

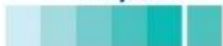


The Power of Mobile Messaging to Advance the SDGs

Harnessing the Power of Mobile Messaging to Increase Awareness for the SDGs.

Choose One of Seventeen Numbers to Change the World.

OutThere
impact



In Partnership





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Executive Summary

The scale and ambition of the Sustainable Development Goals as we reach our five-year anniversary, require us to continue to be bold and creative in how we work together to achieve them.

A great deal of effort has been made to communicate the global agenda to audiences around the world. This report provides a practical approach on how to engage global telecommunications infrastructure through public-private partnerships and a multi-stakeholder approach in support of advancing awareness and developing data architecture for the SDGs.

The Open SDG Data Hub, sdg.org and Out There Impact

Beyond building awareness of the SDG.org destination, we must elevate the power and importance of all types of data at play in order to empower multi-stakeholder engagement and to develop impact projects and SDG strategies around the world

The parties have designed a multi-layered approach that builds momentum and creates a mindset and a new way of thinking beyond the functionality of database architecture and a website. Rather it reaches out to develop a strategic partnership and alliance with technology solutions provider, Out There Impact, to generate awareness and draw engagement to the Open SDG Data Hub and a global audience.

The Open SDG Data Hub is the world's first ever destination to democratize access to the voice of the people and the SDGs. The Data Hub is designed to organize every aspect of audience, community and marketplace segmentation to reach a worldwide audience.

The Open SDG Data Hub promotes the exploration, analysis, and use of authoritative SDG data sources for evidence-based decision-making and advocacy. Its goal is to enable data providers, managers and users to discover, understand, and communicate patterns and interrelationships through the wealth of SDG data and statistics that are now available.

Out There Media (OTM) are global leaders in mobile advertising and data monetization. They have created a new division, Out There Impact (OTI), to help deliver humanitarian campaigns worldwide via their platform Mobucks™, which is connected to mobile network operators (telcos) globally. Out There Impact gives data a heartbeat. The strategic alliance and partnership with OTI allows the SDG Data Hub to bring mobile and data to the fore and into the fold with regards to the data sets that the platform has been building.

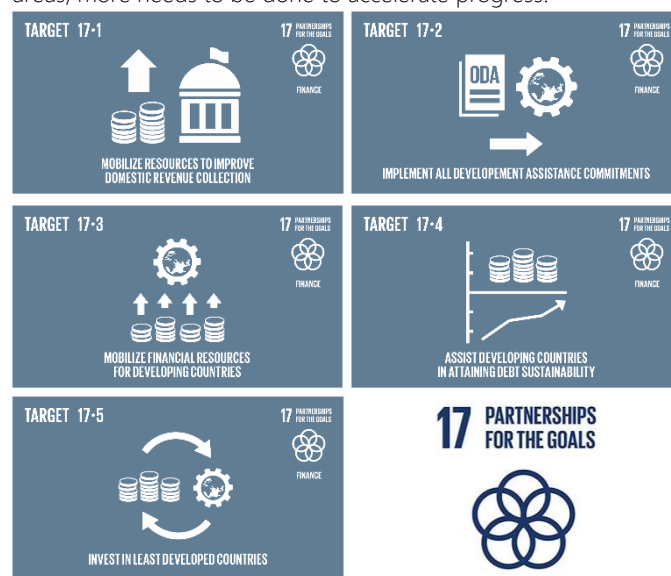
Out There Impact's mission is to improve people's lives via mobile technologies. It does this by facilitating and fostering mobile technology partnerships with development agencies, governments, NGOs, charitable enterprises and foundations.

COLLABORATION AT GLOBAL SCALE

Never has this level of collaboration and country ownership happened between SDG data and both local and global monitoring and reporting processes. It is a fully accountable engagement loop. This is the first time, via the UN's Statistical Data Division, that it will release all of its data in this fashion, for the world to use.

GOAL 17: Strengthen the means of implementation and revitalize the Global Partnership for Sustainable Development.

Goal 17 seeks to strengthen global partnerships to support and achieve the ambitious targets of the 2030 Agenda, bringing together national governments, the international community, civil society, private and public sectors. Despite advances in certain areas, more needs to be done to accelerate progress.



More than half the world's population is online; attention must now be directed to the other half – the imperative is to connect & communicate.

