in place policies and procedures that set out how privacy should be respected. Operators can take child users into account in the way these policies are implemented, and ensure the collection, access and use of personal information and behavioural data by applications or services that are directed at children are appropriate in all given circumstances and compatible with national law.
- Mobile operators can provide information and materials to support parents in managing commercial considerations related to their children's use of mobile – for example, clearly explaining the costs of services and data usage, and providing tools for parents to oversee and manage spending.
- In many countries, only people over the age of 18 can buy and register a SIM card in their name. Therefore, most mobile operators do not officially have children as customers and do not market their service directly to children. However, children widely use mobile devices and appear in advertisements. They will also see advertising by mobile operators. Operators can put in place responsible marketing policies that consider the effects of representation in advertising; this includes the appropriate use of children in advertising and marketing materials, and ensuring all advertising, marketing and promotions can be clearly identified as such.

## Case studies

### **Protecting against overspending with unlimited data**

Many operators in Finland, including **Elisa, Moi and Telia**, have offers specifically directed at parents for children, which provide unlimited data. This protects against over-spending on data services and, as opposed to prepaid options, ensures the child is always contactable. Additionally, parents can set spending limits on their child's account for SMSs and calls. If the customer informs the operator that a child is using the account, this will ensure children will not, for example, be contacted by direct phone sales. [www.telia.fi/kauppa/liittymat/puhelin-lapselle](http://www.telia.fi/kauppa/liittymat/puhelin-lapselle)

### **OTHER LINKS**

The GSMA **Privacy Design Guidelines for Mobile Application Development** include specific recommendations for children and adolescents. [www.gsma.com/publicpolicy/wp-content/uploads/2018/02/GSMA-Privacy-Design-Guidelines-for-Mobile-Application-Development.pdf](http://www.gsma.com/publicpolicy/wp-content/uploads/2018/02/GSMA-Privacy-Design-Guidelines-for-Mobile-Application-Development.pdf)

UNICEF's **Industry Toolkit on Children's Online Privacy and Freedom of Expression** provides guidance on a child rights-based approach to privacy and freedom of expression. [www.unicef.org/csr/files/UNICEF\\_Childrens\\_Online\\_Privacy\\_and\\_Freedom\\_of\\_Expression\(1\).pdf](http://www.unicef.org/csr/files/UNICEF_Childrens_Online_Privacy_and_Freedom_of_Expression(1).pdf)

## Related SDGs


**GOAL 16**

**16.10** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

# Inclusion:

## Promoting inclusion of marginalised communities and groups



**Article 2** Non-discrimination: All rights apply to all children without exception. It is the State's obligation to protect children from any form of discrimination and to take positive action to promote their rights.



### Impact of mobile technology

Discrimination of children is closely linked to the discrimination experienced by their parents, caregivers and wider communities. Mobile connectivity can help reduce inequalities by providing access to a wide range of basic services – such as health, water and sanitation, education, protection and financial services – for families in excluded, underserved or marginalised communities.



### Mobile operator context

- Mobile operators can support inclusion by providing affordable ways for customers with low and irregular incomes to connect and access services, even on basic mobile devices. Expanding coverage of network infrastructure in developing countries and in rural and isolated areas provides connectivity to more excluded communities for the first time.
- In parts of the world where women are less likely than men to own a mobile phone, mobile operators can work to reduce the gender gap in mobile phone ownership and use by understanding and addressing barriers to adoption and providing services and offers that are compelling for women.
- To support efforts against all forms of discrimination, mobile operators can partner with expert organisations to use mobile platforms to disseminate information and materials to marginalised communities and the general population.
- Mobile operators may be able to provide anonymised aggregated data for humanitarian organisations to help them estimate demographic vulnerabilities such as poverty, literacy rates and unemployment.



## Case studies

### Connecting Indian and African girls

For adolescent girls in many countries, access to mobile and the internet is considerably less likely than for boys. Girl Effect and the **Vodafone Foundation** have launched a five-year partnership to empower seven million vulnerable girls across eight countries in Africa and India. The aim is to strengthen the reach of Springster, a mobile platform targeting vulnerable girls aged 14–19. Key innovations will include new features such as an interactive voice response line for girls with no online access, and a chatbot to host sensitive

conversations in a private space. Funds will also be devoted to research and to monitoring insights on girls' use of mobile phones.

