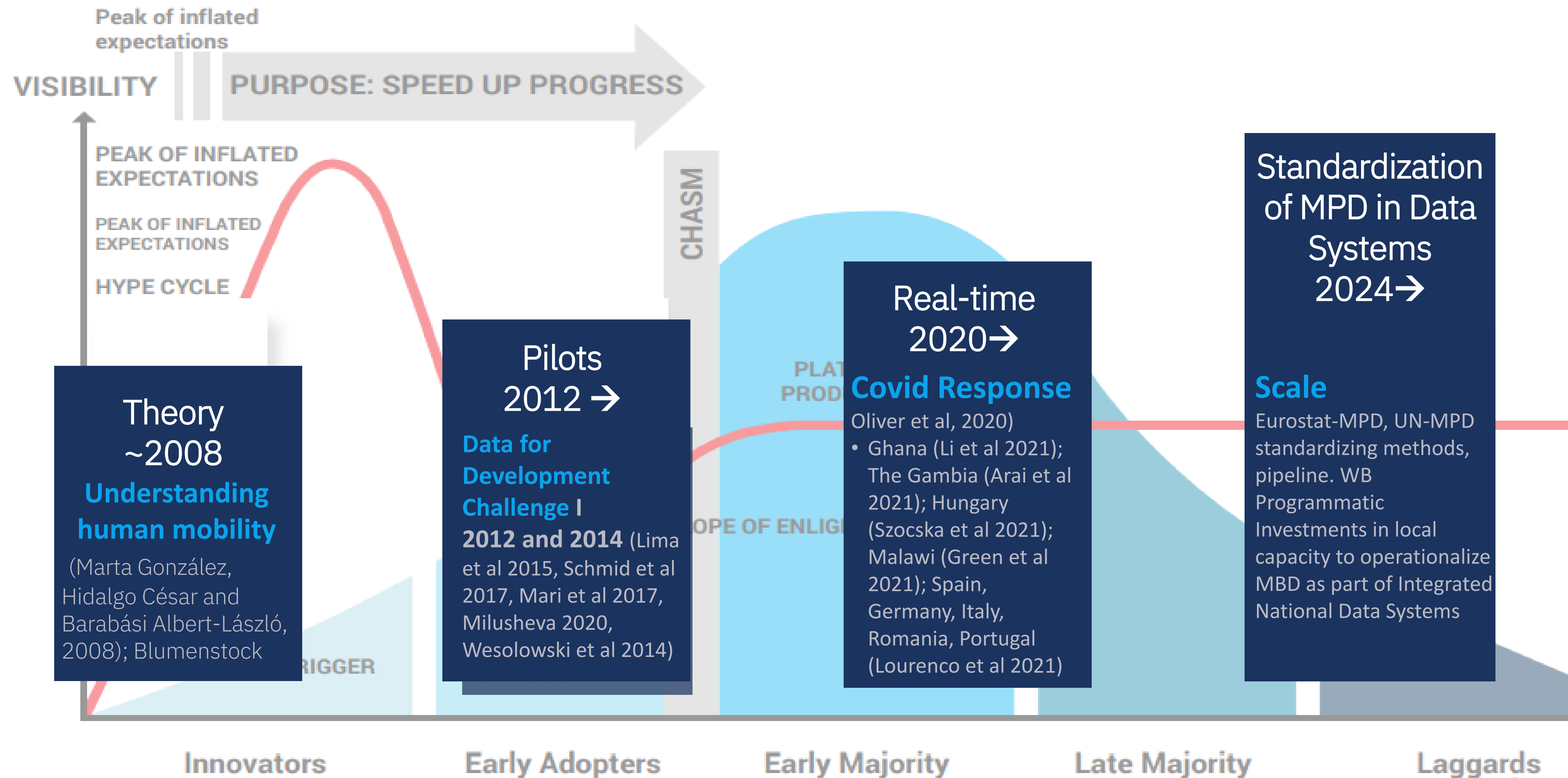




Global Data Facility – Mobile Phone Data for Policy Window & Support Program



Standardizing Mobile Phone Data for Policy



Participants

Government entities

Civil society and individuals

Academia

Private sector

Intern
organi

Pillars and foundations

Institutions

Policies

Laws and regulations

Infrastructure

Funding

Trust

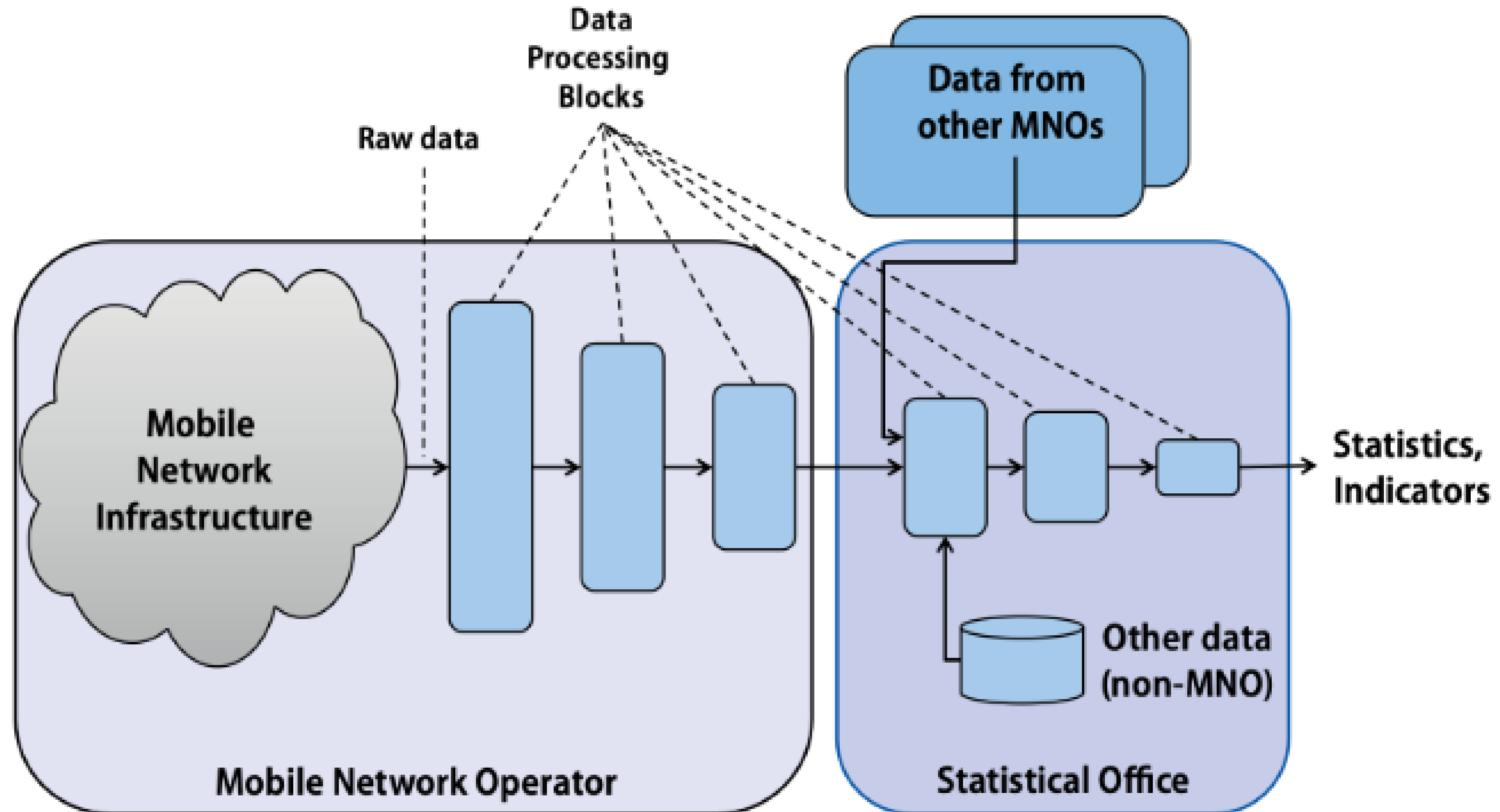
Human

In

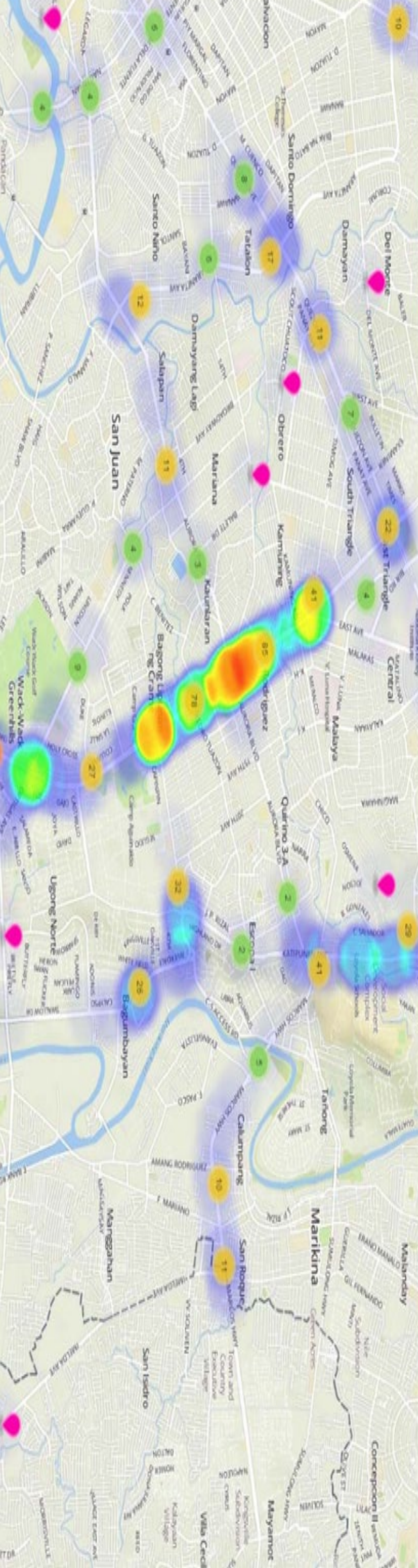
How will GDF-MPD support Task Teams to help clients Put MPD to Work for Policy?



Promoting Standards in MPD Processing Pipeline (Eurostat-MPD Task Team)



Promoting Standards in MPD Methods (UN-Mobile Phone Task Team)



Statistics	Description
Dynamic Population Mapping	Population dynamics, characteristics can be produced at various admin unit levels to inform a wide range of policy indicators.
Transport	Origin destination matrices, optimizing public transport, urban planning and mobility
Migration Statistics	The World Development Report 2024 calls for countries to mind the migration gap in official statistics. CDR and GPS data can be used to understand and predict human mobility patterns
Displacement & Disaster	CDR data can be useful for producing statistical information to supplement traditional survey data in disaster contexts.
Information Society	Produce internationally agreed information and communication technology (ICT) indicators that are included in the SDG monitoring framework
Tourism	MBD is as an alternative (non-traditional) source for generating and/or filling the gap in tourism statistics.

Programmatic Support to Countries to enable MPD for Policy (WB GDF-MPD)

