GSMA

Advocacy Framework

GSMA Mobile for Development Foundation

© GSMA 2024

GSMA

Introduction

The GSMA Mobile for Development (M4D) Foundation operates at the intersection of the development sector and the mobile ecosystem, using digital innovation to address global inequalities, particularly in digital inclusion, climate action, and through our mobile for humanitarian work. We focus on overcoming barriers to mobile internet adoption and use in low- and middle-income countries, especially among underserved populations.



Advocacy and awareness are key elements of our work.
Our work includes activity streams dedicated to fostering collaboration between the public and private sectors to create environments that support innovative, inclusive and sustainable digital technologies aimed at improving livelihoods and addressing climate challenges.



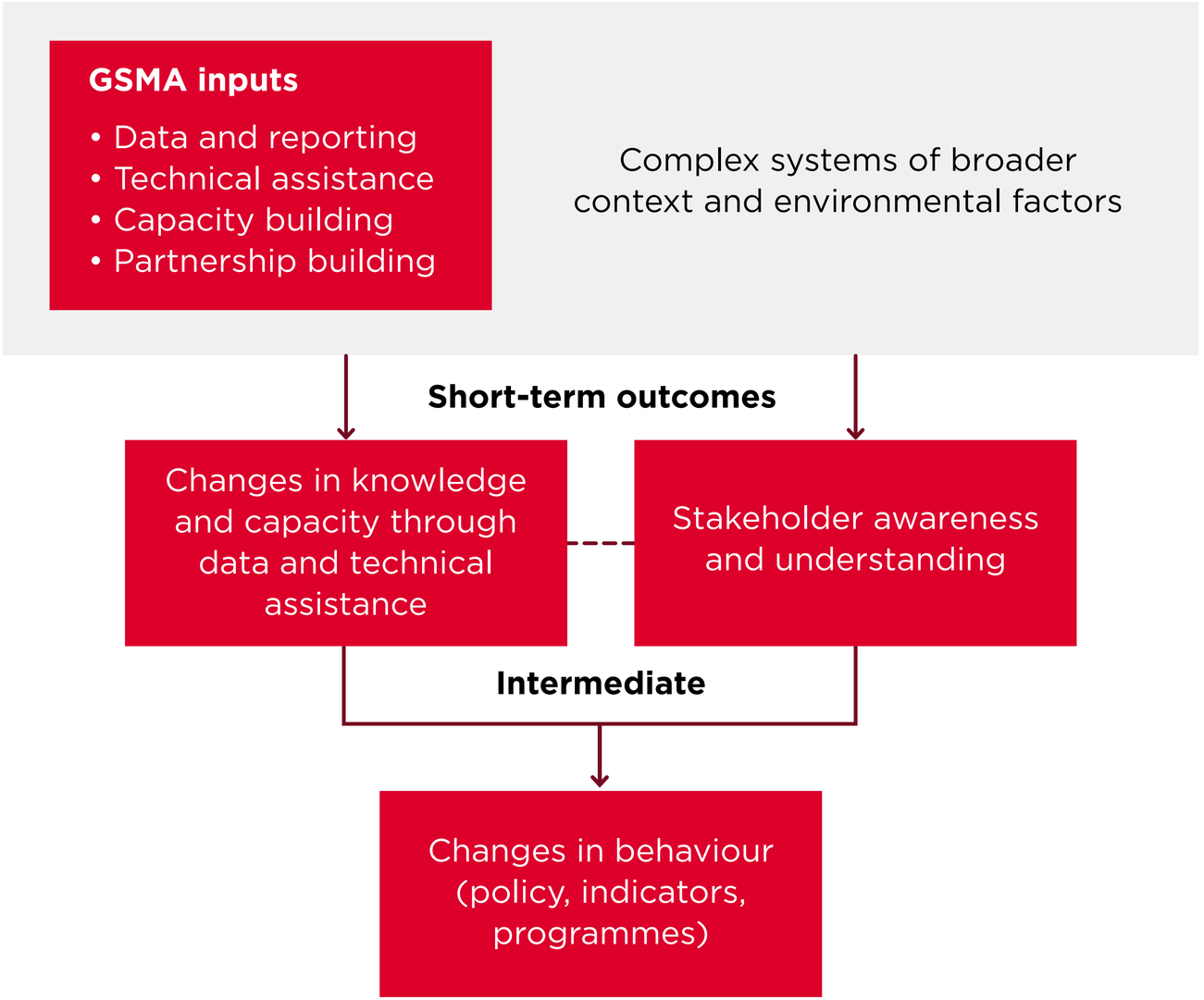
How do we monitor and evaluate advocacy impact?
Monitoring and evaluating advocacy impact is challenging due to the complex contexts we operate in, the time needed for results to appear, and limited control over long-term outcomes. Therefore, we focus on measuring contribution to impact rather than attribution. This advocacy framework guides how we track progress, capture learning and adapt our programming based on evidence.

