# Driving Digital Skills Development

## Tuesday 9 November | 17:00 - 18:00 GMT

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# Purpose of today's session

- Share key learnings from our research on how to drive mobile digital skills development

- Outline how we've applied these learnings to develop the GSMA's Mobile Internet Skills Training Toolkit (MISTT)

- Provide an overview of how you can leverage MISTT materials and best practices to improve your users' digital skills

- Share key learnings from MISTT rollouts by partners, including MTN's Data Smart campaign and how to make trainings more gender inclusive

# GSMA: Accelerating digital inclusion

## The Challenge

**Coverage Gap: 450m people**

(6% of population)

**Usage Gap: 3.4bn people**

(43% of population)

## Focus

Accelerating digital inclusion for the underserved in LMICs

In particular women and people in rural areas
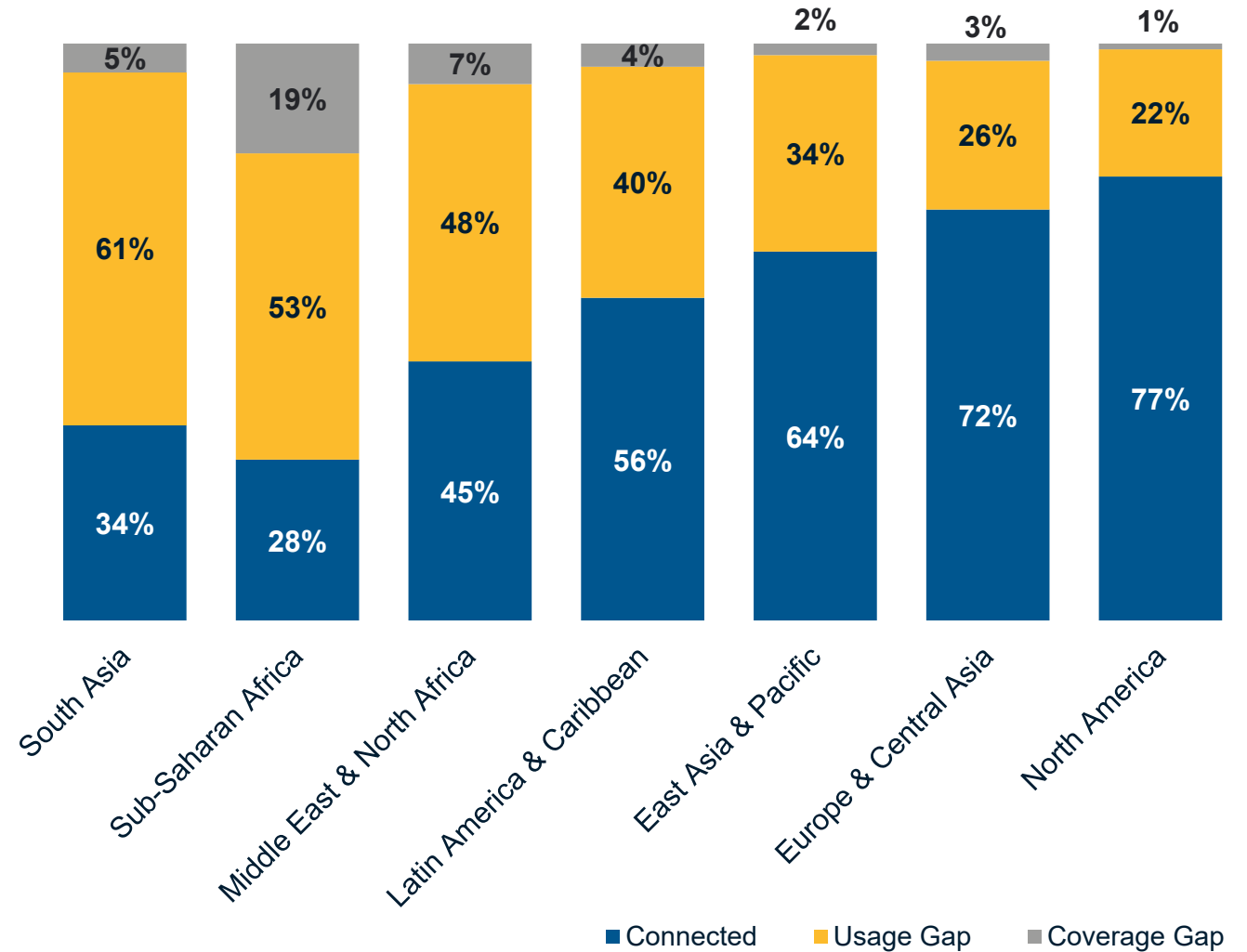
## Approach