The Internet, and the use of mobile devices can be a gateway to development, and a means of implementation for many of the SDGs. At the end of 2018, more than half the world's population (3.9 billion people) used the Internet—an important step towards a more inclusive global information society. Over 80 per cent of people in developed countries were online in 2018 compared to 45 per cent in developing countries, and only 20 per cent in the Least Developed Countries.

Access to broadband networks is believed to have a significant impact on global economic output. An increase of 1 per cent in fixed broadband penetration—the number of subscriptions per 100 inhabitants—is associated with a rise of 0.08 per cent in global GDP, on average. The impact is higher in developed countries than in developing countries. Globally, growth in fixed broadband subscriptions has been sustained, with the penetration rate rising from 3.4 per 100 inhabitants in 2005 to 14.1 in 2018. ¹

1. <https://unstats.un.org/sdgs/report/2019/The-Sustainable-Development-Goals-Report-2019.pdf>

The Imperative for Data

The Challenge and The Approach

The challenge and opportunity is to create Awareness for the Sustainable Development Goals and promote prosperity while protecting the planet.

The 2030 Agenda for Sustainable Development, adopted by all United Nations Member States in 2015, provides a shared blueprint for peace and prosperity for people and the planet, now and into the future. At its heart are the 17 Sustainable Development Goals, which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests



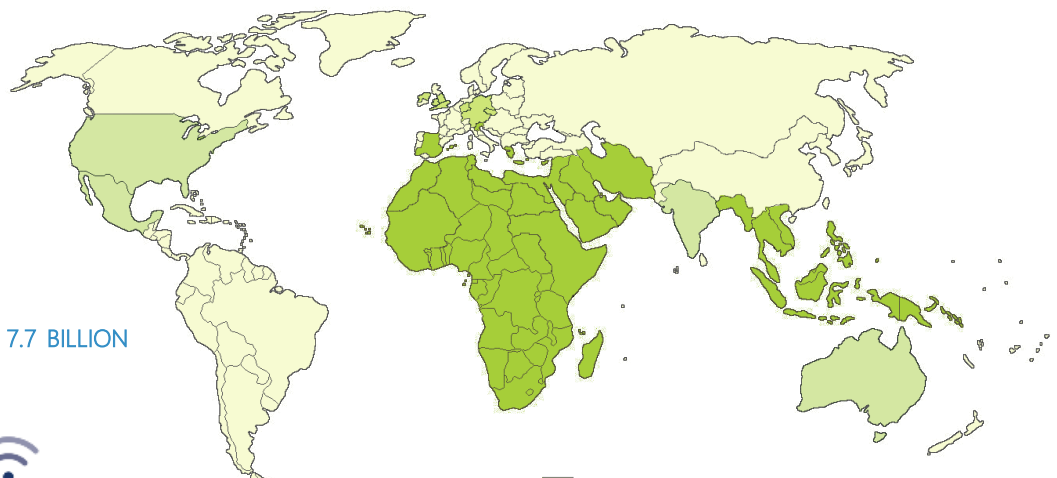
We use the power of Mobile Phones to spread the word about the SDGs



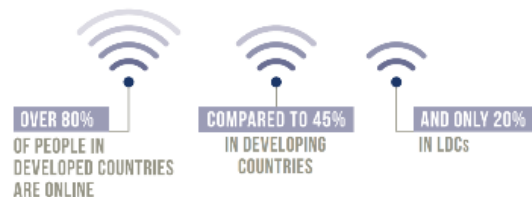
THE APPROACH

The power of Mobile can play a fundamental role in spreading the word to large audiences reaching hundreds of millions of people, on their always-on multi-tasking devices.

OTI'S GLOBAL SCALE SUPPORTS THE ADVANCEMENT OF THE SDGs



5.1 BILLION OUT OF THE PLANET'S 7.7 BILLION RESIDENTS HAVE ONE AT HAND!



- Direct telco connections via OTM's platform
- Direct telco connections via OTM's platform Mobucks™
- Bespoke Telco Connections

The Framework for Action

The Global Strategy & Campaign Strategies

THE GLOBAL STRATEGY

Starting with a pilot, the goal was to create awareness, through mobile devices, for the Sustainable Development Goals and promote prosperity while protecting our planet from numerous challenges it faces.



