

Mobile for Development Utilities

Phase 3 Innovation Fund Grantees: 2017-2018

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The GSMA represents the interests of mobile operators worldwide, uniting nearly 800 operators with more than 300 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.

For more information, please visit the GSMA corporate website at www.gsma.com

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The Scaling Off-Grid Energy Grand Challenge for Development (SOGE) is a global partnership founded by the U.S. Agency for International Development, Power Africa, the U.K. Department for International Development, the African Development Bank, and independent charity, the Shell Foundation. SOGE works to accelerate growth in the off-grid energy market to provide 20 million households in sub-Saharan Africa with access to modern, clean, and affordable energy.

Mobile for Development Utilities

The Mobile for Development Utilities programme improves access to basic energy, water and sanitation services in underserved communities using mobile technology and infrastructure. Our work encompasses any energy, water and sanitation service provided to a community, which includes a mobile component, whether it is voice, SMS, USSD, Machine-to-Machine, NFC, a mobile operator's agent network or tower infrastructure. We aim to seize the opportunity, leveraging mobile technology and infrastructure to enhance access to affordable and reliable energy, clean and safe water and sanitation services in underserved communities. The GSMA Mobile for Development Utilities programme receives support from the UK Government and Scaling Off-Grid Energy.

For more information, please contact us: Web: www.gsma.com/m4dutilities
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This publication is the output of a project funded by UK aid, Department for International Development (DFID), for the benefit of developing countries. The views expressed are not necessarily those of DFID.

Introduction

In 2017, there are 1.1 billion people without basic energy access, 848 million without access to improved water services and 2.5 billion with no access to sanitation.

The challenges to providing universal access to utility services include last mile distribution, operation, maintenance, and payment collection. Furthermore, as urban growth stretches the limits of existing and antiquated infrastructure, millions more people across emerging markets are living with an increasingly intermittent and unpredictable supply of basic utility services.

While energy, water and sanitation access experiences slow growth rates, the growth of GSM mobile networks in emerging markets has stunned observers. The scale and the reach of the mobile industry's infrastructure, distribution channels, mobile payments and technologies therefore offer new pathways to achieve improved access to utility services for underserved communities.

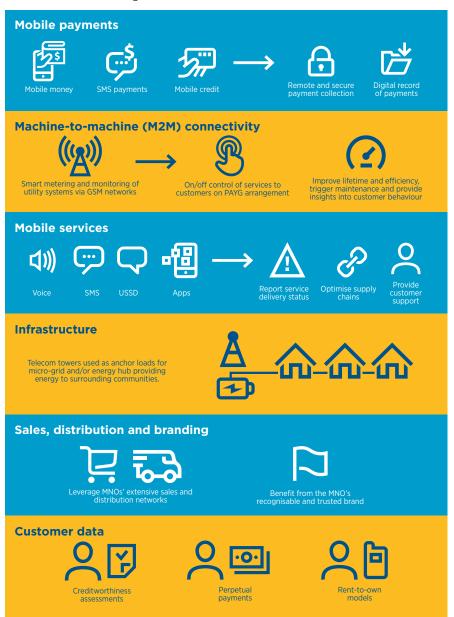
The GSMA's Mobile for Development Utilities programme (formerly MECS) was launched in 2013, with the support of the UK Government, and newly Scaling Off-Grid Energy, to explore the role that mobile technology and infrastructure can play in improving access to basic energy, water and sanitation services in underserved communities from urban to rural settings.

There are a number of ways in which mobile operators can leverage their assets to create new business models in the utilities space, using mobile technology to support the solutions of innovative service providers. The M4D Utilities programme categorises into the following six mobile channels:

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Mobile Channels

How is mobile advancing SDG 6 and SDG 7?



What is the Mobile for Development (M4D) Utilities Innovation Fund?

The M4D Utilities Innovation Fund, supported by the UK Government and the Scaling Off-Grid Energy, aims to identify and support innovative mobile-enabled solutions that will improve the lives of many by providing access to affordable utility services.

The Innovation Fund was launched in June 2013. Between Phase 1 (2013-2015) and Phase 2 (2015-2017) of the Fund, grants were competitively awarded to 34 organisations across four continents, amounting to 6 million GBP. To date, M4D Utilities estimates these trials have impacted over 4.5 million beneficiaries in underserved populations around the world. These grants have contributed to an additional \$275 million raised by grantees from the private sector, showcasing the proof of concept for mobile-enabled utility services.

The specific objective of the Innovation Fund is to extract insights from the trial and scaling of these innovative models to inform three key questions for growing the sector:

- How can mobile support utility services?
- For a mobile-enabled solution to be adopted at scale, what building blocks are needed?
- What are the social and commercial impacts of delivering community services to underserved mobile subscribers?