© GSMA 2024

GSMA

Advocacy initiatives across M4D

M4D's advocacy is embedded in every programme team. Though our focus areas vary, our approach is unified: leveraging insights and data, supporting partners with capacity and technical support, and building and convening alliances to shape policies and drive impact.



© GSMA 2024

GSMA

What are the objectives of our advocacy framework?

M4D's advocacy framework is designed to gather data from M4D's advocacy efforts across different programmes, capturing the entire journey of these activities. Advocacy work can take years to yield results and, because it is influenced by various factors and evolving circumstances, it can be challenging to evaluate how our efforts have contributed to policy change. Timeframes can be unpredictable, and strategies and priority areas can change quickly. This framework helps address these challenges.

We focus on progress, not just impact achieved, with a heavy emphasis on the context of our work. By breaking down advocacy efforts into a set of activities, roles and progress indicators, all M4D programmes can consistently track progress towards common goals. This allows us to identify areas of success, pinpoint where improvements are needed, and understand how and where we've fostered an environment that supports innovative, inclusive and sustainable digital technology.

The advocacy framework has three primary objectives:

1

Building our evidence base

Analysing our evidence across M4D and sharing our impact

- Building a set of case studies showcasing outcomes achieved
- Country profiles
- Impact stories to inform the programme team's strategies and approaches

2

Understanding M4D's impact and theory of change progress

Responding to our learning agenda and assessing our advocacy impact

- Tracking key outcome areas from M4D and programme theories of change
- How effectively does M4D influence stakeholders? Public? Private? MNOs?
- What needs to be in place within the public sector to support inclusive digital innovation?
- Which stakeholders are we most effective at influencing?

3

Evaluating M4D's advocacy

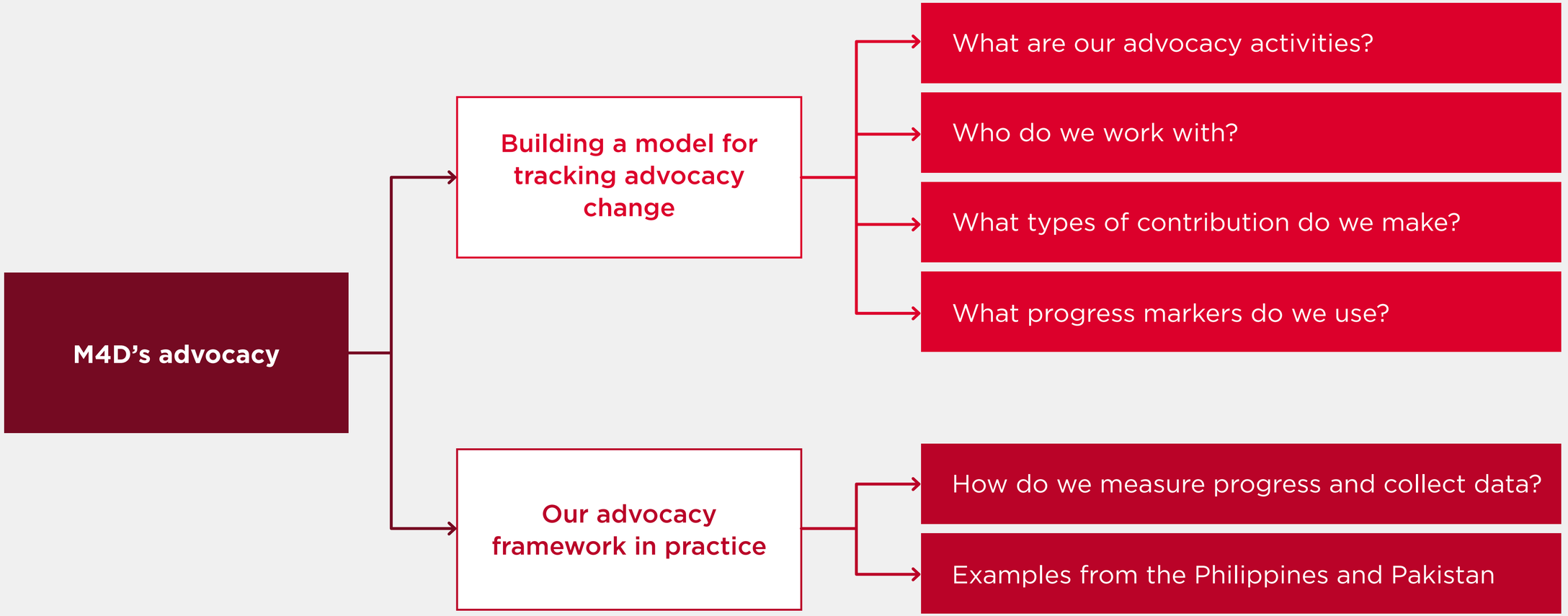
Reflecting on our advocacy processes and activities

