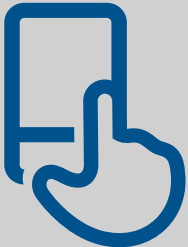




# Connected Society

## Delivering digital inclusion for all



The internet has made communication quicker, information more available, businesses more efficient, and education, entertainment and public services more accessible than ever before. Mobile has already connected over 3.8 billion people to the internet and continues to lead efforts to close remaining coverage and usage gaps. Close collaboration and constructive partnership between industry, the development community, policymakers and regulators is key to ensuring no citizen is left unconnected.

## The opportunity

Mobile internet has become an essential

**enabler for economic growth**

and societal development and a key driver for achieving progress across all of the United Nation's Sustainable Development Goals.



Mobile continues to

**promote digital inclusion**

and enable citizens to access life enhancing digital services.



Meeting this challenge is also a significant

**commercial opportunity**

for the mobile industry.

## What we need

We need to address the:

### Coverage gap

# 600m

people are still not covered by a mobile broadband network. Uncovered communities are predominantly in rural areas where deploying infrastructure can be twice as expensive, with revenues up to ten times lower than in urban areas.



### Usage gap

# 3.4bn

people have access to mobile broadband coverage but are either unable or unwilling to use it.



We need to focus on:



### 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 the affordability of handsets, tariffs, data and service fees



### 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






### Relevance:

Ensuring availability of relevant content, products and services

# How to get there

Our top 3 recommendations for:

 <b>the mobile industry</b>	 <b>the development community</b>	 <b>policymakers and regulators</b>
<b>1</b> Develop and invest in operating models and technology innovations that can help bring down the cost of coverage	Embrace the critical role mobile internet can play in supporting progress towards all of the SDGs	Develop a policy and regulatory framework that encourages investment, enables innovation and supports citizens to be able to take up and use mobile internet services
<b>2</b> Focus on the development of relevant content and services that will help drive adoption and use of mobile internet	Partner with the private sector on commercially sustainable and scalable solutions	Support mobile operators' efforts to extend coverage by providing affordable access to sufficient spectrum, removing obstacles to infrastructure deployment, and promoting best practice taxation policies
<b>3</b> Develop solutions that address the principal consumer barriers to mobile internet adoption	Design interventions with an understanding of the barriers to mobile internet adoption and usage in low- and middle-income countries	Promote the use of mobile and digital public services across all levels of government and society, and support the development of digital skills

## How the Connected Society programme can help



The GSMA Connected Society programme works with the mobile industry and key stakeholders to increase access to and adoption of mobile internet, focusing on underserved population groups in low- and middle-income countries.

Mobile is driving digital inclusion and is the primary way most people access the internet across developing countries. However, despite the growing importance of connectivity, billions of people around the world are yet to be connected. The unconnected population are disproportionately poorer, less educated, rural, female and persons with disabilities.

Mobile internet plays a key role in driving digital inclusion. We support the mobile industry in reducing the barriers for people to access and use the internet, and in ensuring everyone is connected to a better future.

### Our approach

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**Mobile operator support**
  -  Innovation Funds to expand internet access and use
  -  Digital skills training initiatives

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**Insights**
  -  Industry leading research, case studies and data
  -  Mobile Connectivity Index and Coverage Maps

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**Advocacy**
  -  Capacity building with regulators and policymakers
  -  Convening National Dialogues for Digital Transformation in key markets



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