### OTHER LINKS

**Halotel Tanzania**, in collaboration with the Universal Communications Access Fund, has committed to building 47 base stations to address connectivity challenges in the remote border regions of Tanzania. [viettelglobal.vn/halotel-tanzania-now-targets-to-connect-over-100-villages.html](http://viettelglobal.vn/halotel-tanzania-now-targets-to-connect-over-100-villages.html)

## Related SDGs

<b>5</b> GENDER EQUALITY 	<b>GOAL 5</b> <p>Achieve gender equality and empower all women and girls</p> <p><b>5.1</b> End all forms of discrimination against all women and girls everywhere</p> <p><b>5.5</b> Ensure women's full and effective participation and equal opportunities for leadership at all levels of decision-making in political, economic and public life</p>
<b>6</b> CLEAN WATER AND SANITATION 	<b>GOAL 6</b> <p>Ensure availability and sustainable management of water and sanitation for all</p>
<b>7</b> AFFORDABLE AND CLEAN ENERGY 	<b>GOAL 7</b> <p>Ensure access to affordable, reliable, sustainable and modern energy for all</p>
<b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE 	<b>GOAL 9</b> <p><b>9.c</b> Significantly increase access to information and communications technology and strive to provide universal and affordable access to the internet in least developed countries by 2020</p>
<b>10</b> REDUCED INEQUALITIES 	<b>GOAL 10</b> <p>Reduce inequality within and among countries</p> <p><b>10.2</b> By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status</p> <p><b>10.3</b> Ensure equal opportunity and reduce inequalities of outcome, including by eliminating discriminatory laws, policies and practices and promoting appropriate legislation, policies and action in this regard</p>
<b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS 	<b>GOAL 16</b> <p><b>16.b</b> Promote and enforce non-discriminatory laws and policies for sustainable development</p>

# Identity:

## Enabling accessible and inclusive legal identity



**Article 7** The right to legal identity starting from birth, to a name and to acquire a nationality: The child has the right to be registered at birth and given a birth certificate. Birth certificates are proof of legal identity such as the child's name, where and when they were born, and who their parents are. This gives the child everything they need to acquire a nationality and, as far as possible, to know who his or her parents are and be cared for by them.

**Article 8** Preservation of identity: Children have the right to an identity – an official record of who they are. Governments should respect children's right to a name, a nationality and family ties.



### Impact of mobile technology

Mobile services can enable children's right to be registered immediately after birth and for their identity to be preserved. For the majority of children in the world, a birth certificate is the only way they can have a legal identity, which is required to go to school, receive vaccines and for their families to access social support on their behalf.



## Mobile operator context

Mobile operators can provide digital services that support mobile-enabled digital proof-of-identity for children, such as through digital birth registration services or the identification of children who struggle to access health care and/or education. These services can be provided as commercial solutions or through community and philanthropic programmes.

Birth registration and certification establish a person's legal identity, so such digitised identity services can help enable, over the course of a lifetime, protections and services including:

- Access to health care and life-saving vaccinations
- The ability to enrol in school or take exams
- Protection from child marriage or child labour, trafficking or drafting
- Access to formal employment, and the ability to open a bank account
- The option to buy or prove the right to inherit property
- The opportunity to buy a SIM card
- Access to voting rights and the opportunity to stand for office
- The ability to register the birth of children in the future

## Case studies

### **Increasing the number of children with birth certificates in Tanzania**

**Tigo Tanzania, in partnership with RITA (Registration Insolvency and Trusteeship Agency of Tanzania) and UNICEF Tanzania**, has worked since 2013 on a birth registration initiative to accelerate the number of children with birth certificates, with 2.7 million children under age 5 registered by the end of 2018. Community health workers act as registrars, with mobile phones being used to bring birth registration closer to the people by decentralising through health facilities, making it easier for parents to register their newborns. [www.tigo.co.tz/mobile-birth-registration](http://www.tigo.co.tz/mobile-birth-registration)

### **Registering births in Pakistan**

In Pakistan, the births of approximately 60 million children, mostly from rural areas and poor households, are unregistered. Birth registration is a

prerequisite to obtaining a birth certificate, which is needed for issuing national identity cards and passports and for school enrolment in some areas.