- How does M4D's effectiveness differ by country? What successes do we have?
- What/where is M4D's biggest value-add? What activities are most effective, most often?
- What do we do well? Where can we improve?

© GSMA 2024

GSMA

Overview of M4D's advocacy work and our approach to measuring change



© GSMA 2024

GSMA

Building a model for tracking advocacy change

© GSMA 2024

GSMA

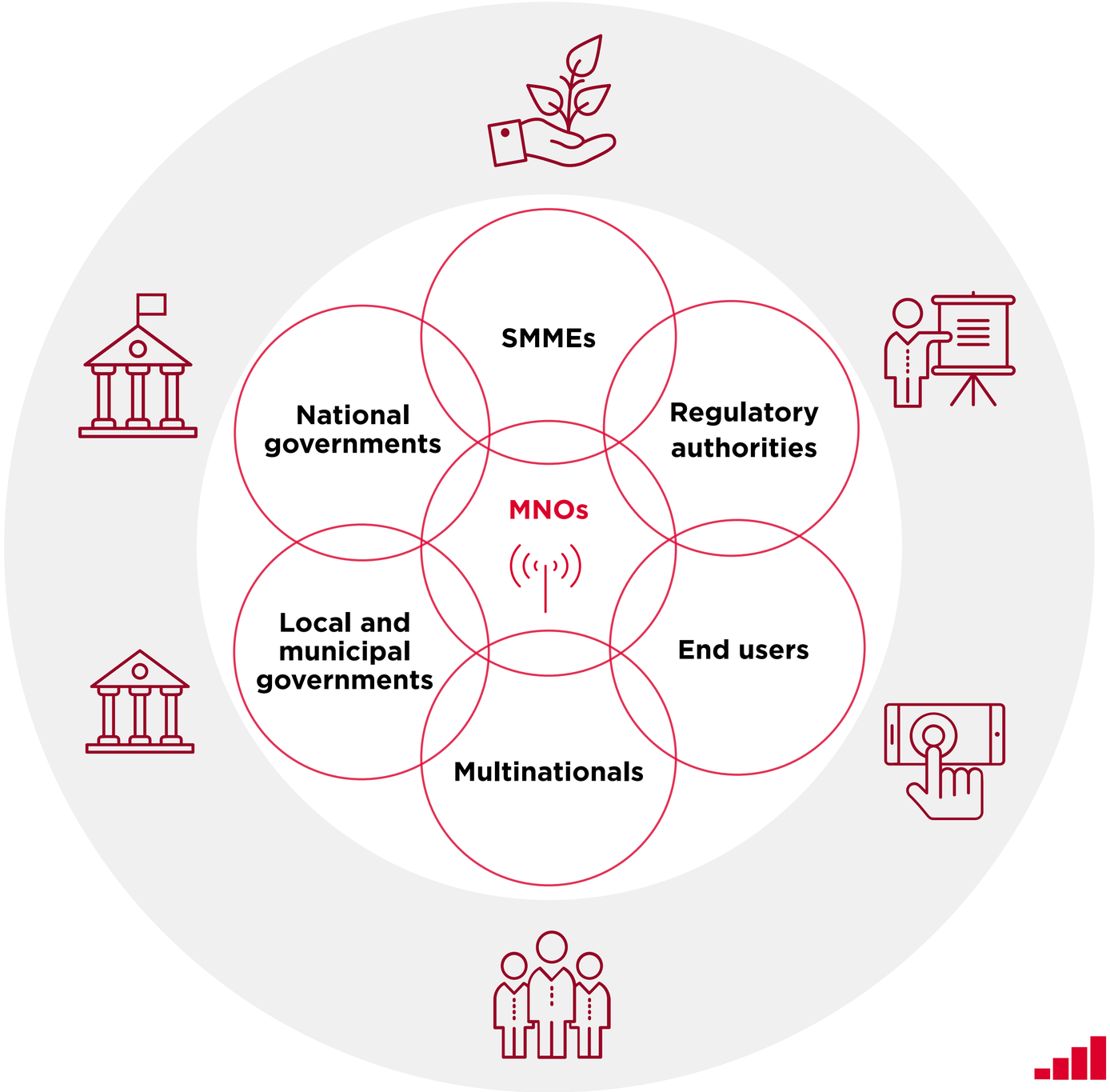
Advocacy framework: What do we do?