LAUNCHED PHASE I PILOT OF 100,000 PEOPLE PER COUNTRY.
WITH A COMBINED APPROACH WE COULD RAISE THE NUMBER TO 499,338,056 PEOPLE.



| Indonesia Population | |
|----------------------|-------------|
| • 2016 estimate | 261,115,456 |



| Nigeria Population | |
|--------------------|-------------|
| • 2019 estimate | 199,789,000 |



| Iraq Population | |
|-----------------|------------|
| • 2018 estimate | 38,433,600 |

THE PILOT ADDRESSED THE RIGHT USERS AT THE RIGHT TIME & THE RIGHT PLACE, VIA THEIR PREFERRED, DIRECT MEDIUM: **MOBILE PHONES.**

A Targeted Messaging Campaign - Free of Charge - for All Users

With a targeted message, a medium accessible to everyone, we reached:

- ✓ Rural and urban areas
- ✓ High-end and low-end handsets
- ✓ People from all socioeconomic classes and age groups

Creating awareness and a constant dialogue between the users and the **SDGs!** By inviting people to learn about the Sustainable Development Goals, via their mobile phones no matter what generation of technology they have, legacy or smartphone or which socio-economic class they are part of/ or country they live in.

To accomplish this, the pilot leveraged the channels and data provided by the Telecommunication partners in each country the campaign was launched in.

THE PILOT ACHIEVED THE GOAL BY "SPEAKING" TO EVERYBODY WITH A MOBILE PHONE

With all communications being "Zero Rated" i.e. bearing NO cost for the users.

- ✓ Approaching all handset type users
- ✓ Securing a one-on-one communication path with them and
- ✓ Re-engaging them on a regular basis

TARGETING:

- ✓ **Smartphones**
(usually owned by med/high ARPU* users in urban areas)
- ✓ **Feature phones**
(usually owned by low ARPU* users in rural & urban areas)
- ✓ **Legacy phones**
(usually owned by low ARPU* users in rural & urban areas)

CAMPAIGN STRATEGIES: MULTI-PHASED EXECUTION OVERVIEW

PHASE 1: INTRODUCTION & ENGAGEMENT

- ✓ **Smartphones** - Targeted Messaging with link to a (rich media) landing page
- ✓ **Feature phones** - Targeted Messaging with link to a simple landing page
- ✓ **Legacy phones** - Targeted Messaging Dialogue to IVR*

PHASE 2: RE-ENGAGEMENT & INFORMATION

PHASE 3: USER INFORMATION ENRICHMENT

PHASE 4: INFORMATION ON SDGS INITIATIVES & ACTIONS

- ✓ **Smartphones** - Targeted Messaging with link to a (rich media) landing page
- ✓ **Feature phones** - Targeted Messaging with link to a simple landing page
- ✓ **Legacy phones** - Targeted Messaging Dialogue to IVR*

The Framework for Action

Pilot Campaigns Results

There are 17 Numbers That Can Change the World!

THE CAMPAIGN

The pilot invited people to learn about the Sustainable Development Goals, in a playful and interactive way; using the numbers of the SDGs and asking users to reveal their significance to the world.

The users selected a number between 1 and 17, which corresponds to a specific goal, on their handsets. Selecting a number reveals their true meaning to the user and in turn the data to the world and how the user can help achieve them. The user journey takes them down an educational track that will evolve as this campaign evolves.

Out There Impact ran the pilot campaign with an audience of 300,000 people in the Middle East (Iraq), Africa (Nigeria) and Asia (Indonesia), in Arabic, English and Bahasa, respectively. This was accomplished via OTI's partnerships with their telco partners Zain, MTN and Telkomsel.



CLICK ON THE LINKS BELOW FROM YOUR MOBILE PHONE TO INTERACT WITH EACH COUNTRY & LANGUAGE CAMPAIGN:

- ✓ [Iraq: http://www.mymobucks.com/mobucksv2/ws.php?wsid=953](http://www.mymobucks.com/mobucksv2/ws.php?wsid=953)
- ✓ [Indonesia: http://www.mymobucks.com/mobucksv2/ws.php?wsid=957](http://www.mymobucks.com/mobucksv2/ws.php?wsid=957)
- ✓ [Nigeria: http://mobucks.mtnbusiness.com.nq/mobucks/ws.php?wsid=8](http://mobucks.mtnbusiness.com.nq/mobucks/ws.php?wsid=8)



