



## *MCA Awards 2018 Finalist*

### Strategy

#### Deloitte with GSMA (Groupe Speciale Mobile Association)

Since 2016, Deloitte has been helping the GSMA to develop and implement a Purpose for the mobile industry. GSMA unites 800 member operators active in 220+ countries that together, connect two-thirds of the world's population through mobile. A key part of this Purpose is a commitment to increase the industry's impact on the UN's Sustainable Development Goals.

As part of our programme of support, Deloitte assessed the impact of the mobile industry on the Sustainable Development Goals. From there, Deloitte helped GSMA identify where mobile operators could work together to deliver the greatest impact, and went on to jointly develop the Big Data for Social Good strategic initiative.