	Examples:
Data and reporting 	– Sharing gender gap data
Collaboration and partnerships 	– Being invited into consortia to develop or support the development of a policy – Working with existing partners
Technical assistance 	– Input into policy – Drafting, reviewing and supporting data collection for a partner
Convening 	– Convening Mobile World Congress – Bringing together partners – Developing working groups
Awareness building 	– Sharing findings – Facilitating webinars
Capacity building and training 	– Mobile Connectivity Index (MCI) workshops – Serving as gender specialists for partners

© GSMA 2024

GSMA

Advocacy framework: Who do we work with?



© GSMA 2024

GSMA

Advocacy framework: What contributions do we make?

Sole actor	The sole actor calling for change.
Key role player	The actor coordinating the approach, corralling and organising others.
Contributor	An actor that makes a contribution, is prominent throughout, stays the course, and makes a number of interventions.
Seed sower	The actor that initiates the campaign and sows the seeds, which then take on a life of their own. This makes their fingerprints on the final result difficult to see (but in a good way, because of the momentum it generates).
Over-the-line getter	An actor that makes a discrete or niche—but undeniably vital—contribution.

© GSMA 2024

GSMA

Advocacy framework: Progress markers and metrics for impact

Progress markers are benchmarks of change and demonstrate progression towards an outcome. Progress markers should be observable changes in actions, interactions, relationships, procedures or policies. These also need to be measurable and serve as our metrics of impact. M4D works from a common set of progress markers, developed by each advocacy team. This allows us to track the progress of our work towards outcome achievement. These are not indicators, and we don't target against them.

We track changes at three levels:

 Expect to see	**Short-term change** …in direct response to programme inputs (if you are doing training, you would expect people to be better informed/have relevant skills).	**This is the minimum we'd expect to see as a result of our activities.**
 Like to see	**Medium-term change** …what you hope to see as the project gains traction and starts to take off.	**What we'd like to see our partners doing as our activities/projects gain traction.**
 Love to see	**Long-term change** …outcome-level transformational change in attitudes, priorities and behaviours of key stakeholders.	**Transformational change as a result of projects (this is the outcome).**

© GSMA 2024

GSMA

Advocacy progress markers: Expect to see

Expect to see

Like to see

Love to see

Engagement

Stakeholders engage with us (one-to-one), agree to meet, engage in discussions and respond to emails and calls

Stakeholders ask the GSMA for support and input

The GSMA is invited to deliver Mobile Connectivity Index (MCI) training/capacity building

- Stakeholders' willingness to engage with the GSMA is evidence of changing political will, buy-in and prioritisation of core issues.
- This is also evidence of increased awareness of the core issues, including the mobile gender gap, usage gap and coverage gap. Stakeholders need to be aware of these issues before approaching the GSMA for support.
- Asking for support and input is recognition of GSMA's role as an industry leader.