CLICK ON THE GLOBE TO WATCH THE CAMPAIGN VIDEO:



Highlights from the Indonesia, Nigeria & Iraq pilot campaign

1. Top SDG: 1. No Poverty
2. **Indonesia** was the country with the highest response rate of 4.5%
3. Highest engagement rates were in Nigeria:
 - a. SDGs interactions: **Engagement Rate: 81%**
 - b. User registrations: **11%** (*most registrations across the 3 countries*)
 - c. Take the Pledge: **6%**
4. Across the 3 countries **Indonesia** had the highest engagement **Females** with 32% (vs Iraq 18%)
5. Most engagement in the **Age Group** of 21-39 Years Old
6. **Education:** The majority of the respondents hold a bachelor's degree or have Secondary Education; in Nigeria **53%** hold a BA/BS
7. **42%** of the people who shared **personal information** do not have children;



The Framework for Action

The Data Behind the Campaigns' Results

In the traditional mobile market "the industry" average engagement rate is usually 0.1% vs 0.6% for this type of campaigns. This OTI pilot campaign tells a very different story. With a 600% difference, we can see that people really are paying attention and care about making the world a better place vs how they would respond to traditional advertising.

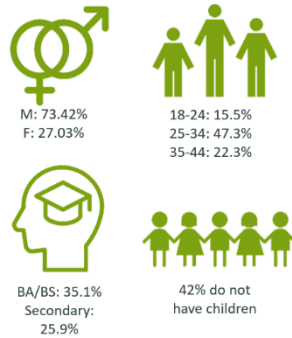
THE RATE OF ENGAGEMENT

Indonesia's engagement rate was 48% with a response rate of 4.5%
 Nigeria's engagement rate was 81% with a response rate of 2.5%
 Iraq's engagement rate was 67% with a response rate of 3.5%

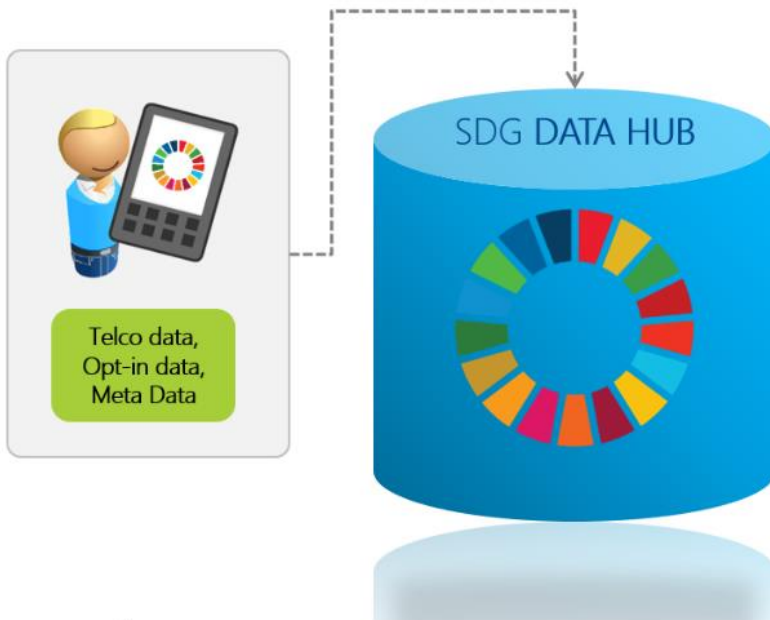
Data was collected on:

- ✓ Age
- ✓ Gender
- ✓ Level of Education
- ✓ Number of Children, and
- ✓ Mobile Number

All of the data collected was fed into the SDG Data Hub and will remain property of the SDG Data Hub for the purposes of improving SDG outreach related campaigns.



THE SDG DATAHUB FLOW OF INFORMATION FROM USER THROUGH TELCO VIA OPTIN. THE DATA GETS STORED IN THE HUB.