Our findings have revealed that this is an exciting time as now, more than ever, the proof of concept for using mobile to provide life-enhancing services to the underserved is being realised. The findings from our first 34 grants can be found on our <u>Innovation Fund</u> page.

Geographical spread of M4D Utilities grantees and their MNO partners



Phase 3 of the Innovation Fund

In February and July 2017, we re-opened calls for applications to the Mobile for Development Utilities Innovation Fund.

This phase was our most competitive to date, with 488 applicants across the two rounds, a 124 per cent increase in applications since our last round of funding in 2015. Our fund was more than 25 times oversubscribed with applicants requesting a total of £77 million. This booklet showcases the 19 organisations selected for our Innovation Fund.

We awarded two distinct types of grants:

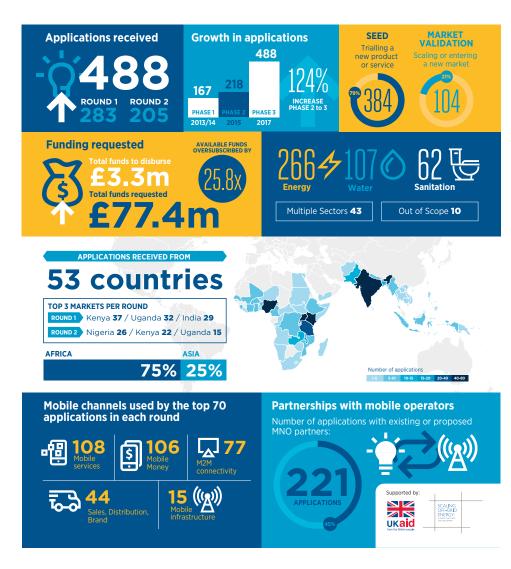
Seed Grants - The specific objective of the Seed Grant is to support the trial of products/services that use mobile to enable sustainable access to energy, water or sanitation.

Market Validation Grants - The specific objective of the Market Validation Grant is to support partnerships with mobile network operators OR utility service providers to support scaling or replication of an existing service that increases or improves access

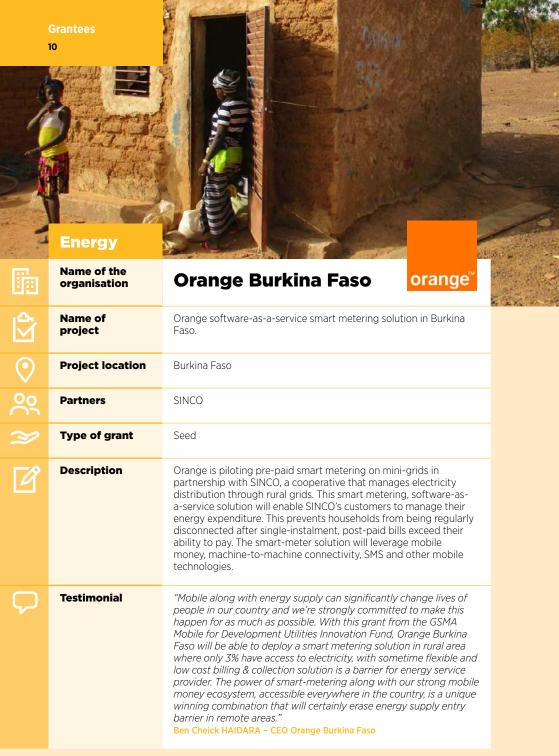
to sustainable energy, water and sanitation services to underserved customers. The service will already have demonstrated early success and have active users in at least one market.

Our new portfolio reflects some exciting new trends in mobile-enabled utility services. For the first time we've awarded several grants to mobile operators leading on energy and WASH services. In the energy sector, we are supporting the bundling of additional appliances with PAYG solar systems, helping customers gain access to smartphones and cookstoves. Water and sanitation applications were particularly competitive in this selection round. The selected grantees in these sectors will deliver innovative models that leverage mobile money, digital platforms to improve the efficiency of service delivery, bill-payment and maintenance.

