



Improving water and sanitation service delivery through mobile channels





GSMA Worldwide



THE GSMA
WAS FOUNDED
IN
1987

12 OFFICES WORLDWIDE:



LONDON



DUBAI



ATLANTA



BRUSSELS



BARCELONA



HONG KONG



BRASILIA



BUENOS AIRES



SAO PAULO



NAIROBI



NEW DELHI



SHANGHAI



The GSMA
represents
the interests
of mobile
operators
worldwide



UNITING
NEARLY
800
MOBILE
OPERATORS



WITH
300+
COMPANIES
in the broader mobile ecosystem



The world's leading mobile industry events,
Mobile World Congress and Mobile World
Congress Shanghai, together attract

130,000+
people from across the globe each year

The GSMA works to deliver a regulatory environment
that creates value for consumers by engaging
regularly with:



MINISTRIES
OF TELECOMS



TELECOMS
REGULATORY
AUTHORITIES



INTERNATIONAL &
NON-GOVERNMENTAL
ORGANISATIONS



CONNECTING
27,000+
Industry Experts

Exclusively for GSMA Members,
InfoCentre² is your place to
connect with a global
community of industry experts

GSMA Working Groups
provide frameworks and
standards in commercial,
operational and
technical matters that help
maintain and advance
mobile industry ecosystems



7.5
BILLION+

MOBILE CONNECTIONS
WORLDWIDE



The mobile industry increases its impact across all 17 SDGs

Mobile is about much more than technology — it's about people and society, connecting people to essential services.

Mats Granryd, GSMA Director General, Mobile World Congress 2016





M4D Utilities Programme Overview

Mission

To unlock **commercially sustainable** business models that leverage **mobile** to deliver affordable and improved **energy, water and sanitation services** in emerging markets.

Opportunity

Millions without access are covered by mobile networks

		Total access gap	Addressable market
7 AFFORDABLE AND CLEAN ENERGY	ENERGY	1.1 BILLION ³ PEOPLE	855 MILLION PEOPLE
6 CLEAN WATER AND SANITATION	WATER	848 MILLION ⁴ PEOPLE	373 MILLION PEOPLE
	SANITATION	2.48 BILLION ⁴ PEOPLE	1.97 BILLION PEOPLE

Activities

- Innovation Fund
- Knowledge Sharing and Convening
- Advisory Services for mobile operators
- Market Building



