Impact of mobile phone charging on mobile usage

GVEP International



ACCELERATING ACCESS TO ENERGY

Why are we here?

GVEP International

- GVEP: accelerates access to energy by developing markets and entrepreneurs
- Premise: increased access to mobile phone charging results in increased use of mobile phones
- Studies to validate premise, with GSMA:
  - Pilot study in Kenya coast region
  - Planned study in Tanzania lake district

Kenya study: methodology

- 10 solar mobile phone charging stations in Kenya coast
- Chose a
  - 2 that were new and far from alternates
  - 2 that had pre-existing charging

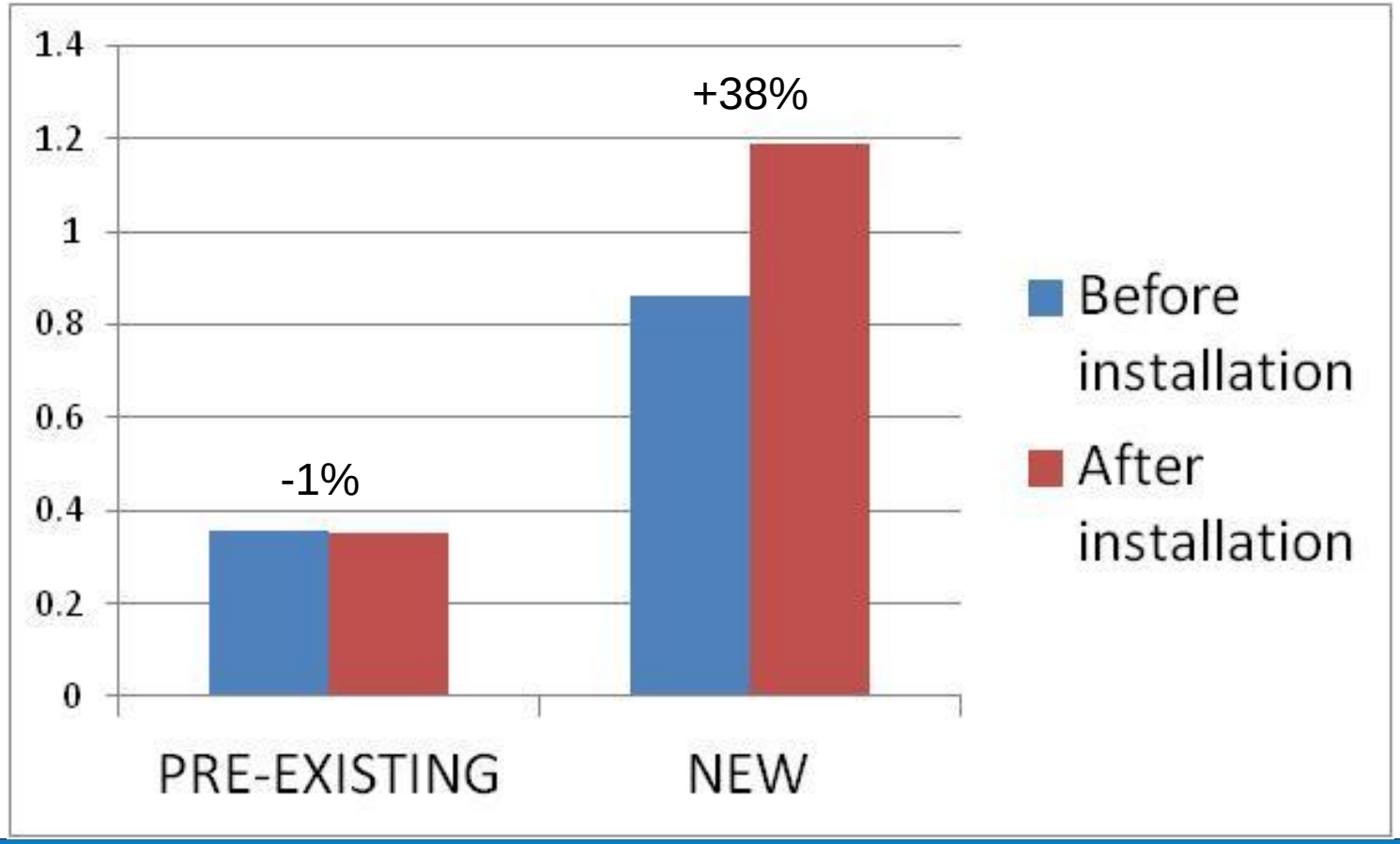


Kenya study: methodology

- Collected consent from customers of the charging stations
- MNOs in Kenya (Safaricom, Airtel, Yu) shared usage data for each customer
  - Last 3 months from all, 1 year from Safaricom
- Compared usage before and after the charging station equipment was installed