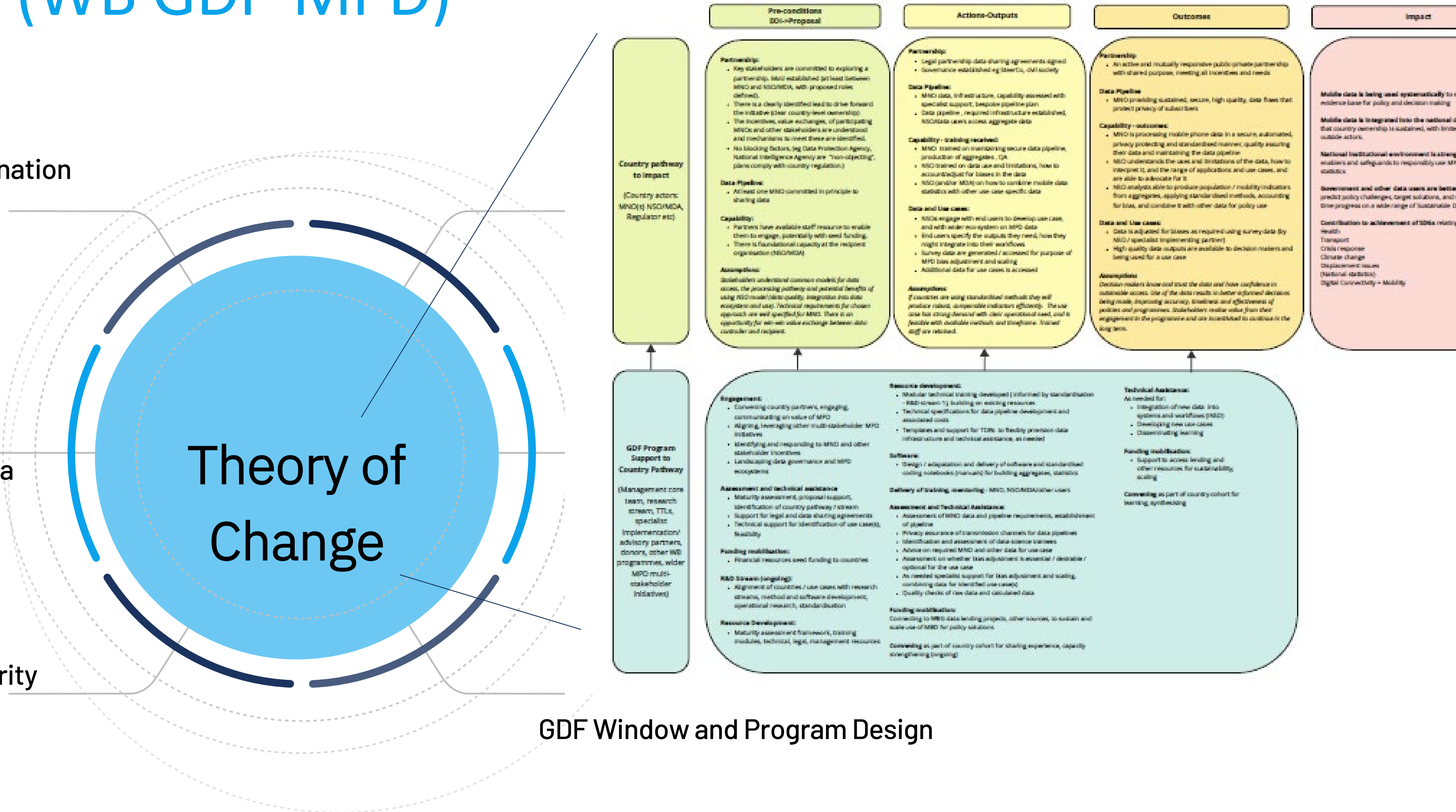
Partner Coordination

Project Selection Criteria

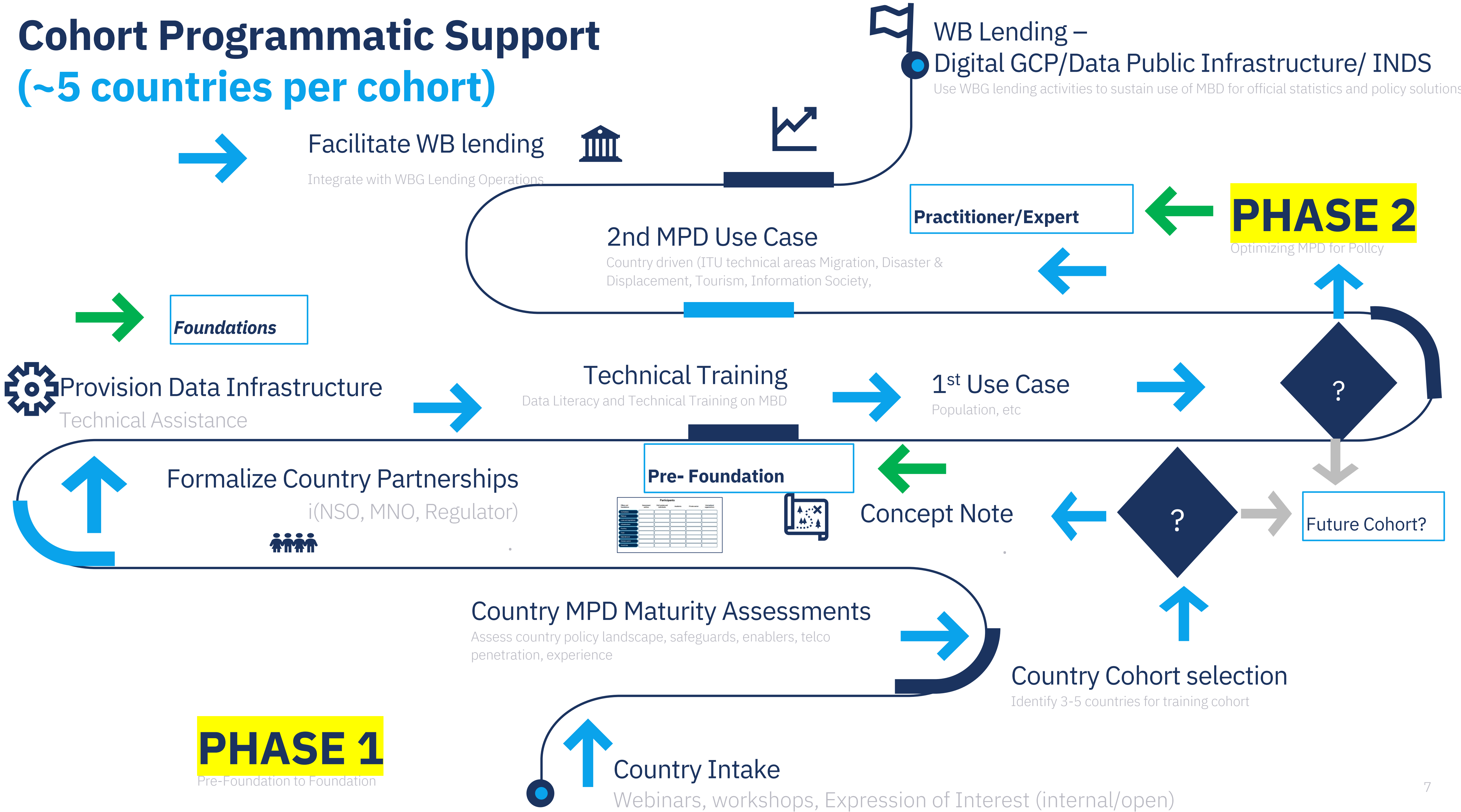
Theory of Change

Country MPD Maturity Assessment

GDF Window and Program Design



Cohort Programmatic Support (~5 countries per cohort)



Structured Cohorts by Maturity- Indicative Activities

Country Cohort Mix		
Pre-Foundation	Foundation	Practitioner/Expert
~2-3 Countries <i>(Lower Cost Activities)</i>	2-3 Countries <i>(Higher Cost Activities)</i>	~1 Country <i>(Economies of Scope)</i>
<p><i>Country Specific Activities (Indicative)</i></p> <ul style="list-style-type: none"> • Developing Country Partnerships in MPD • Conduct in-depth country MPD maturity assessment • Identify feasible MPD policy solutions 	<p><i>Country Specific Activities (Indicative)</i></p> <ul style="list-style-type: none"> • Provisioning data access arrangements for MNO • Provisioning mobile phone data management infrastructure on operator network • Technical training on MPD foundations • Data Product Requirements for policy use case • Operational research activity • Lending Project Development 	<p><i>Country Specific Activities (Indicative)</i></p> <ul style="list-style-type: none"> • Additional MPD application(s) • Strengthen intuitional environment • Prepare MPD lending activities • Operational research activities
<p>Cross-Cutting Cohort Activities</p> <ul style="list-style-type: none"> • Intake Workshops • Technical Foundational Training (Optional) • Cohort Webinars/Workshops 		

Country Considerations

- **Data Infrastructure:** Existing national data systems, availability of mobile data, and technical capabilities.
- **Stakeholder Engagement:** Level of interest and commitment from key stakeholders, including government agencies (ideally the NSO), mobile network operators (MNOs)
- **Political and Economic Stability:** Assess the political environment and economic conditions that could affect program implementation.
- **Regulatory Environment:** Understanding of data protection laws, privacy concerns, and any regulations that might impact data sharing and use.
- **Previous Experience:** Past initiatives or projects related to data use and management that could support the program objectives.