Events

The GSMA is invited to speak at industry events

Stakeholders engage and participate in GSMA's roundtables

The GSMA is invited to participate in multistakeholder platforms/groups

- Stakeholder participation in roundtables is a strong indicator of commitment and buy-in to a topic because the audience and platform is smaller than at a larger-scale event.
- GSMA's participation (through invitation) at industry events is recognition of GSMA's role as an industry and thought leader.

Data and insights

Communication or messaging from government using our messaging to highlight the importance of digital inclusion and gender gap

Stakeholder sharing or repeating our data/ policy recommendations in presentations/ publications

- Amplification of messaging using GSMA data and recommendations is evidence of GSMA's thought leadership across the industry.

© GSMA 2024

GSMA

Advocacy progress markers: Like to see

Expect to see

Like to see

Love to see

Engagement and events

- Governments use MCI data and capacity building to inform policy and/or initiatives
- Stakeholders ask for GSMA's input into external documents (e.g. reports/policies)
- MOU or partnership agreement between the GSMA and partner to agree to work together and commit to the development of a policy
- The GSMA is invited to speak at high profile events and consortiums

- Partnerships move from willingness to engage, to commitment to act, or action, as a result of engagement with the GSMA. This can be made official through partnership agreements or MOUs. This is also indicative of improved political will and openness.
- Stakeholders actively invite the GSMA to participate in policy drafting or input into documentation. This is evidence of stakeholders' perception of GSMA's value – both through insights and data, and strategic advisory. This can happen because stakeholders engage with the GSMA at events, or through direct engagement.
- Stakeholders', particularly governments', use of MCI and GSMA data to draft policy is evidence of the effectiveness of capacity building.

- Key stakeholders, including governments, partners and international institutions, view the GSMA as a thought leader
- Governments use our messaging and communication, highlighting the importance of gender and digital inclusion

Data and insights

- Stakeholders develop policies/ programmes aimed at addressing the barriers to digital inclusion, even if not directly correlated to the GSMA
- Citations of GSMA messaging and data in reports, presentations and publications

- Stakeholders may use GSMA insights and data to inform policies or programmes without direct engagement from GSMA teams. This is evidence of amplification of data, relevance of insights, and value of data in driving longer-term policy change.
- Governments' communication of GSMA's messaging can happen as a result of both GSMA engagement and events, as well as amplification of data and insights.

© GSMA 2024

GSMA

Advocacy progress markers: Love to see

Expect to see

Like to see

Love to see

Engagement and events

Stakeholders using our data/policy recommendations to create new policies, plans and programmes to address the Mobile Gender Gap (MGG) and/or usage/ coverage gap



The GSMA and partners actively work together on policy development

Mid-term outcome

GSMA's policy inputs are accepted by the government

Long-term outcome

Implementation of policy developed through partnership/agreement

- The development of policy is indicative of prioritisation of the gender, usage and coverage gap.
- Policy development, acceptance and implementation is long-term evidence of a sustained change in political will, GSMA's expertise, and strength of relationships.

Data and insights

Government use GSMA data as a baseline for tracking (the MGG)

Governments implement strategies, policies and initiatives developed with GSMA data, independent of GSMA support

Stakeholders start new projects, initiatives or campaigns to address gender, usage and coverage gaps

Starting new projects can happen as a result of GSMA partnership, or independently of the GSMA, using GSMA insights and data

- GSMA's data and insights, along with capacity building and/or strategic advisory, can build into new initiatives.
- This is not always with GSMA's direct support and can be done independently.
- This is evidence of the relevance and importance of GSMA data and insights in informing change and supporting governments and organisations to track and quantify impact.

