



GSMA DEVELOPMENT FUND

Founded in October 2005, the GSMA Development Fund has established itself as a leader in identifying and implementing new uses for mobile communications to help people at the bottom of the social and economic pyramid, connect previously unconnected communities and bridge the digital divide.

To date, working with Accenture Development Partnerships and local mobile network operators, the Fund has delivered 16 pilot projects, with 12 mobile operators in 10 countries – Algeria, Bangladesh, India, Kenya, Namibia, Nigeria, Pakistan, Rwanda, South Africa and Uganda

OUR APPROACH

Our approach is based on six core principles:

To seed/catalyse programmes

We focus on practical field implementations that generate tangible results. We believe that connectivity means productivity, and that once this concept has been demonstrated, market forces will come into play and turn our pilot projects into new businesses

To impact at scale and sustainably

We only work on projects that have the potential to be economically self-sustainable. In addition we are focused on building scalable solutions that impact sizable groups of people, as opposed to niche groups.

To work with operators in target markets

We leverage our unique position as the trade association for over 700 global operators and 200 vendors to bring innovative ICT solutions to new markets, sharing knowledge and world best practice

To partner with other funding organisations

We build relationships with international, well-established funding organisations for the purpose of future funding, pilot execution and sharing of lessons learned

To leverage government relationships

We believe that government policy and regulation play a crucial role in alleviating the digital divide, hence we engage governments in our projects where possible

To apply commercial rigour and discipline to delivery, going beyond the established concept of Corporate Social Responsibility

We fund and directly manage the implementation of all our projects in the field through our own team and our strategic partner Accenture Development Partnerships.

AN EXAMPLE PROJECT

The Wind and Solar Programme aims to connect communities in rural and remote areas where the grid connection is unavailable or not a financially viable option. The GSMA Development Fund together with Motorola and Accenture Development



Development Fund

Partnerships have developed a solution for both emerging and developed markets, providing cost-effective, environmentally friendly power to enable wireless communications to a wider audience.

A 90-day trial with MTC, a local mobile network operator in Namibia proved that wind and solar power can provide a feasible and cost-effective alternative to using fuel generators at sites where the main grid connection is not available, too costly to run, or would take months, even years, to connect.

The solution provided an average of 198kWh of power per week, which was 10kWh greater than that required by the pilot base station. It was also concluded during the trial period that a Wind and Solar solution has a pay back period of 3 years, making it a financially viable option for Operators to expand their network into rural and remote locations.

At the end of the trial it is anticipated that MTC will incorporate the solution into its expansion plans, as well as being a showcase for other operators for the feasibility of alternative power within their network.