**Telenor Pakistan, in partnership with UNICEF Pakistan and the Government of Pakistan**, developed a mobile application for authorised personnel (i.e. health workers, traditional marriage registrars and authorised Telenor agents) that reports birth-related data along with the required documentation directly to the approving local registration authority. After a six-month pilot, a 200 per cent increase in birth registration rates was achieved in the targeted districts. Since mid-2017, the service has reported the births of almost 600,000 children (January 2019). [www.telenor.com/sustainability/strategic-direction/sustainability-direction/digital-birth-registration/giving-pakistani-children-an-identity](http://www.telenor.com/sustainability/strategic-direction/sustainability-direction/digital-birth-registration/giving-pakistani-children-an-identity)

## Related SDGs

16

PEACE, JUSTICE  
AND STRONG  
INSTITUTIONS


GOAL 16

**16.9** By 2030, provide legal identity for all, including birth registration

**16.9.1** By 2030, proportion of children under 5 years of age whose births have been registered with a civil authority, by age

17

PARTNERSHIPS  
FOR THE GOALS


GOAL 17

**17.19.1** Dollar value of all resources made available to strengthen statistical capacity in developing countries

# Disabled children:

## Supporting the needs of disabled children

**CRC**

**Article 23** Disabled children: A disabled child has the right to special care, education and training to help him or her enjoy a full and decent life in dignity and achieve the greatest degree of self-reliance and social integration possible.



### Impact of mobile technology

Mobile technology can offer multiple solutions to support the education, social interaction and inclusion of disabled children. As employers and service providers, mobile operators can also consider the needs of disabled employees and customers.



### Mobile operator context

- Mobile and digital technology solutions can facilitate the integration of disabled people, including children, through services and applications that enable them to live a full and decent life. Mobile companies can create solutions to address different types of impairments and increase accessibility, for example by providing solutions for visually impaired children and adults to use mobile services, through voice-based user interfaces.
- Mobile technology also has an opportunity to support learning and education of disabled children. It can empower teachers to access online teaching networks to exchange information and access professional support, as well as e-learning and other tools to improve teaching outcomes for disabled children.



## Case studies

### Robots connect housebound children to the world

In Norway, about 6,000 children suffer from long-term conditions that keep them from being included in everyday life activities. **Telia Company** partnered with a start-up, No Isolation, which makes deputy robots for children with long-term illnesses. The AV1 robot enables children to participate in school activities and classes, and to stay in touch with their friends without needing to be in the classroom. It is being widely used in Norway and has been instrumental in making children who suffer from long-term conditions feel connected and active. [www.teliacompany.com/en/sustainability/children-online/childrens-rights/technology](http://www.teliacompany.com/en/sustainability/children-online/childrens-rights/technology)

### Educational game application for individuals with special needs

**Turkcell's** 'My Gem Inside' project, which was developed together with the Turkish Ministry of

Education, aims to support the development of disabled children, enhance their training, and promote their participation in the community. It is a certified educational game application developed for individuals diagnosed with learning disorders, attention deficit, autism, Down syndrome, Asperger's and other special needs. It consists of ad-free educational games shaped to individual users' mental development, and a settings section to review the user's progress, check the reports and configure the difficulty settings.