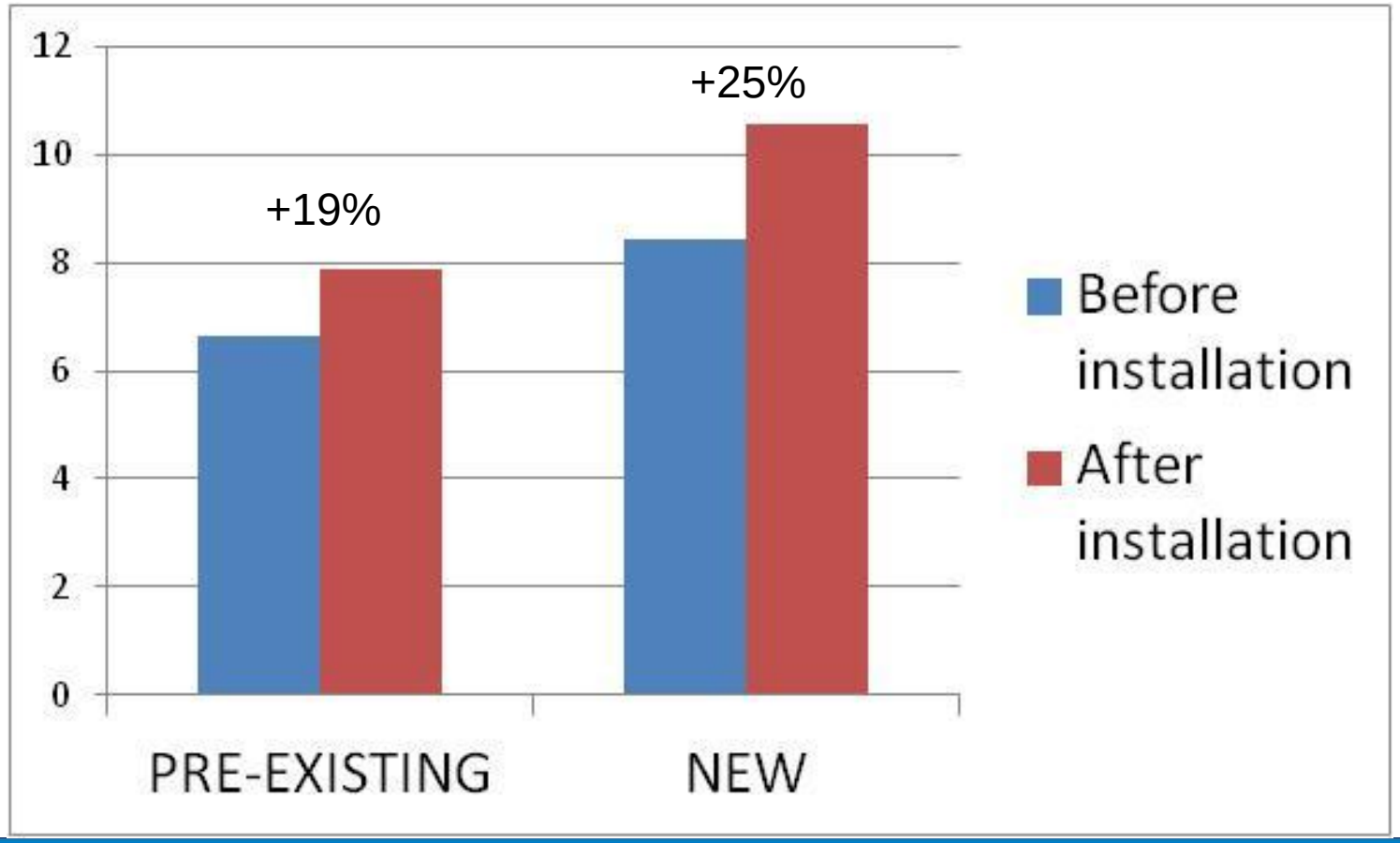
Kenya study: results

SMS (in + out) daily



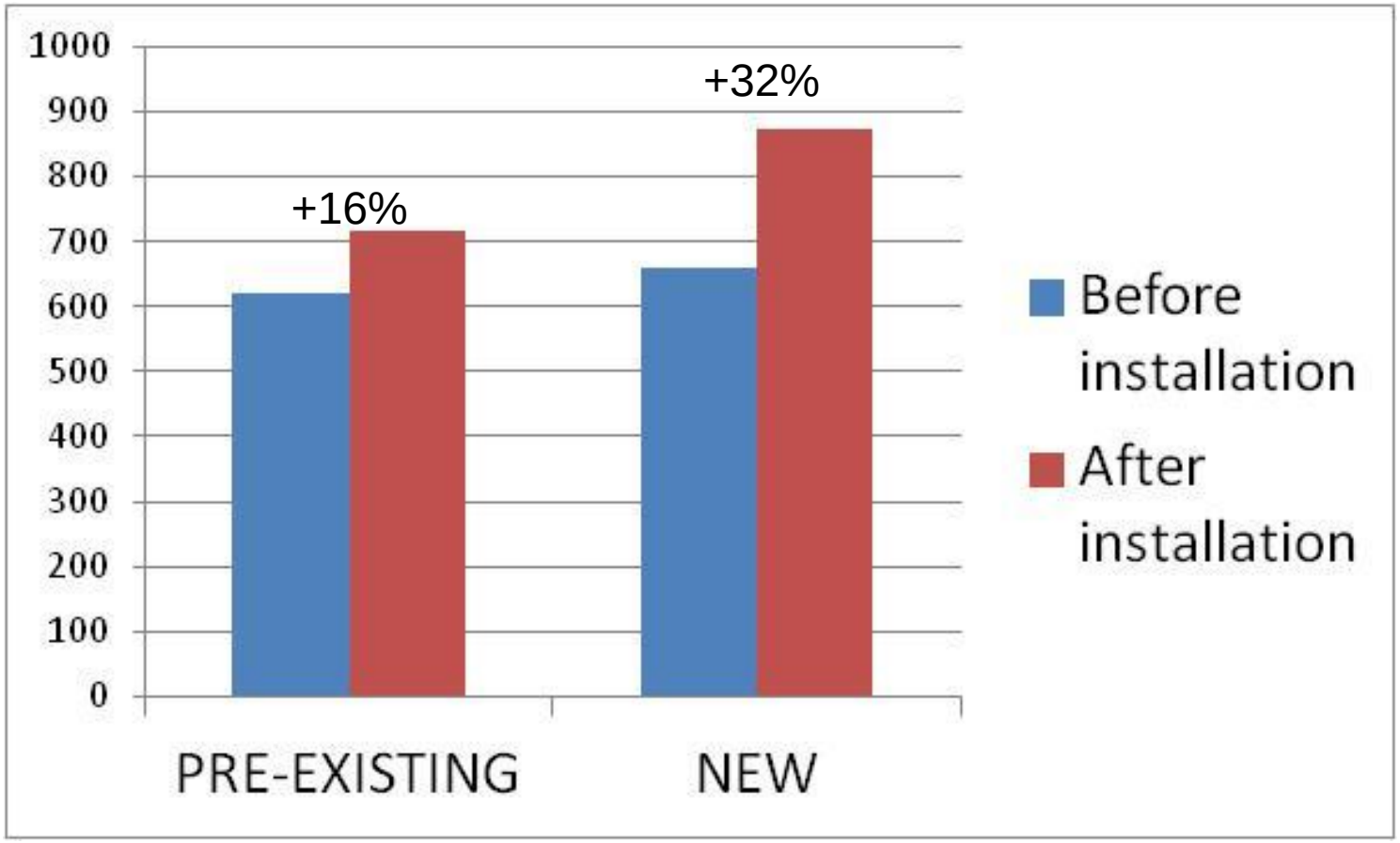
Kenya study: results

Calls (in + out) daily



Kenya study: results

Call time used daily



Tanzania study: planned

-  Number of stations
-  Detail in data
-  Engagement with MNOs:
  - Important that study and data sharing be cross-industry with multiple MNOs
  - Results can quantify the business case for enhanced charging

Questions?

Micah.Melnyk@gvepinternational.org