Advocacy

Market Engagement

Insights

UKaid
from the British people

Sweden
Sverige

# The usage gap is significant across all regions

3.4 billion people live within the footprint of mobile broadband coverage but are not accessing mobile internet services.



| Region | Coverage Gap | Usage Gap | Connected |
|---|---|---|---|
| South Asia | 5% | 61% | 34% |
| Sub-Saharan Africa | 19% | 53% | 28% |
| Middle East & North Africa | 7% | 48% | 45% |
| Latin America & Caribbean | 4% | 40% | 56% |
| East Asia & Pacific | 2% | 34% | 64% |
| Europe & Central Asia | 3% | 26% | 72% |
| North America | 1% | 22% | 77% |

■ Connected  ■ Usage Gap  ■ Coverage Gap

# Addressing the key barriers

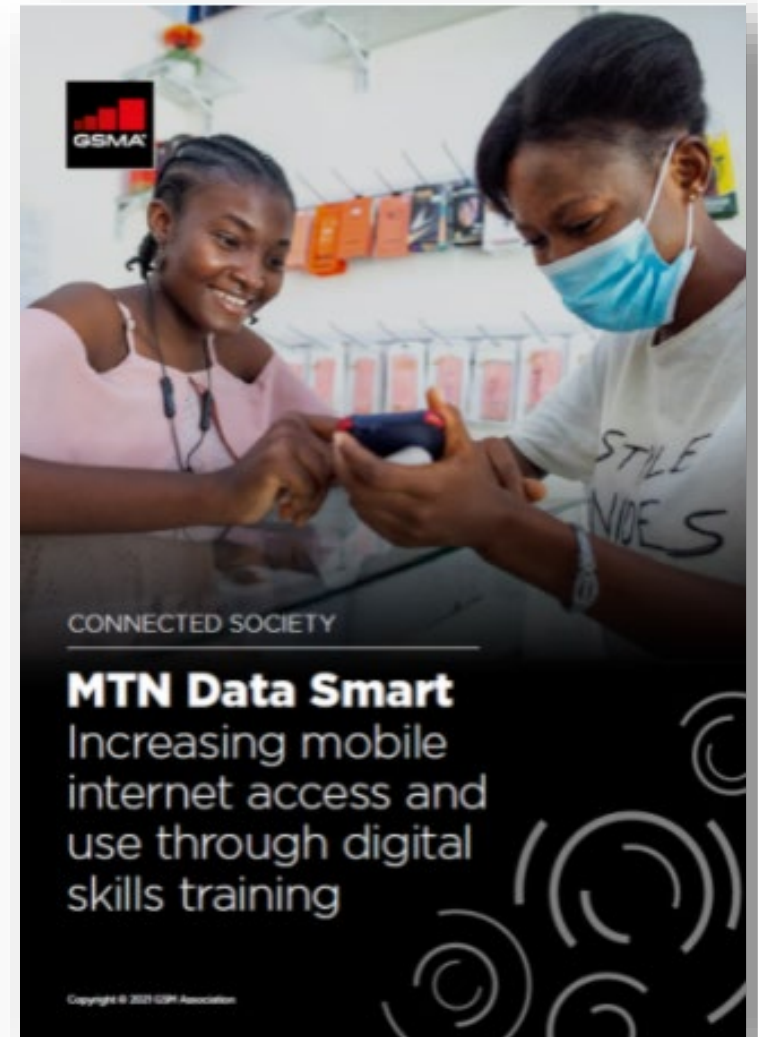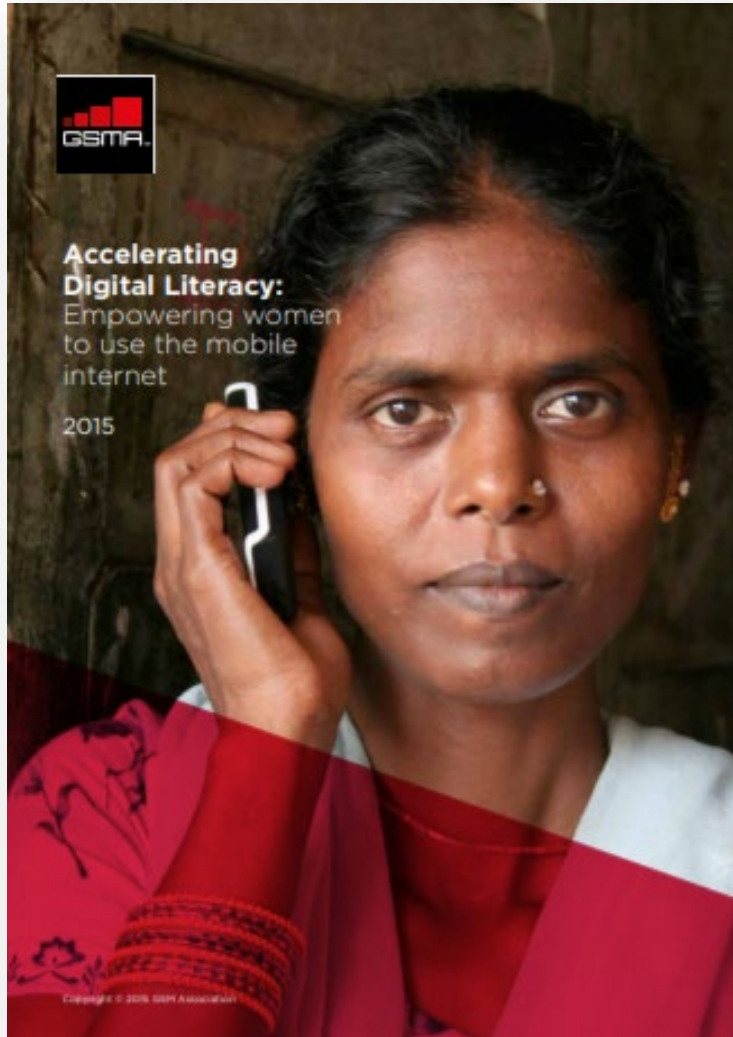| | | |
|---|---|---|
|  | **Access** | Increasing access to networks and enablers (quality network coverage, handsets, electricity, agents and formal IDs) and usability of handsets, content and services |
|  | **Affordability** | Improving affordability of handsets, tariffs, data and service fees |
|  | **Relevance** | Ensuring availability of relevant content, products and services |
|  | **Knowledge and skills** | Addressing digital skills and literacy, and increasing awareness and understanding of mobile and its benefits |
|  | **Safety and Security** | Tackling harassment, theft, fraud and security, and building consumer trust |