### OTHER LINKS

**Tigo Bolivia** has introduced a community programme to provide technology solutions to support the communication and education of disabled children. [digitalinclusionnewslog.itu.int/2017/11/20/tigo-launches-digital-classroom-25-in-bolivia](http://digitalinclusionnewslog.itu.int/2017/11/20/tigo-launches-digital-classroom-25-in-bolivia)

## Related SDGs



### GOAL 1

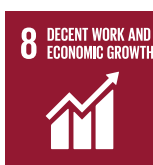
**1.4** By 2030, ensure that all men and women, particularly the poor and the vulnerable, have equal rights to economic resources, as well as access to basic services, ownership and control over land and other forms of property, inheritance, natural resources, appropriate new technology and financial services, including microfinance



### GOAL 5

**4.5** By 2030, eliminate gender disparities in education and ensure equal access to all levels of education and vocational training for the vulnerable, including persons with disabilities, indigenous peoples and children in vulnerable situations

**4.A** Build and upgrade education facilities that are child, disability and gender sensitive and provide safe, non-violent, inclusive and effective learning environments for all



### GOAL 8

**8.5** By 2030, achieve full and productive employment and decent work for all women and men, including for young people and persons with disabilities, and equal pay for work of equal value



### GOAL 10

**10.2** By 2030, empower and promote the social, economic and political inclusion of all, irrespective of age, sex, disability, race, ethnicity, origin, religion or economic or other status

# Health:

## Facilitating children's access to health services and health information



**Article 24** Health and health services: The child has a right to the highest standard of health and medical care attainable. States shall place special emphasis on the reduction of infant and child mortality and on the provision of primary and preventive health care and of public health education. They shall encourage international cooperation in this regard and strive to see that no child is deprived of access to effective health services.



### Impact of mobile technology

mHealth programmes can support and enable children's access to a wide range of health services, from vaccinations to HIV treatment. Mobile solutions can also help to protect the health of

children and the wider community through supporting the prevention and management of epidemics as well as helping to improve road safety and air quality.



### Mobile operator context

- Healthcare services through mobile technology can increase the quality, reduce the cost and extend the reach of services, particularly for children who might lack access to essential health services. Innovative mobile applications can be used to support health screening and management of chronic diseases. mHealth services can also provide information on balanced diets, early disease detection, immunisation tracking and everyday healthy living. They can support health workers and enable remote communication with qualified medical practitioners. In addition, mobile money services can help to reduce the cost barrier to receiving care.
- Mobile operator solutions can play a part in the prevention and management of health epidemics through the provision of emergency broadcast systems and the innovative use of big data.
- Internet of Things (IoT) solutions can be used to improve monitoring of air quality and waste to improve the environment for children, particularly in densely populated cities.



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## Case studies

### Vodacom Lesotho mobile services support patients affected by HIV

In partnership with Vodafone Foundation, **Vodacom Lesotho** developed a mobile application that was used by nurses and HIV counsellors to register and collect information about patients. The mobile application was also used with another service to provide funds through mobile money to cover the transport costs for financially disadvantaged children and pregnant women living with HIV to access treatment. The service was further used to identify HIV-positive pregnant women to enable them to be brought to appropriate medical facilities to help prevent the transmission of HIV from mother to baby. [www.vodafone.com/content/foundation/hiv-treatment.html](http://www.vodafone.com/content/foundation/hiv-treatment.html)

### OTHER LINKS

**Ooredoo** Mobile Health Clinics provide lifesaving healthcare services in remote areas. [ooredoo.com/en/media/news\\_view/ooredoo-and-the-leo-messi-foundation-continue-global-expansion-of-mobile-health-clinics](http://ooredoo.com/en/media/news_view/ooredoo-and-the-leo-messi-foundation-continue-global-expansion-of-mobile-health-clinics)

**Smart Philippines'** electronic health information and referral system, SHINE, aims to raise the efficiency and effectiveness of healthcare facilities. [smart.com.ph/About/community-partnership/kabalikat/kabalikat-sa-kalusugan](http://smart.com.ph/About/community-partnership/kabalikat/kabalikat-sa-kalusugan)

## Related SDGs

3
GOOD HEALTH AND WELL-BEING

GOAL 3

Ensure healthy lives and promote well-being for all at all ages (**all targets**)

5
GENDER EQUALITY

GOAL 5

5.6 Ensure universal access to sexual and reproductive health and reproductive rights as agreed in accordance with the Programme of Action of the International Conference on Population and Development and the Beijing Platform for Action and the outcome documents of their review conferences

12
RESPONSIBLE CONSUMPTION AND PRODUCTION

GOAL 12

12.4 By 2020, achieve the environmentally sound management of chemicals and all wastes throughout their life cycle, in accordance with agreed international frameworks, and significantly reduce their release to air, water and soil in order to minimize their adverse impacts on human health and the environment

# Play:

## Providing new opportunities for leisure and creativity



**Article 31** Leisure, recreation and cultural activities: The child has the right to leisure, play and participation in cultural and artistic activities.