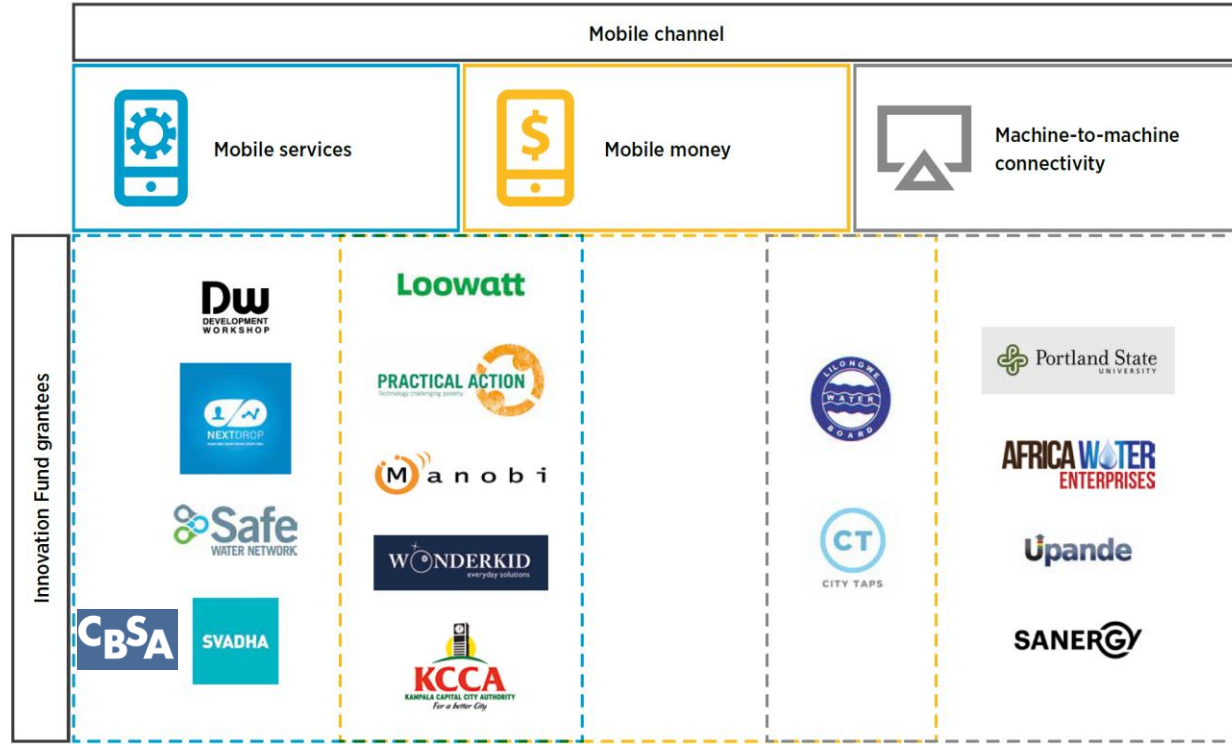
Our Innovation Fund

15 water and 6 sanitation grants awarded across Asia and Africa since 2013

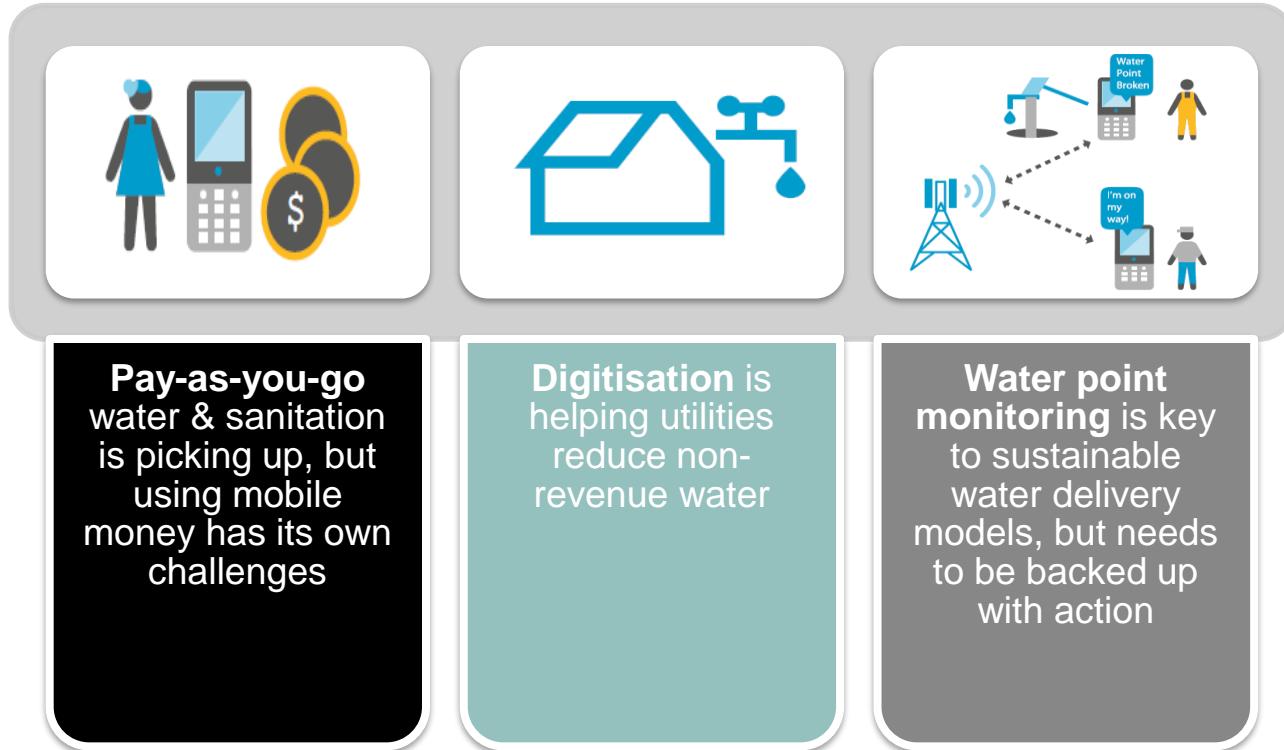




Use of mobile channels for our WASH grantees



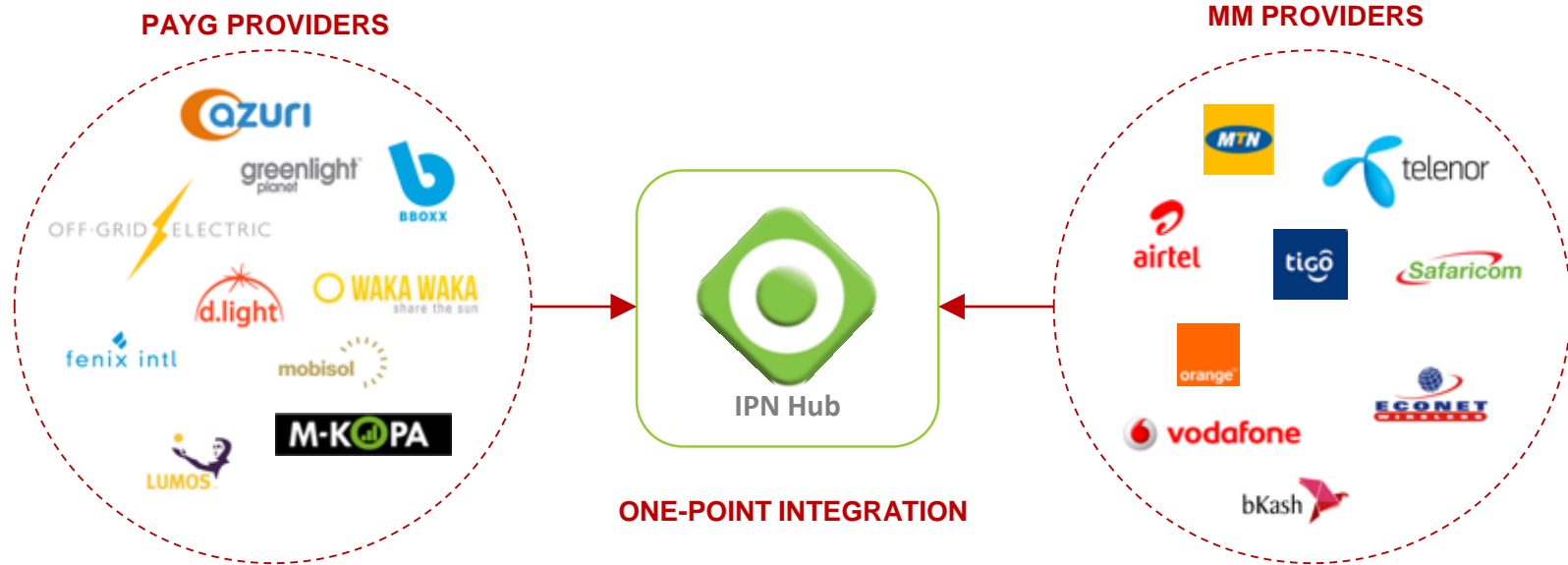
Key trends in mobile enabled water (& sanitation) delivery





The Instant Payment Notification Hub

An industry asset created by GSMA to bridge two fast growing sectors through a single point integration



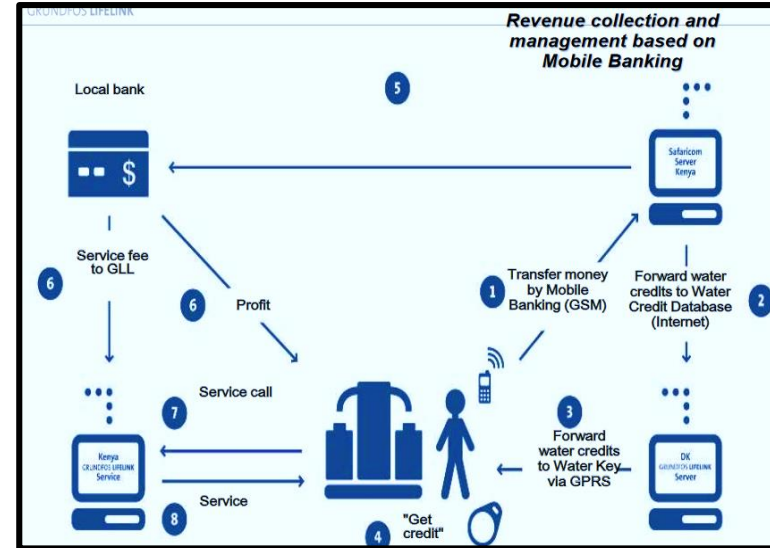
71 deployments, 28 countries, **7m units** by 2020.
Need mobile money integrations for regular payments in real-time.

277 deployments, 92 countries, **600m+** accounts.
Want to grow payments ecosystem, but individual integrations take up resources.



Case Study: Pay-As-You-Go water in Kenya

Objective: To better understand the drivers and limitations of mobile money adoption and usage for PAYG water payments at Grundfos Lifelink sites in Kenya.



Research design: Qualitative analysis through individual and focus group interviews at a selection of ~10 sites in Kenya in the counties of Nakuru, Makueni, Machakos, Kitui and Kericho



Case Study: Pay-As-You-Go water in Kenya – early findings..

Most payments by mobile money

- Only about 30% payments made with cash
- At several sites buyers could only pay water credit via Mpesa to load onto their water cards. 6 out of 7 sites visited uses a self service model.
- Except, when something malfunctions, person in charge of water kiosks pays on their behalf.



More cashless transactions

- Familiarity with more functions on the Lipa Na Mpesa menu is translating into more cashless transactions.
- Customers use the paybill function for shopping and to pay school fees
- Customers are tracking their spend on water





Let's keep in touch

Our GSMA M4D website

<https://www.gsma.com/mobilefordevelopment/m4dutilities/> (grantee case studies & insight reports, mobile money toolkit for service providers, more information about the IPN Hub,...)

Or write to us m4dutilities@gsma.com

Scan this QR code to access our resources ->

