

As we reflect on the achievements of the GSMA's Mobile for Humanitarian Innovation (M4H) programme in 2024, several relevant themes are prominent in the humanitarian landscape.

Disasters continued to punctuate the news, with floods, wildfires, and storms devastating communities around the world. Conflicts persisted in protracted and newly worsened emergencies, pushing the number of forcibly displaced people to record levels. The M4H partnership with the UK Foreign, Commonwealth and Development Office (FCDO) has been instrumental in catalysing impact and innovation to deliver digital solutions that address this growing humanitarian challenge.

In 2024, the programme prioritised expanding the coverage and effectiveness of early warning systems to protect disaster prone communities. Through innovation funding, partnership convening, research and policy engagement – the programme harnesses the vital role of mobile in reaching people with lifesaving information. The GSMA Innovation Funds for Anticipatory Humanitarian Action and Humanitarian Challenges invested in innovative solutions to better anticipate disasters and respond to protracted crises. Alongside early warning systems, the programme's partnerships, policy and research activities delivered impact through digital literacy, financial inclusion, and connectivity solutions for crisis-affected populations. In 2024 M4H reached an additional 1.3 million people with these activities.

FCDO's partnership with M4H was complemented by investments in 2024 from UNHCR, which focused on improving data on connectivity for displaced populations under the Connectivity for Refugees initiative, and from Visa, under the Digital Finance for All partnership, also focused on forcibly displaced people.

As we look ahead to 2025, we recognise the many challenges facing the humanitarian landscape. This updated annual report gives an overview of M4H's innovative approach and demonstrates how new and deepened collaborations between the mobile industry, humanitarians and governments are contributing to addressing humanitarian challenges. We remain dedicated to utilising these partnerships and innovations to build a more resilient and connected world for the most vulnerable and crisis-affected populations.



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