### Impact of mobile technology

Mobile operators can support children's right to leisure, play and participation in cultural and artistic activities by providing affordable internet access to play, relax and socialise.

#### Mobile operator context

- More and more of children's free time is being spent socialising, playing, watching entertainment and interacting in the digital world. In many cases, children primarily do so through mobile devices. Access to the internet and channels in local languages allows children to access a wide variety of cultural and artistic content, and to play and associate with other like-minded individuals.
- Using the mobile internet, mobile operators can support opportunities for children to learn interactively, to play and to create.
- As children spend more time online, mobile operators can work with expert organisations to make tools and materials available to support children, parents, caregivers and teachers in making informed choices about the use of digital services, including time spent.







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## Case studies

### Orange #SuperCoders learn digital creativity skills

Through its #SuperCoders programme, **Orange** invites 9- to 13-year-olds to introductory coding courses where they use Scratch to create presentations, games and mini apps. The programme seeks to show children that digital technology is a source of creativity and a way of expressing themselves in the digital world.

### Zain enables learning through play

Through the Group Investment and Digital Department, **Zain** is investing in various e-learning services. One of them is Kidotainment, which aims to supplement a child's school education at home by offering high quality learning content that nurtures creativity and knowledge. The platform offers a rich library of content of more than 1,700 videos in both English and Arabic, as well as gamified educational content for children. The application is available in Iraq, Jordan and Saudi Arabia.

## Related SDGs



### GOAL 3

Ensure healthy lives and promote well-being for all at all ages



### GOAL 16

16.10 Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

# Information:

## Facilitating access to appropriate information

**CRC**

**Article 17** Access to appropriate information: The State shall ensure the accessibility to children of information and material from a diversity of sources, and it shall encourage the mass media to disseminate information that is of social and cultural benefit to the child and take steps to protect him or her from harmful materials.



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### Impact of mobile technology

Mobile technology is the primary way in which millions of people across the world, including children, access the internet. Operators can support children's right to access appropriate and diverse information by expanding connectivity and providing affordable access to services, as well as supporting initiatives that encourage age-appropriate and responsible use.

## Mobile operator context

- Mobile technology can enable children's access to the internet and, through it, a diversity of information in many languages. In addition to information related to formal education, children can also use the internet to access information to support their well-being, including topics related to child rights, gender equality, sustainable lifestyles, health, and cultural diversity.
- Mobile operators can help expand connectivity into remote communities and schools, enabling underserved young people to access rich sources of digital information.
- Mobile operators can work with expert organisations to make tools and materials available to support children, parents, caregivers and teachers in making informed choices on appropriate content, considering children's evolving capabilities to ensure that children's access is not disproportionately restricted. They can also help parents by signposting or providing parental control solutions.
- Operators can help to ensure children are not accessing age-inappropriate information by working with organisations to classify content and applications they offer to children, and by informing users of content or applications that may not be appropriate for children.

## Case studies

### **Connecting isolated areas and schools in China**

For the inhabitants of China's remote Yuhu region, daily life is defined by isolation, harsh and hazardous winters and widespread poverty. Due to the region's terrain and climate, many inhabitants have no connectivity or access to the internet. In September 2017, **China Unicom** successfully installed 17.5 km of optical cable and constructed multiple mobile base stations in the remote Duogai village. At the local boarding school, the children not only were able to communicate with their parents more often through mobile connectivity, but also began to

benefit from digital learning and the useful teaching materials that teachers were able to download from the internet.

