**GSMA**

# BIG DATA
## FOR SOCIAL GOOD

Discover how mobile data analytics can help you achieve your sustainable development goals.
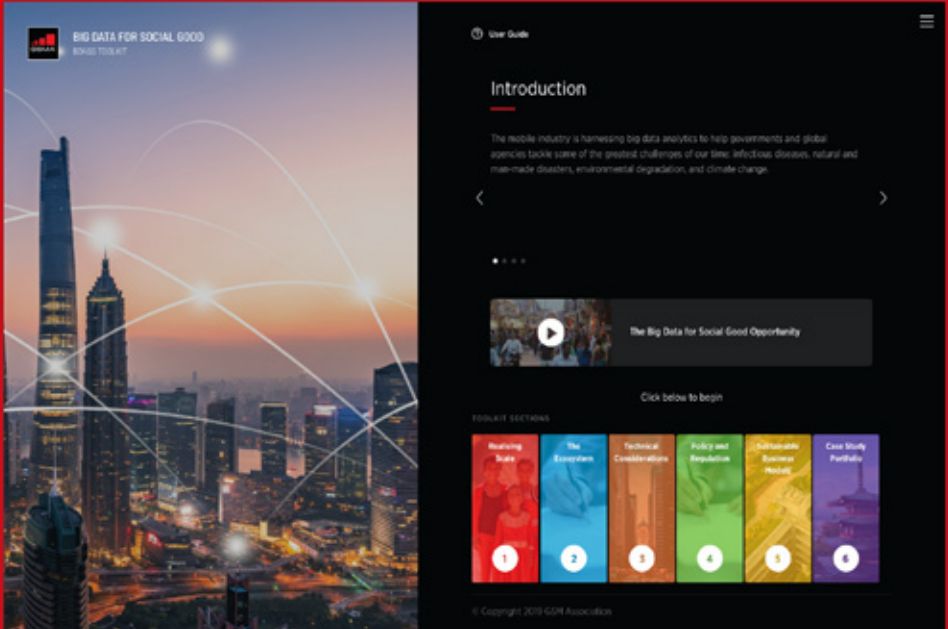
**1** How can data from mobile networks be transformed into solutions that help solve the most pressing issues of our time?

**2** Which parties need to be involved in designing a solution?

**3** How are mobile operators protecting privacy?

**4** How can BD4SG initiatives be made sustainable?

The BD4SG digital toolkit is a comprehensive guide to the key components needed for the planning and implementation of mobile data-driven solutions. The seven interactive sections of the toolkit explain how to create a successful, sustainable solution to tackle some of the world's most pressing challenges.

**To find out more:**
**gsma.com/bigdatatoolkit**

This toolkit has been created to provide the essential information needed to set up a BD4SG project. It uses videos and animations; interactive diagrams and infographics; papers and case studies to demonstrate the potential of mobile big data analytics.

- Learn about pilots and implementations for addressing a broad range of humanitarian, health and environmental challenges.

- Benefit from the expertise distilled from the BD4SG Taskforce of 20 mobile operators (accounting for two billion connections in more than 124 countries) and Advisory Panel comprising 12 UN agencies and partners.

**The digital toolkit is a new public resource, and designed for Governments, Non-Governmental Organisations, Humanitarian and Development Agencies, Regulators and Policy makers through to Mobile Operators.**

**To find out more:**
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**#BetterFuture #BD4SG**