A lack of literacy and digital skills are amongst the biggest perceived barriers to adoption among mobile users who are aware of mobile internet but do not use it.

# Working definition of mobile digital skills

*The knowledge and skills required to effectively and safely use a mobile device and mobile services, including mobile internet*

- **"Skills"** are defined as the abilities needed to engage in use of mobile devices and services.

- **"Effective" use** is defined as having the knowledge and skills to use mobile devices and services in ways that help the individual achieve their goals or "lead the kind of lives they value".

- **"Safe" use** is defined as having the knowledge and skills to protect mobile devices, personal data and privacy, and well-being in digital environments.

1. Understand people's needs, goals and aspirations

2. Understand people's learning preferences, opportunities and barriers

https://www.gsma.com/mobilefordevelopment/resources/developing-mobile-digital-skills-in-low-and-middle-income-countries/

# Understand people's needs, goals and aspirations

# The role of mobile internet in supporting 11 "life needs" of users in India and Ghana



**India wheel (yellow/orange):**
- Home and Lifestyle
- Work and Income
- Entertainment
- Social connection
- Public services
- Travel
- Health
- Shopping and Buying
- Faith and Worship
- Information and News
- Education
- INDIA

**Ghana wheel (blue):**
- Home and Lifestyle
- Work and Income
- Entertainment
- Social connection
- Public services
- Travel
- Health
- Shopping and Buying
- Faith and Worship
- Information and News
- Education
- GHANA