Findings from our third phase of applications









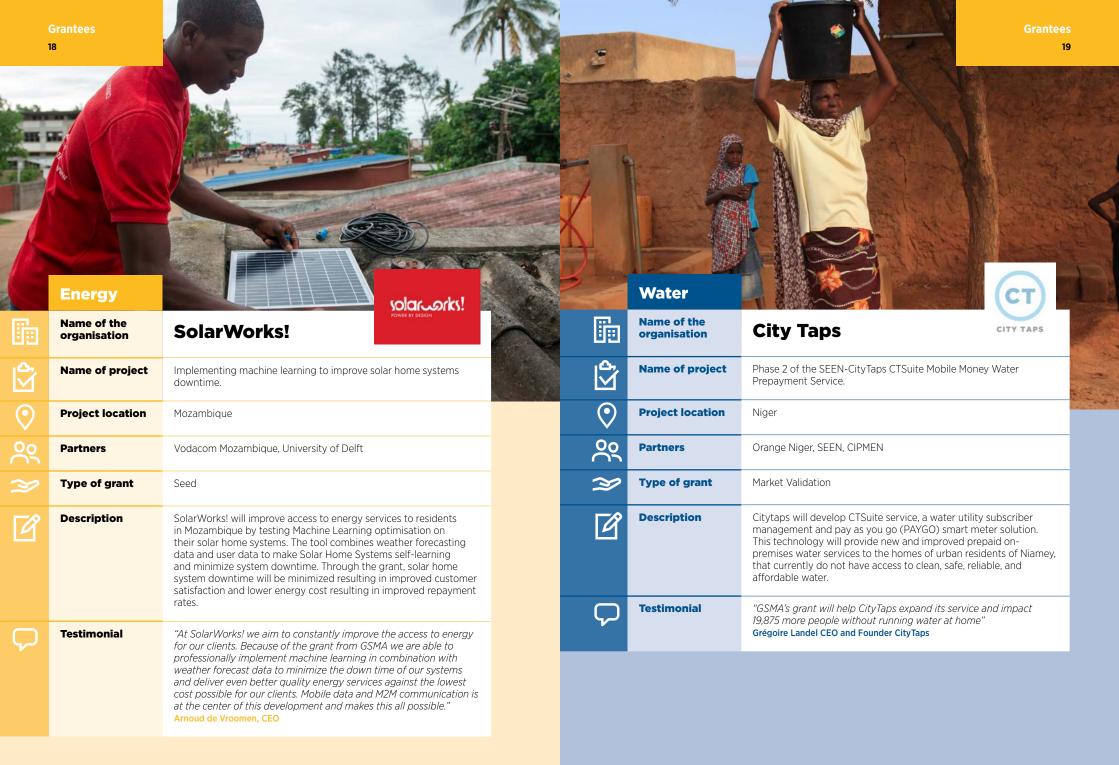


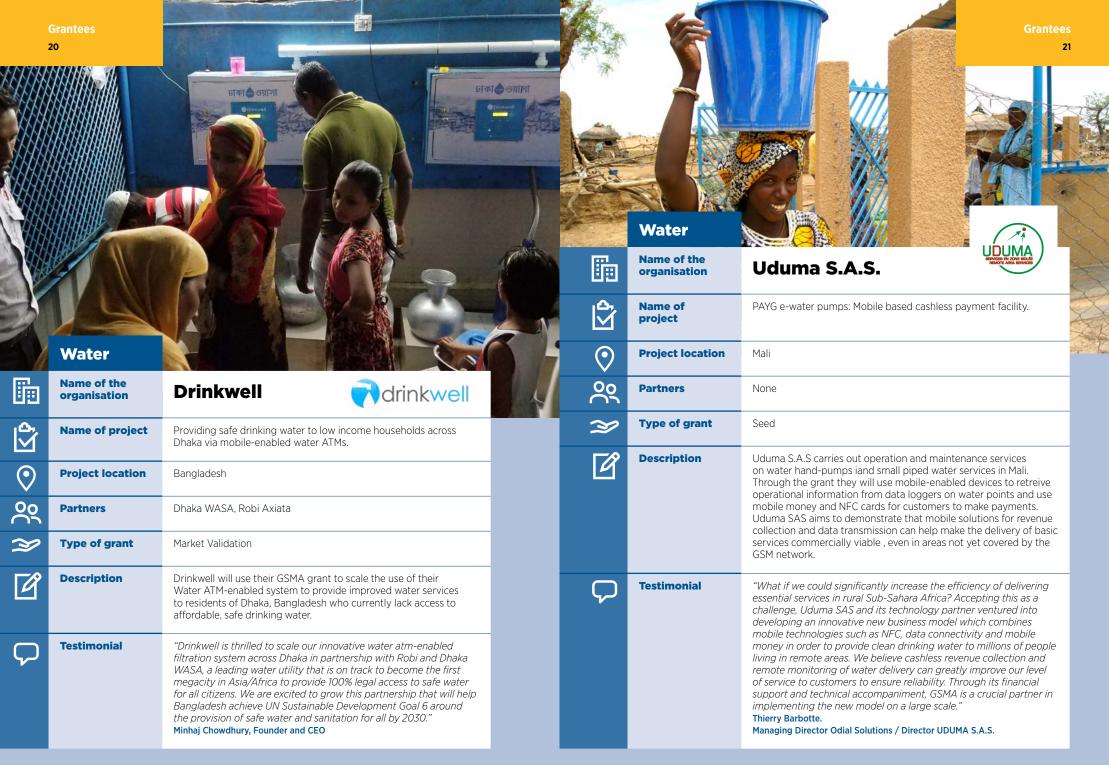


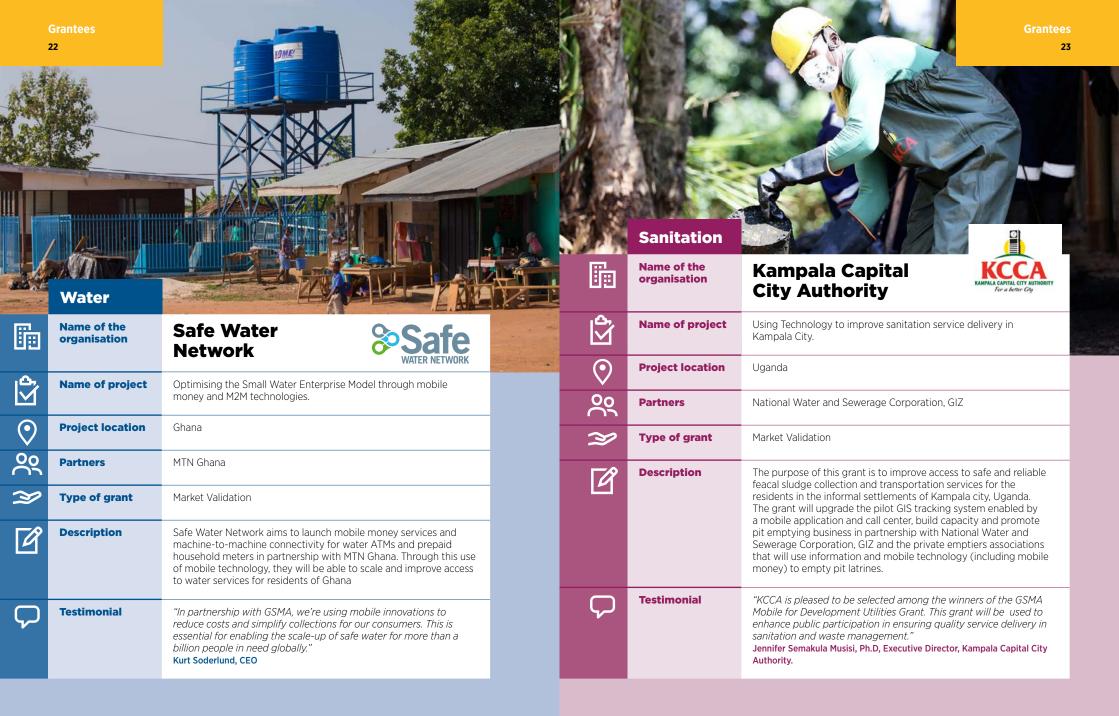












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Sanitation



Practical Action organisation **Bangladesh**



Name of project

Partners

Type of grant

1Service: Mobile enabled platform to deliver water and sanitation municipal services.

Project location Bangladesh

Robi Axiata



Seed



Description

The purpose of the grant is to launch a mobile based utility services platform, in partnership with Robi Axiata Ltd and municipalities, that will use mobile technology to provide improved water and sanitation related utility services to the residents of the municipalities. This platform will give customers convenience to request municipal services using their mobile phones and pay using their Robi cash mobile wallet.



Testimonial

"Practical Action has years of exclusive experience for implementing city-wide Faecal Sludge Management (FSM) services. We have introduced e-FSM services through which, anyone can request for pit emptying services using a web application and a dedicated call centre. Building on this, we are launching 1Service application in affiliation with Robi Axiata ltd., one of the largest telecom operators of the country. 1Service digitally offers an integrated municipal utility services including, but are not limited to, water supply, sanitation, waste management and FSM in 3 cities, ensuring customer satisfaction. 1Service allows the lowincome population, including slum dwellers, to avail the services at an affordable cost. We see the enormous potentials of this initiative to reach the citizens of all the municipalities and city corporations to access improved utility services. We believe that our unique effort will bring a visible contribution to the Government's vision on digital Bangladesh. GSMA deserves appreciation for supporting this noble

Hasin Jahan, Country Director Practical Action Bangladesh

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