ENGAGEMENT RATE 48% WITH A RESPONSE RATE OF 4.5%

| Indonesia (Bahasa) | | | |
|---------------------|--------------------|--------------------------|--------------------|
| Messages Delivered | Link Clicks | SDGs Circle Interactions | User Registrations |
| 101,973 | 4,584 | 2,186 | 132 |
| Take the Pledge CVR | Click Through Rate | Engagement Rate | Registration Rate |
| 3.27% | 4.50% | 47.69% | 2.88% |

M: 68.89% **18-24: 24.45%** **BA/BS: 0%** **51.85% Do not have children**
F: 31.85% **25-34: 45.92%** **35-44: 16.30%** **Secondary: 34.07%**

ENGAGEMENT RATE 81% WITH A RESPONSE RATE OF 2.5%

| Nigeria (English) | | | |
|---------------------|--------------------|--------------------------|--------------------|
| Messages Delivered | Link Clicks | SDGs Circle Interactions | User Registrations |
| 84,634 | 2,096 | 1,689 | 227 |
| Take the Pledge CVR | Click Through Rate | Engagement Rate | Registration Rate |
| 5.82% | 2.48% | 80.58% | 10.83% |

M: 71.70% **18-24: 11.32%** **BA/BS: 53.3%** **46.23% Do not have children**
F: 28.30% **25-34: 58.49%** **35-44: 21.70%** **Secondary: 23.11%**

ENGAGEMENT RATE 67% WITH A RESPONSE RATE OF 3.5%

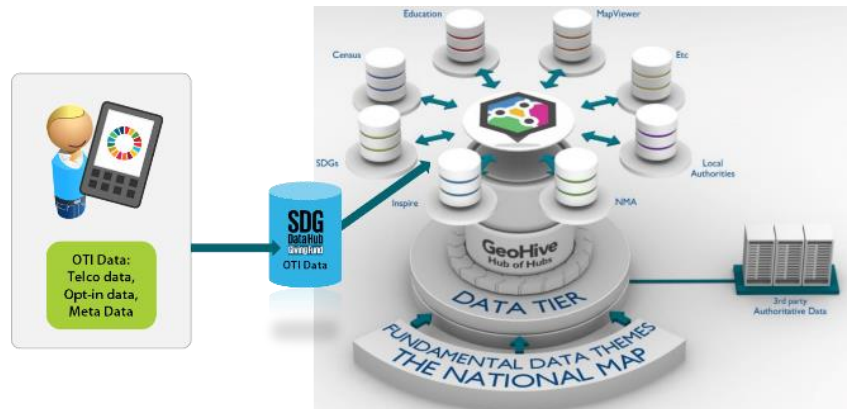
| Iraq (Arabic) | | | |
|---------------------|--------------------|--------------------------|--------------------|
| Messages Delivered | Link Clicks | SDGs Circle Interactions | User Registrations |
| 102,912 | 3,531 | 2,362 | 109 |
| Take the Pledge CVR | Click Through Rate | Engagement Rate | Registration Rate |
| 2.24% | 3.43% | 66.89% | 3.09% |

M: 83.51% **18-24: 11.34%** **BA/BS: 44.33%** **18.56% Do not have children**
F: 17.53% **25-34: 24.74%** **35-44: 31.96%** **Secondary: 20.62%**

The Agenda for Action

The mechanics, next steps & call to action

Our global reach helps achieve SDGs. After the pilot campaign the goal is to reach **1 Billion people over the next 3 years** and this is how the SDG Data Hub, Out There Impact, ESRI, PVBLC Foundation, GPF and our collective partnership plan to do it.



17 PARTNERSHIPS FOR THE GOALS

THE MECHANICS

Out There Impact's leadership in this pilot with their integrated mission to improve people's lives via mobile technology, developed this global infrastructure, using their Mobucks™ platform. The partnership was then able to address and target users at the right time and the right place through the direct medium of mobile, combining a massive reach via its global telco partnerships with a targeted approach through the profile data already in place.

The pilot campaign is not based on an app, which would limit the campaign to smartphone audiences only. The combined digital display for smartphones with targeted messaging campaigns, allowed us to reach both rural and urban areas as well as users from all socioeconomic classes and age groups across the globe.

This campaign will create meaningful awareness and a constant dialogue between the recipient and the SDGs, helping achieve our 2030 goal and more.

The campaigns' partnership is led by Out There Impact who, via the SDG Data Hub strategic alliance has a direct partnership with the UNSD (United Nations Statistical Data), ESRI, PVBLC Foundation, & Global Partnerships Forum, in an overall strategic cooperation with the UN Department of Global Communications and the UN Office of Partnerships.