Program Considerations

- Experience of Task Team working with MPD for Policy
- Cohort implementation feasibility (geography, language)
- Global Practice collaboration on task team
- Proposal reflects alignment with country data strategy, WB initiatives in data
- Country lending portfolio/pipeline
- Country cohort mix considerations (stage, geography, budget)
- Country MNO market intelligence

GDF-MPD Project Selection Considerations

Country Cohort		
Pre-Foundation \$	Foundation \$\$	Practitioner/Expert \$
Country X	Country X	Country X
Country Y	Country Y	Country Y
Country Z		
Country [..]		

Milestones to Cohort 1

Mobilization →

- WB Task Team Training (Jun)
- Un Big Data Science, Bilboa (Jun 10-14)
- **GDF-MPD Expression of Interest Open (Week of June 6)**

Identification →

- **Country Cohort identified (late Jul)**

Cohort Intake →

- Netmob, WB, Oct 7-9
- **Country Intake Stakeholder Workshop, WBHQ Oct 7-9**

1st Cohort →

- UNDF Colombia, Launch Event (TBD)
- **GDF-MPD Cohort Task Teams Awarded**



GDF-MBD Window: **Programmatic Support**

GDF-MPD window and support program: Provides **essential resources** and **programmatic support** to **strengthen capacity to durably integrate Mobile Phone Data into data systems**

Programmatic Approach:

- **Rounds of country cohorts to deliver programmatic support** to accelerate learning/adoption.
- Promote **standardization** in MPD methods, tools, practices in alignment with multi-stakeholder MPD initiatives (UN-MPD, Eurostat-MPD).
- Use grants activities to facilitate **WBG lending in integrated national data systems.**

Impact:

- Integrate MPD into data systems of 20 countries by 2030
- Enable more **responsive, targeted, cost-effective** statistics and policy solutions.

Thank You!

GDFMPD@worldbank.org

Tomas, Sveta, Cathy

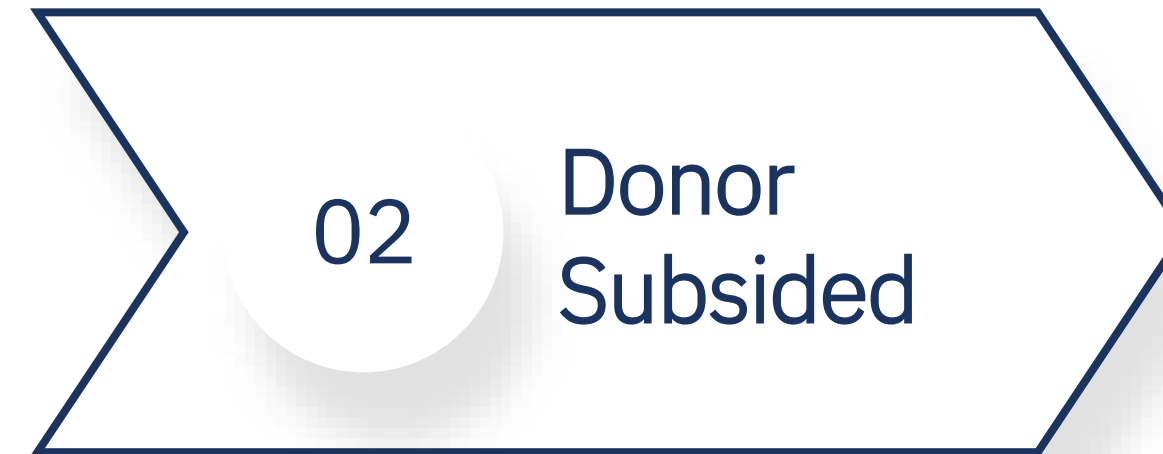


Business Models to sustain MPD for Policy



Pro-Bono

- Ad-hoc projects with limited funding
- One-off data access



Programmatic Returns

- MBD products are implemented or sustained by donor funding
- Targeted grants, funding windows, impact investments to achieve inflection point in growth toward sustainability