© GSMA 2024

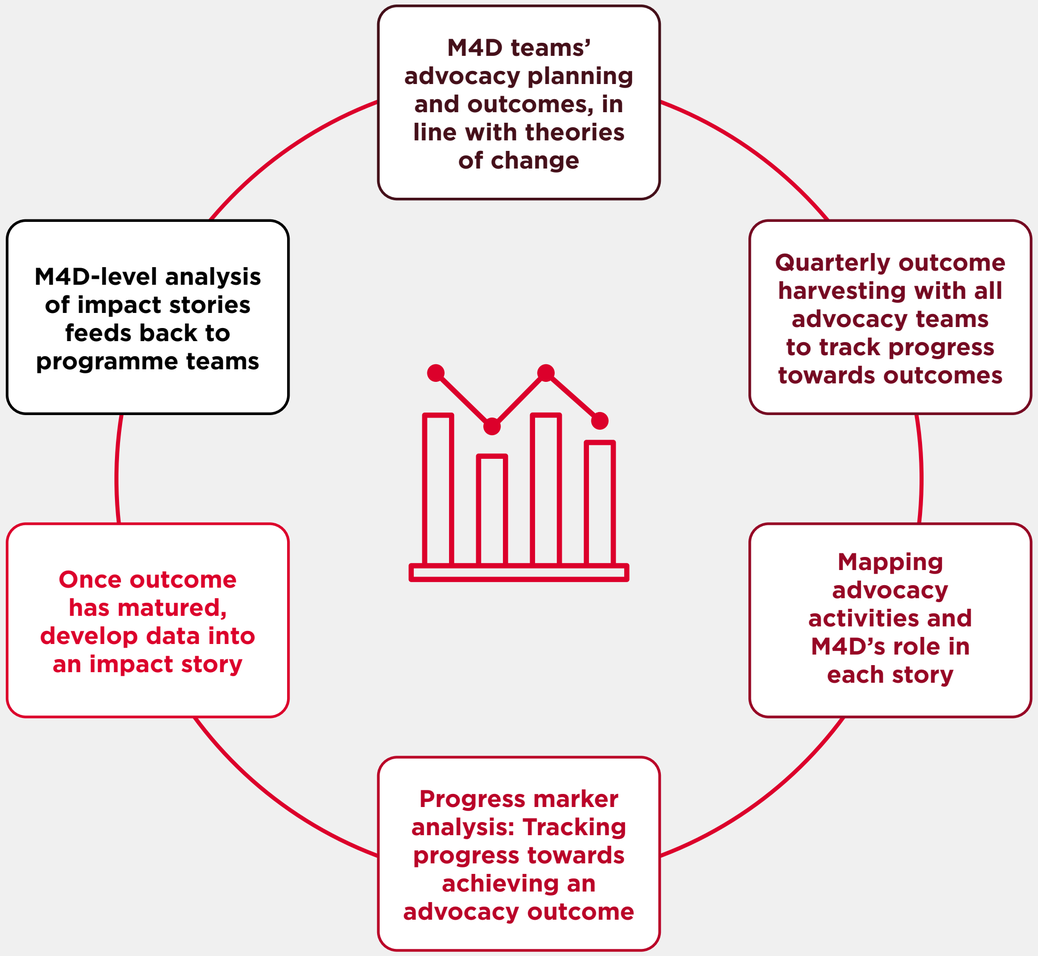
GSMA

Our advocacy framework in practice

© GSMA 2024

GSMA

Measuring progress and collecting data



The advocacy framework collects and analyses data using a continuous process based on both outcome mapping and outcome harvesting.

Outcome harvesting is a retrospective approach that examines changes after they have occurred, whether expected or not. Teams reflect on the evidence of outcomes and assess how M4D's efforts contributed to those impacts. Outcome mapping defines desired outcomes in advance and tracks progress towards achieving them. It focuses on the process leading to outcome achievement by examining changes in behaviours, actions and relationships resulting from M4D's work.

By combining these two methodologies, we capture both intended and unintended impacts, while understanding how our initiatives are influencing behaviours and the broader context in which we operate.