### **OTHER LINKS**

**Vodafone Foundation's** interactive and inspirational 'Leadership Lessons' delivered by video call to young people in the Dadaab refugee settlement:

[www.unhcr.org/innovation/how-the-worlds-top-executives-are-preparing-students-in-dadaab-for-leadership](http://www.unhcr.org/innovation/how-the-worlds-top-executives-are-preparing-students-in-dadaab-for-leadership)

## Related SDGs

**3** GOOD HEALTH AND WELL-BEING



**GOAL 3**

**3.7** By 2030, ensure universal access to sexual and reproductive healthcare services, including for family planning, information and education, and the integration of reproductive health into national strategies and programmes

**9** INDUSTRY, INNOVATION AND INFRASTRUCTURE



**GOAL 9**

**9.C** Significantly increase access to information and communications technology and strive to provide universal and affordable access to the internet in least developed countries by 2020

# Education:

## Facilitating access to quality education and opportunities for building skills



**Article 28** Education: The child has a right to education, and the State's duty is to ensure that primary education is free and compulsory, to encourage different forms of secondary education accessible to every child, to make higher education available to all on the basis of capacity and to ensure that school discipline is consistent with children's rights and dignity. The State shall engage in international cooperation to implement the right to education.

**Article 29** Aims of education: Education shall aim to develop the child's personality, talents and mental and physical abilities to the fullest extent. Education shall prepare the child for an active adult life in a free society and shall foster in the child respect for his or her parents, for his or her own cultural identity, language and values, and for the cultural background and values of others.



### Impact of mobile technology

Mobile technology can support children's education by enabling access to educational content and services online. Operators can help to foster local talent by supporting continued and improved quality of education for all, including support for ICT education and the use of ICTs in education, particularly for girls.







## Mobile operator context

- Internet access, mobile data services and ICT equipment enable children to access primary and secondary digital learning opportunities and content that otherwise might not be available to them. Mobile technology provides a channel through which organisations can deliver a wide range of content to meet the learning and educational needs of children, and to connect young people with quality primary and secondary education and skills development. Mobile operators can promote the use of ICT in education, for example by putting in place programmes for ICT skills development, which will open new opportunities for children and help to bridge the digital divide.
- Mobile learning and e-learning solutions support children directly, but they can also support teachers and education providers to connect to new tools and online teaching networks, to exchange information and access professional support and to improve teaching outcomes.
- Mobile operators can also work with education partners to enable mobile money services to facilitate the payment of school fees and teachers' salaries.



## Case studies

### America Movil's digital education and training platform

**America Movil's** Aprende programme is a digital platform where teachers, students, parents, and the public can gain access to educational, cultural, health and job-training content free of charge through the Aprende app and website. It includes programmes developed by the Carlos Slim Foundation and has established partnerships with Coursera, Udacity, and EDX. It also provides higher education programmes developed by MIT, Harvard, Berkeley and the Sorbonne in Paris, among others. Of the 5,000 available courses, 182 offer the option of receiving a technical or vocational certification or an official diploma.

### OTHER LINKS

**Telefonica's** employment map service shows users which skills are in demand for which jobs and recommends personalised training pathways, to help increase skills and reduce unemployment. [mapadelempleo.fundaciontelefonica.com](http://mapadelempleo.fundaciontelefonica.com)

**AT&T's** Aspire programme brings together employees, non-profit organizations and community members to help equip students with the skills they need to lead the digital, global economy. [about.att.com/csr/home/possibilities/at-t-aspire.html](http://about.att.com/csr/home/possibilities/at-t-aspire.html)

**mSchools** is a multi-faceted mEducation programme which seeks to empower students and teachers through integrating mobile technologies into the classroom, opening up new ways of teaching and learning to improve achievement and employability. [mschools.mobileworldcapital.com/](http://mschools.mobileworldcapital.com/)



## Related SDGs

4 QUALITY EDUCATION



### GOAL 4

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all **(all targets)**

Many of the SDGs include targets which require building awareness and providing information to people to support their engagement and involvement and therefore support CRC Article 29, Aims of Education, for example sustainable cities and communities (SDG 11), sustainable consumption and production (SDG 12) and climate action (SDG 13).