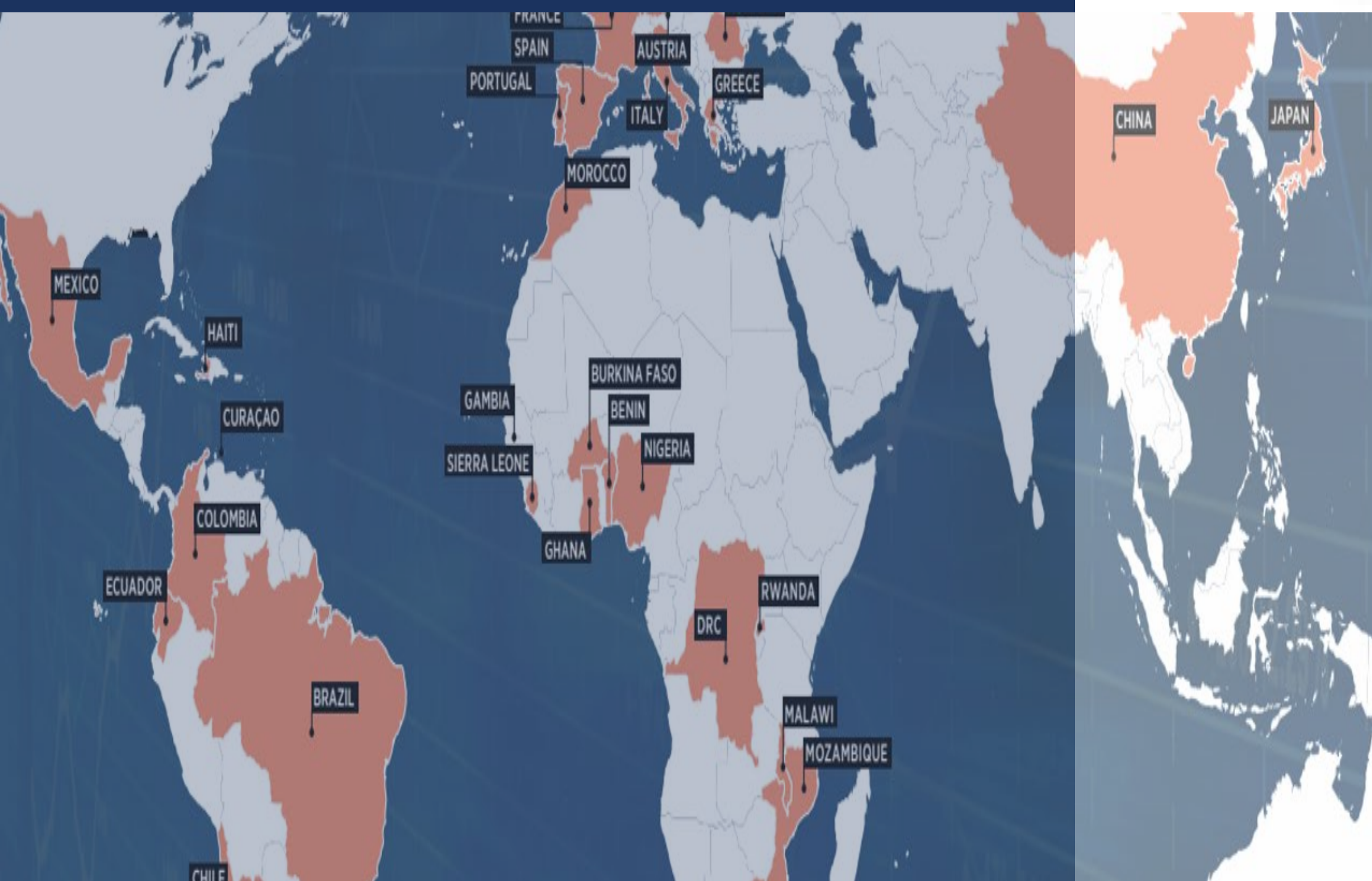
Subscription Data Products

- MBD products are fully paid for by Government or Private Sector
- Global Data Products for Official Statistics
- Data Products for Private Sector

A Global Opportunity



Mobile Phone Big Data: anonymized, aggregated data generated from personal mobile devices and mobile network operators.



Current Situation

- **Global Pandemic accelerated the use of Mobile Phone Data (MPD)** for higher-resolution policy insights. Currently, UN, Eurostat, WB are helping to standardize methods, tools, practices to responsibly use MBD for policy at scale



Challenges

- **Repurposing MBD into policy insights requires local technical capacity,** data infrastructure, data safeguards, and data agreements, and multi-stakeholder buy-in (**MNO, Regulators**)



Opportunity

- **Mobilize programmatic support to strengthen local capacity to integrate the responsible use of Mobile Phone Data** into data systems for response policy solutions and real-time statistics.