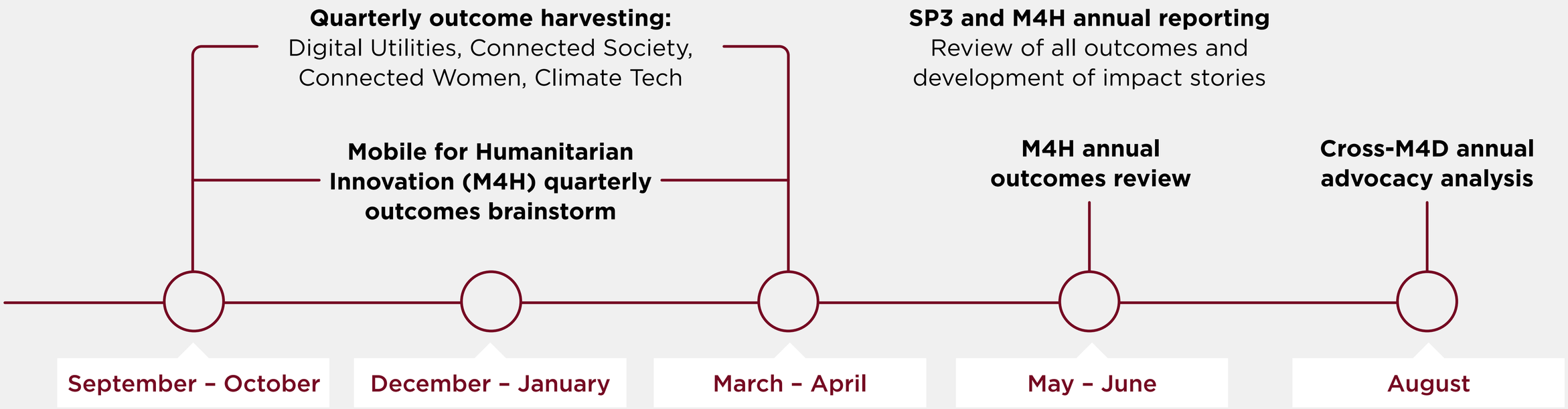
Each quarter, teams participate in an outcome harvesting session, identifying when advocacy goals were met and how M4D contributed to those successes.

We then link the key activities reported by each team, along with GSMA's role and contributions, to the broader advocacy framework. By consistently analysing this data using progress markers, we can measure our impact for each policy change or effort to create an enabling environment. This data is then reviewed at the M4D level, offering a comprehensive view of our overall advocacy impact across the portfolio.

© GSMA 2024

GSMA

Timeline for cross-M4D analysis



© GSMA 2024

GSMA

Advocacy framework: Example from the Philippines



How did the engagement start?

- Presented data and evidence at a webinar during closed-door meeting
- Existing relationship built with USAID gender desk
- USAID invited the GSMA to engage with the Philippines government on policy

What did we do?

- ✓ **Data and reporting**
- ✓ **Collaboration and partnerships**
- ✓ **Technical assistance**
- Convening
- Awareness building
- Capacity building and training

Who did we work with?

- Government of the Philippines

What contribution did we make?

- Sole actor
- Key role player
- ✓ **Contributor**
- Seed sower
- Over-the-line getter

What did we see? (progress markers)

Like to see

Stakeholders asked the GSMA to provide input into external policies

Love to see

The GSMA and partners actively worked together on policy development

What outcome did we achieve?

- Policy contribution to the Philippines' national policy on gender and ICT
- Policy not yet implemented, pending national elections

© GSMA 2024 | Source: Coe and Schlangen (2019)

GSMA

Advocacy framework: Example from Pakistan



How did the engagement start?	What did we do?	Who did we work with?	What contribution did we make?	What did we see? (progress markers)	What outcome did we achieve?
– Presented data on the mobile gender gap at A4I gender workshop – Invited to join A4I, UNESCO, and PTA efforts to support development of Pakistan's Gender ICT policy	✓ Data and reporting ✓ Collaboration and partnerships ✓ Technical assistance Convening Awareness building Capacity building and training	– MNO (PTA)	Sole actor ✓ Key role player ✓ Contributor Seed sower Over-the-line getter	**Expect to see** Stakeholders asked the GSMA for support and input **Like to see** Stakeholders asked the GSMA to provide input into external policies MOU or partnership agreement between the GSMA and partner (PTA) to agree to work and commit to the development of a policy **Love to see** The GSMA and partners actively worked together on policy development Implementation of policy developed through partnership/ agreement	– Connected Women input directly into Pakistan's Gender ICT Policy – Final policy includes GSMA messaging, data and frameworks – Policy finalised and implemented April 2024

Participated in a series of consultations with PTA, A4I and UNESCO

Sharing and interpreting gender data for Pakistan, serving as gender specialist, including support to PTA to run three surveys throughout policy development

© GSMA 2024 | Source: Coe and Schlangen (2019)