



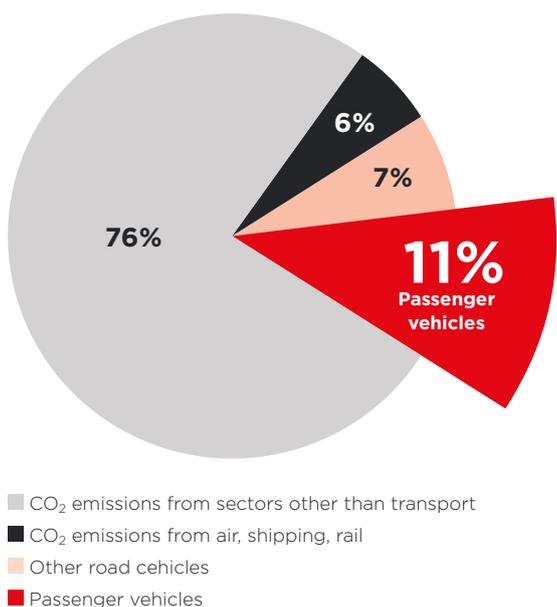
AI for Impact

Climate change is the most pressing challenge facing humanity. The response will be powered by data

National governments have agreed ambitious targets to rapidly reduce carbon emissions. The transport sector is a significant contributor, especially within urban areas. Transport emissions have been resistant to reductions but need to undergo rapid change. Comprehensive, representative, up-to-date data is the key to addressing the dual needs of increasing urban mobility and reducing transport emissions.

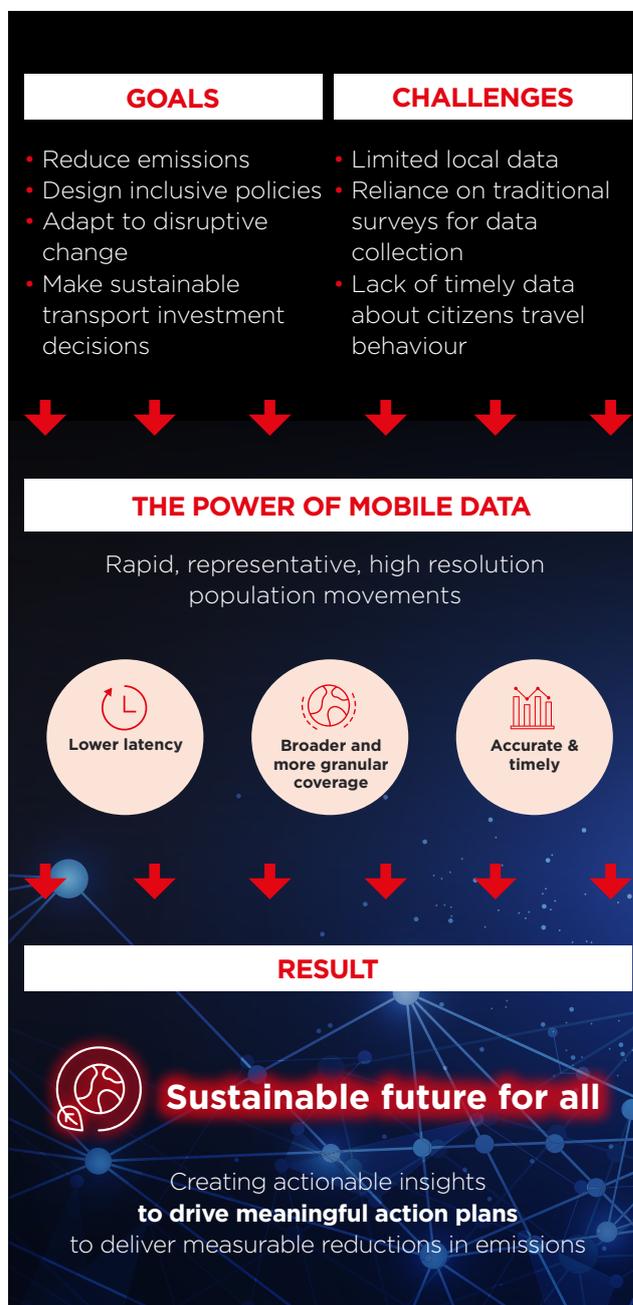
Governments, urban planners and the transport sector can then use these insights to inform plans and review the effectiveness of interventions.

Figure 1 The contribution of passenger vehicles to total global CO₂ emissions
Cars, planes, trains: where do CO₂ emissions from transport come from? - Our World in Data



Mobile data can help the transport sector to achieve reductions

Many mobile operators offer products and services that provide timely, data-driven insights. These have helped governments make informed strategic decisions to realise the UN SDGs¹, most recently during the Covid-19 pandemic. Building on this experience, mobile operators are now focusing on transport emissions, to provide unique and actionable insights at a high level of granularity.



¹ United Nations Sustainable Development Goals (SDGs)

GSMA's AI4I Climate Action project builds on proven solutions

The GSMA AI for Impact Initiative is working with a group of seven mobile operators to fast-track solutions to the transport emissions crisis that are underpinned by data privacy guidelines and AI ethics principles.