8 DECENT WORK AND ECONOMIC GROWTH



### GOAL 8

**8.6** By 2020, substantially reduce the proportion of youth not in employment, education or training

**8.B** By 2020, develop and operationalize a global strategy for youth employment and implement the Global Jobs Pact of the International Labour Organization







# Participation:

## Empowering children to voice their opinions and participate in community decision-making



**Article 12** Respect for the child's views: The child has the right to express his or her opinion freely and to have that opinion taken into account in any matter or procedure affecting the child.

**Article 13** Freedom of expression: The child has the right to express his or her views, obtain information and make ideas or information known, regardless of frontiers.

**Article 15** Freedom of association: Children have a right to meet with others, and to join or form associations.



### Impact of mobile technology

Children's views should be heard in matters affecting them and their communities. Mobile connectivity can promote the social, economic and political inclusion and participation of children by giving them access to information and social networks through which to communicate, congregate and voice their opinions.

Mobile operators can support children in many ways to express their opinions, to make new connections and for their views to be heard. This can include providing affordable access to services, promoting digital skills and resilience, empowering youth to participate and access information online, and minimising service restrictions.





## Mobile operator context

- Mobile operators can support platforms and services that empower children to share their opinions online, engage in two-way dialogue with decision makers, or participate in forums that are related to their personal interests.
- Mobile technology can be used to access or even create channels through which organisations, including government organisations, can collect children's views on specific issues affecting them or through which children can voice concerns.
- Mobile operators can also support expert organisations in the creation, implementation and running of local child helplines through providing short-codes and free calls, waving interconnect charges and promoting these resources to children.

## Case studies

### **Hearing children's views on community issues in Bangladesh**

**Grameenphone has partnered with UNICEF Bangladesh** to encourage young citizens' participation in social causes and community decision making by providing SMS connectivity to the U-Report platform, which runs polls on community issues across the country.  
[www.grameenphone.com/about/discover-gp/sustainability/social-sustainability/u-report](http://www.grameenphone.com/about/discover-gp/sustainability/social-sustainability/u-report)

### **Telia Company's Children's Advisory Panel**

In 2016, **Telia Company** established a 'Children's Advisory Panel', which was created to better understand children's perspectives of online and digital aspects of life, and to contribute to Telia's, the ICT industry's and society's understanding of children as online citizens.  
[www.teliacompany.com/en/sustainability/children-online/childrens-voices](http://www.teliacompany.com/en/sustainability/children-online/childrens-voices)

### **OTHER LINKS**

**TNM works with UNICEF in Malawi** to advance children's rights by providing technology to allow youth to raise issues that affect them in their daily lives by interacting with the U-Report platform.  
[ureport.mw/story/546](http://ureport.mw/story/546)

**Vodafone Foundation and Girl Effect** partnered to carry out a comprehensive global study of adolescent girls and mobile technology. The study gives a voice to the girls accessing, or trying to access, mobile phones and draws on the experiences of more than 3,000 girls and boys from 25 countries to understand what girls need so they are not left behind.  
[www.girlsandmobile.org](http://www.girlsandmobile.org)

## Related SDGs



### **GOAL 16**

**16.7** Ensure responsive, inclusive, participatory and representative decision-making at all levels

This includes supporting inclusive participation in planning and management activities to address for example, sustainable cities and communities (SDG 11), climate action (SDG 13) and clean water and sanitation (SDG 6)

**16.10** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements

# Resources

## Resources and further information on child rights and SDGs

Convention on the Rights of the Child: <https://www.ohchr.org/en/professionalinterest/pages/crc.aspx>

Summary of the Convention on the Rights of the Child (UNICEF, Save the Children, UN Global Compact): <http://childrenandbusiness.org/the-principles/summary-of-the-convention-on-the-rights-of-the-child/>

Implementation Handbook for the Convention on the Rights of the Child: [https://www.unicef.org/publications/index\\_43110.html](https://www.unicef.org/publications/index_43110.html)