**Legend:**
- Mobile internet central to fulfilment of these needs
- Mobile internet plays a role for many in fulfilment of these needs
- Mobile internet plays a role only for some in fulfilment of these needs

https://www.gsma.com/mobilefordevelopment/resources/understanding-peoples-mobile-digital-skills-needs/

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# Understand people's learning preferences, opportunities and barriers

# Barriers to mobile digital skills development

- Lack of social exposure to mobile internet limits aspirations, and ability to seek assistance from others

- A combination of real and perceived additional barriers can prevent people from learning mobile digital skills

(Underlying literacies (functional and mobile)

Mind set

Time, cost and device-related issues

https://www.gsma.com/mobilefordevelopment/resources/understanding-peoples-mobile-digital-skills-needs/

# Practical principles for delivery of mobile digital skills training

Make face-to-face training central for new users

Utilise other channels and media to support

Offer 'bitesize' learning

# What is the Mobile Internet Skills Training Toolkit (MISTT)?

- A tool to help address the digital skills barrier

- Train-the-trainer (ToT) material for first time mobile internet users and low-data users

- Covers:
  - Fundamental smart and feature phone skills and set-up
  - Mobile internet safety and privacy
  - Controlling data use and costs
  - Accessibility features
  - Major mobile apps

- Can be leveraged by a range of stakeholders
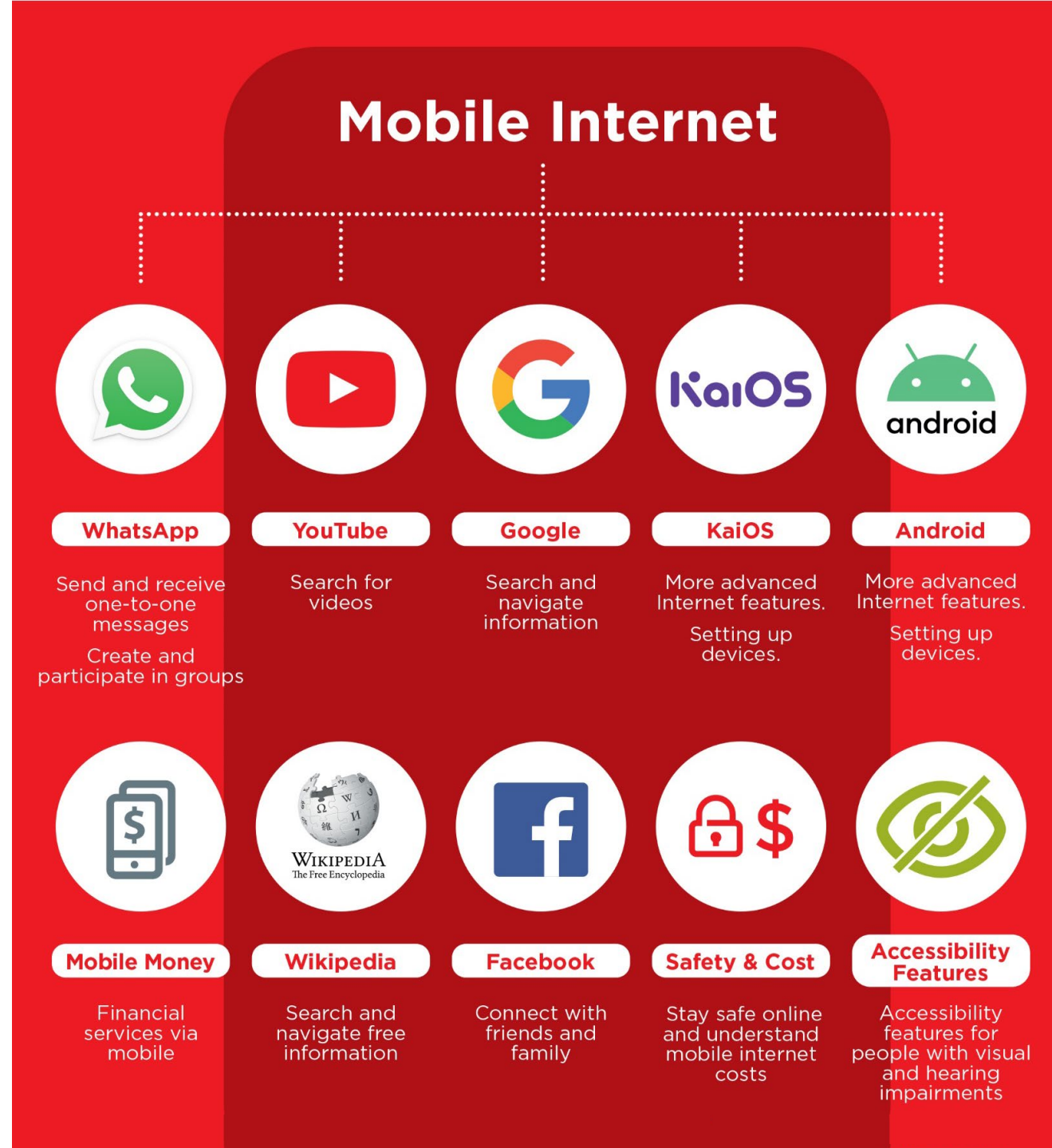
# Formats available

