



THE GSMA IS WORKING WITH CHILD HELPLINE INTERNATIONAL TO PROTECT CHILDREN'S RIGHTS

One year ago, on the 25th anniversary of the UN Convention on the Rights of the Child, the GSMA signed a memorandum of understanding with Child Helpline International (CHI) to work together to protect young people and promote their right to be heard.

The aim of our partnership is to help support relationships between national mobile operators and their in-country child helplines, as well as to foster collaboration on issues of mutual concern, such as promoting the safe and responsible usage of mobile phones and the internet by children.

It has been a busy year, both in terms of the work that is taking place on the ground between our respective members and in terms of the work plans being developed between the GSMA and CHI.

We should note, of course, that partnerships between telecommunications providers and child helplines are not new, and that a significant number of mobile operators already have longstanding relationships with their national child helplines. Deutsche Telekom, for example, has already been working closely with the German child helpline for 25 years! Existing relationships like these have continued to flourish, and this year the GSMA and CHI have harnessed the experience generated by these longstanding partnerships to create a 'practical guide' for other mobile operators and child helplines looking to replicate their success: www.gsma.com/childhelplines

In addition to the continuation of existing partnerships, a number of new projects and relationships have been formed over the last 12 months. The level of activity is such that there is not space to mention everything here, but the following selection gives an indication of the types of initiatives being undertaken.

Sponsorship and operational support:

- In Algeria and the Democratic Republic of Congo, the mobile operators have joined together to enable free-of-cost calls to the national child helplines.
- Working with UNICEF and the Ministry of Social Welfare, Grameenphone is extending the reach of Child Help Line 1098 to a number of additional regions in Bangladesh.
- Ooredoo Group employees raised funds to support the child helpline in the Maldives, and Ooredoo Maldives has donated a smartphone to the helpline and provided a toll-free Ooredoo phone number.
- Mobile operators in Costa Rica have formed a permanent working group with PANI, which runs the 1147 child helpline, to manage their collaboration on an ongoing basis.
- Mobile operators in Brazil and Nicaragua have used SMS messaging to raise awareness of the services offered by their national child helpline partners.
- Orange has taken over the sponsorship of two child helplines in Poland.
- Yoigo has worked with ANAR, the provider of the Spanish 11600 child helpline, to provide information about the regional origin of calls so that ANAR can organise its operations more effectively and provide better reports on its activities to the authorities.



Safer internet:

- Telenor Group hosted a working session on internet safety at the CHI regional child helpline member event in Kuala Lumpur, Malaysia.
 - Sonera worked with Save the Children Finland to support the development and promotion of a free mobile application for children between the age of 7 and 17 to make it easy for them to seek advice on all their concerns and problems.
 - O2 in the UK has partnered with ChildLine to provide a support service for parents looking for assistance on matters of internet safety.
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New child helplines:

- CHI met with all six mobile operators in Ghana earlier this year to discuss support for the new national child helpline.
 - Several operators, including VimpelCom, MTN and Millicom, have also been creating and exploring partnership opportunities to help support or establish new child helplines in underserved markets. We look forward to reporting more on these initiatives over the coming months.
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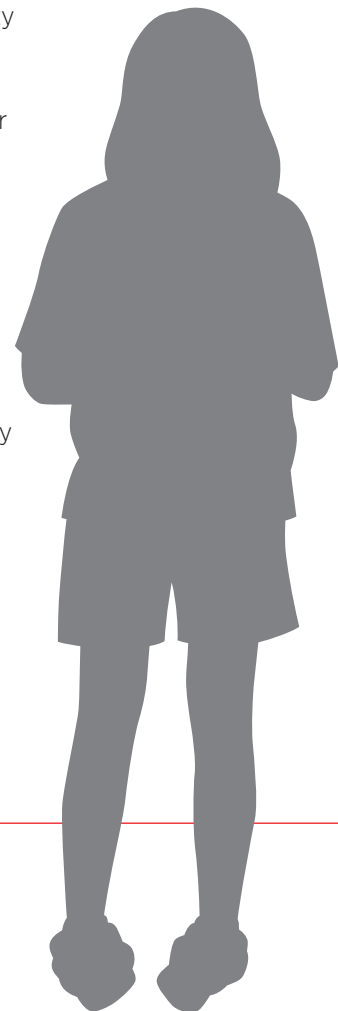
In May, the GSMA and CHI co-hosted a workshop for mobile operators and the child helpline community in the GSMA London offices. The GSMA was delighted to welcome not only a wide international range of our mobile operator members, but also representatives from CHI child helplines from a number of countries including Saudi Arabia, Albania, Thailand, Germany, UK and Brazil. We were also joined by our friends from UNICEF, ITU and FOSI.

The workshop enabled the mobile community to better understand the workings and needs of child helplines, and opened up discussions on how to approach future collaboration on the question of safer internet. You can see a short video created by CHI, which captures the atmosphere of enthusiasm and cooperation which characterised the event, here: www.gsma.com/childhelplines

The GSMA is proud of the efforts of the mobile operators who are working with their national child helplines to support children's rights; we are also excited about the ambition and commitment shown by many more of our members who are still in the early stages of their partnerships with child helplines.

The GSMA looks forward to continuing its collaboration with CHI, as well as to continuing to celebrate the achievements of our respective members, in the years to come.

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