General Comment No 16 (2013) on State obligations regarding the impact of the business sector on children's rights: <https://www2.ohchr.org/english/bodies/crc/docs/CRC.C.GC.16.pdf>

Children and Sustainable Development Goals (UNICEF): <https://data.unicef.org/children-sustainable-development-goals/>

Briefing notes: Children and Sustainable Development Goals (UNICEF): <https://data.unicef.org/wp-content/uploads/2018/05/SDG-Briefing-Notes-web-1.pdf>

SDG / CRC Mapping (UNICEF): [https://www.unicef.org/agenda2030/files/SDG-CRC\\_mapping\\_FINAL.pdf](https://www.unicef.org/agenda2030/files/SDG-CRC_mapping_FINAL.pdf)

UN Sustainable Development Goals and Targets: <https://www.un.org/sustainabledevelopment/>

Danish Institute of Human Rights: The Human Rights Guide to SDGs: <http://sdg.humanrights.dk/>

## Resources and further information on tools and industry impacts

UN Guiding Principles on Business and Human Rights: [https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR\\_EN.pdf](https://www.ohchr.org/Documents/Publications/GuidingPrinciplesBusinessHR_EN.pdf)

Children's Rights and Business Principles (UNICEF, Save the Children, UN Global Compact): <http://childrenandbusiness.org/>

Mobile Operator Child Rights Impact Assessment Tool (UNICEF): [https://www.unicef.org/csr/ict\\_tools.html](https://www.unicef.org/csr/ict_tools.html)

Child Online Safety Assessment tool (UNICEF): [https://www.unicef.org/csr/ict\\_tools.html](https://www.unicef.org/csr/ict_tools.html)

GSMA 2018 Mobile Industry Impact Report: Sustainable Development Goals: <https://www.gsma.com/betterfuture/2018sdgimpactreport/>

The Children's Rights Atlas (Global Child Forum and UNICEF): <https://www.childrensrighsatlas.org/>

Children's Online Privacy & Freedom of Expression: Industry Toolkit (UNICEF): [https://www.unicef.org/csr/files/UNICEF\\_Childrens\\_Online\\_Privacy\\_and\\_Freedom\\_of\\_Expression\(1\).pdf](https://www.unicef.org/csr/files/UNICEF_Childrens_Online_Privacy_and_Freedom_of_Expression(1).pdf)

Child Online Protection Guidelines (ITU & UNICEF) [https://www.unicef.org/csr/css/COP\\_Guidelines\\_English\\_\(5\).pdf](https://www.unicef.org/csr/css/COP_Guidelines_English_(5).pdf)

Global Network Initiative Principles: <https://globalnetworkinitiative.org/gni-principles/>

GSMA Mobile Policy Handbook: <https://www.gsma.com/publicpolicy/mobilepolicyhandbook/>

GSMA Mobile Alliance Against Child Sexual Abuse Content: <https://www.gsma.com/publicpolicy/consumer-affairs/children-mobile-technology/mobile-alliance>

GSMA and UNICEF Guidance on Notice and Takedown: [https://www.gsma.com/publicpolicy/wp-content/uploads/2012/03/notice\\_and\\_takedown\\_gsma\\_unicef\\_april\\_2016.pdf](https://www.gsma.com/publicpolicy/wp-content/uploads/2012/03/notice_and_takedown_gsma_unicef_april_2016.pdf)

GSMA and INHOPE guide to setting up a hotline: [https://www.gsma.com/publicpolicy/wp-content/uploads/2012/03/GSMA\\_Inhopebrochure2016\\_Web.pdf](https://www.gsma.com/publicpolicy/wp-content/uploads/2012/03/GSMA_Inhopebrochure2016_Web.pdf)

GSMA and Child Helpline International guide for mobile operators and child helplines working together: [https://www.gsma.com/publicpolicy/wp-content/uploads/2018/11/CHI\\_GSMA\\_A-practical-guide\\_2018\\_WEB.pdf](https://www.gsma.com/publicpolicy/wp-content/uploads/2018/11/CHI_GSMA_A-practical-guide_2018_WEB.pdf)





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