- Train-the-trainer (ToT) guides in PDF (bitesize and in-depth versions)
    - How-to training guides and poster print outs

- Short video versions
    - Scripts for subtitles, dubbing, radio and IVR

- Translated into multiple languages
    - All modules are available in French and English, with select modules in other languages
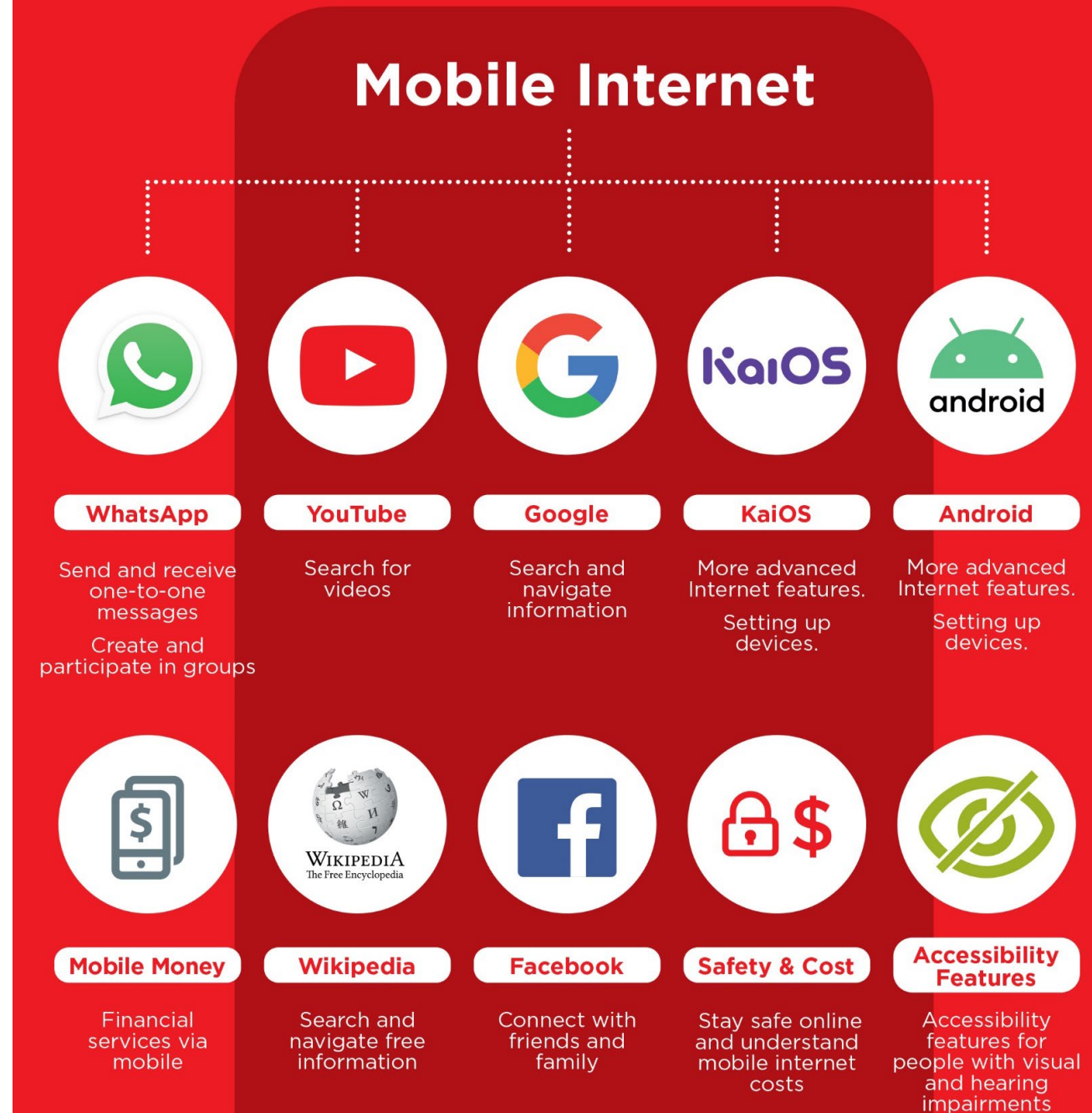
# A flexible tool with a range of delivery options