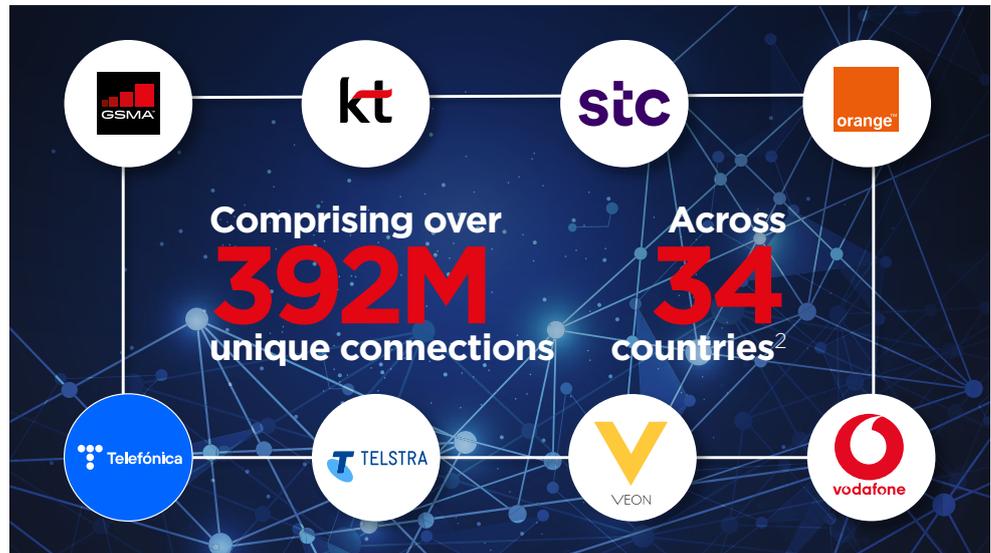
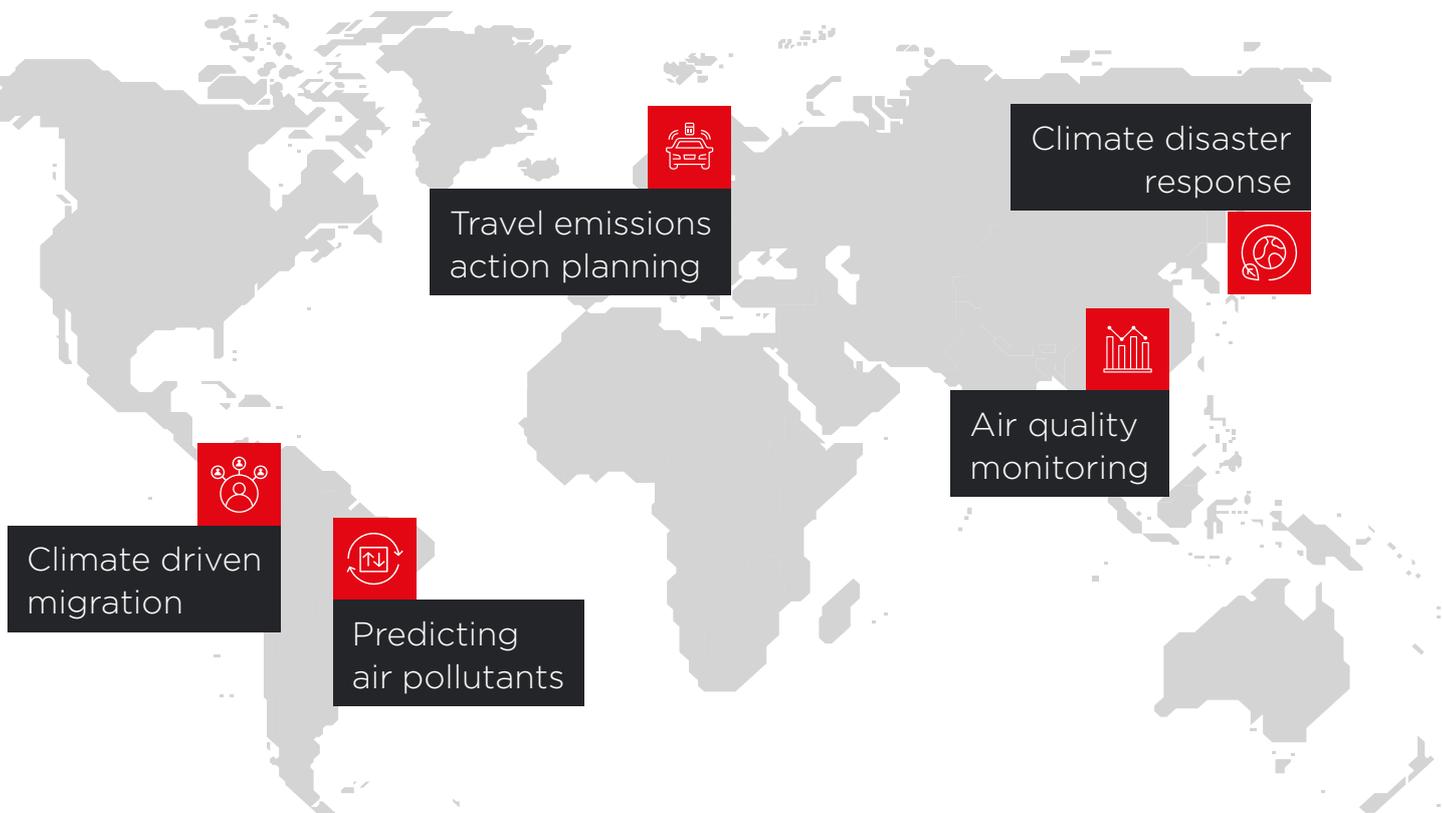


Figure 2 Scope for greater impact: AI4I climate projects around the world



For more information, please go to:
GSMA AI for Impact website: gsma.com/betterfuture/aiforimpact
AI for Impact Digital toolkit: aiforimpacttoolkit.gsma.com

#AI4I