**RETAIL LEVEL:**

One-on-one or classroom approach

**IVR:**

Awareness and skills to basic and feature phone owners

**IN-APP:**

Targeted distribution at national scale

**VIDEOS:**

YouTube tutorials with less digital users / videos in stores

**RADIO & LOCAL INFLUENCERS:**

Radio spots redirecting to shops for training sessions

# Benefits of MISTT

- Drives digital inclusion

- Improves first-time mobile internet user experience

- Effective, free tool to provide users with the skills they need to get online

- The GSMA charge no fees for support
  - Project management
  - Monitoring and evaluation support
  - Best practice sharing
- Specifically for MNOs
  - Increase data customer based and data revenues
  - Quick ROI (min 150% in 3 months)
  - Increases customer loyalty
  - Supports connectivity investments

# An increasing footprint

- 23 countries have launched in total since the inception of the MISTT and are at different stages of deployment

- 8 group MNOs engaged in pilots to date

- 5 tech companies/digital players

- Multiple NGOs

- Rollouts in Sub-Saharan Africa, LatAm and South-East Asia

- 21M+ users trained worldwide

# Digital skills through MISTT deployments with key partners
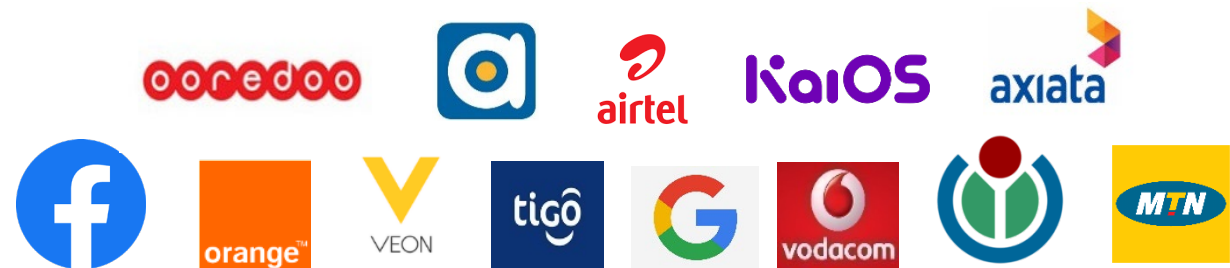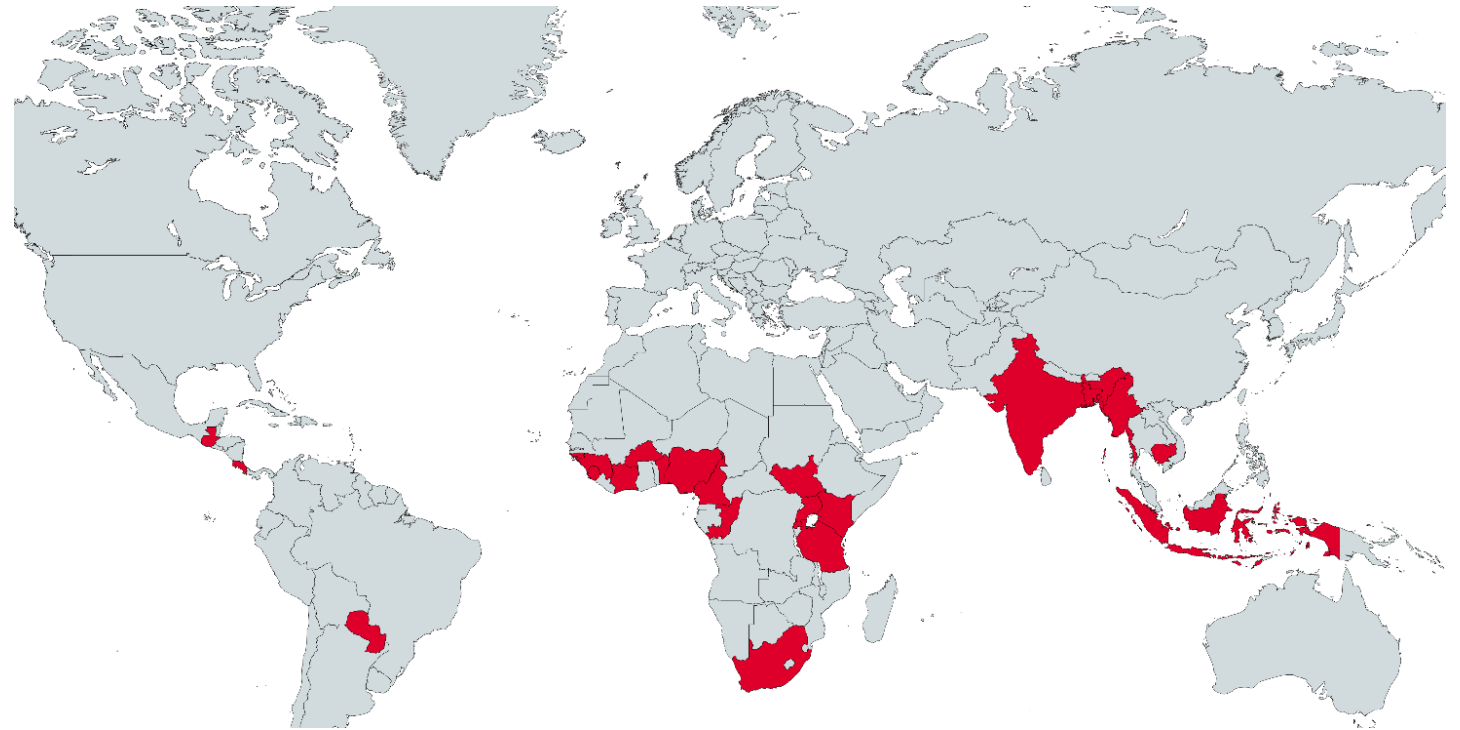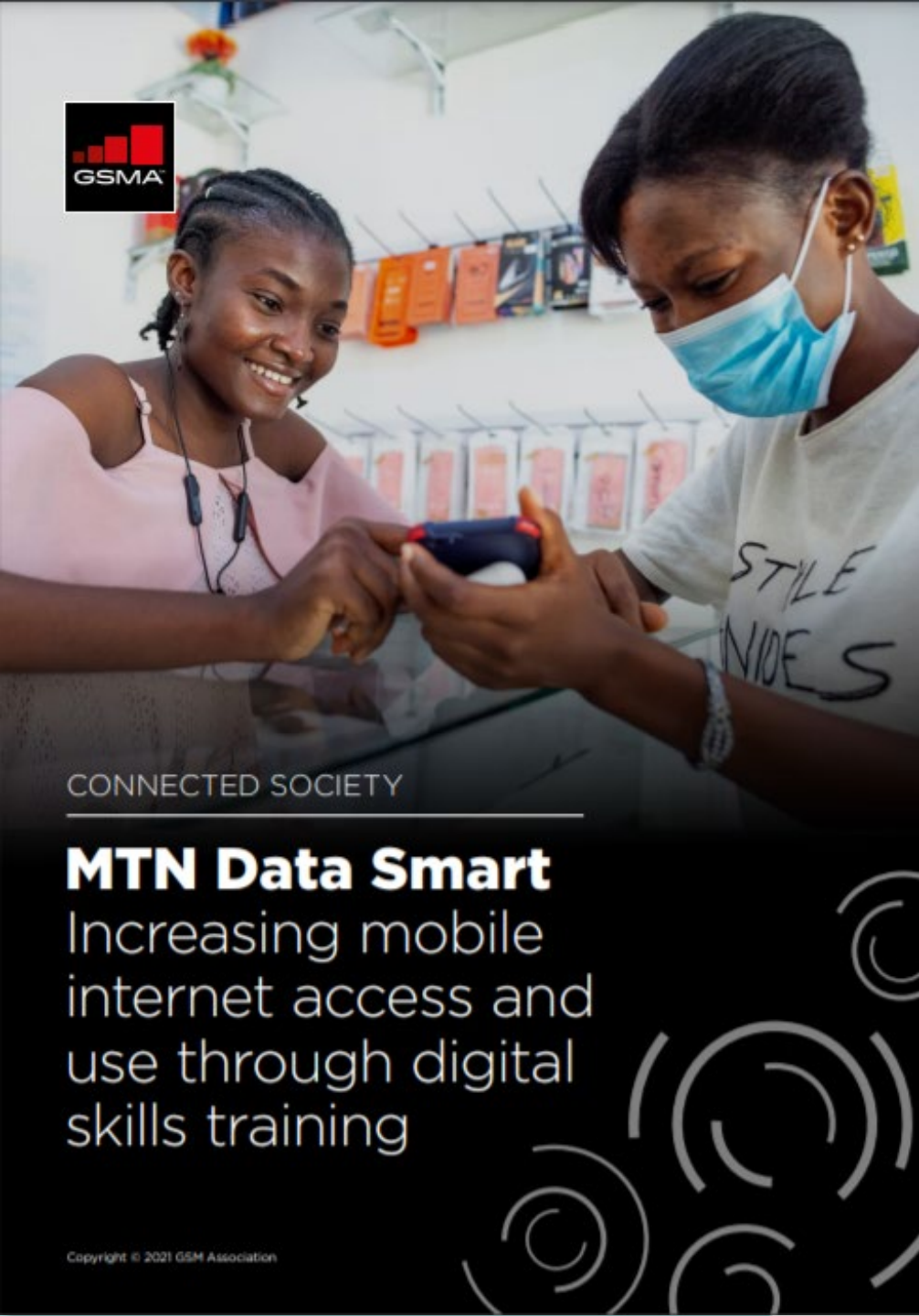
CONNECTED SOCIETY

**MTN Data Smart**
Increasing mobile internet access and use through digital skills training

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# MTN Data Smart Case Study

Over 18.9 million customers trained using MISTT-based materials during 2019-2020

## Key takeaways

1. Localise content and training to boost relevance and accessibility
2. Create a system to accurately measure impact
3. Find the right incentive structure
4. Define and identify target customers
5. Use multiple channels and mediums
6. Make it easier for people to remember and share what they learnt

https://www.gsma.com/mobilefordevelopment/resources/mtn-data-smart-case-study/

# Case studies: Piloting MISTT

## MTN Cameroon

- ### Increased data use
  - 231% increase from 42 MB to 139 MB (all device types)

- ### Increased revenue
  - 74% increase from CFA 99 to CFA 172 (all device types)
  - 161% increase from CFA 103 to CFA 269 (smartphone users only)

## MTN Benin

- ### Increased data use
  - 427% increase from 15 MB to 79 MB (all device types)

- ### Increase data subscribers
  - Over 300,000 more active data subscribers

- ### Increased revenue
  - 311% increase from CFA 26 to CFA 107 (all device types)
  - 380% increase from CFA 88 to CFA 423 (smartphone users only)

# Making trainings more gender inclusive

- **Recruit female trainers/agents** to support female customers
- **Train both female and male trainers/agents** on the different needs women have
- Deliver trainings in **places that women are already familiar with,** e.g. market places
- Consider using existing **women's groups**
- Pick a **suitable time and duration for the** training
- **Involve male gatekeepers** in more conservative settings
- Remember **women are not a homogeneous group**

# Q&A

# Thank you for listening

Download the GSMA Mobile Internet Skills Training Toolkit and related case studies:

**www.gsma.com/MISTT**

Email us at: connectedsociety@gsma.com

Sweden Sverige

UKaid from the British people