



ROADMAP FOR DIGITAL BIRTH REGISTRATION

Identity for every child through the power of mobile

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230M

It's estimated that 230 million children worldwide have not had their births officially registered.

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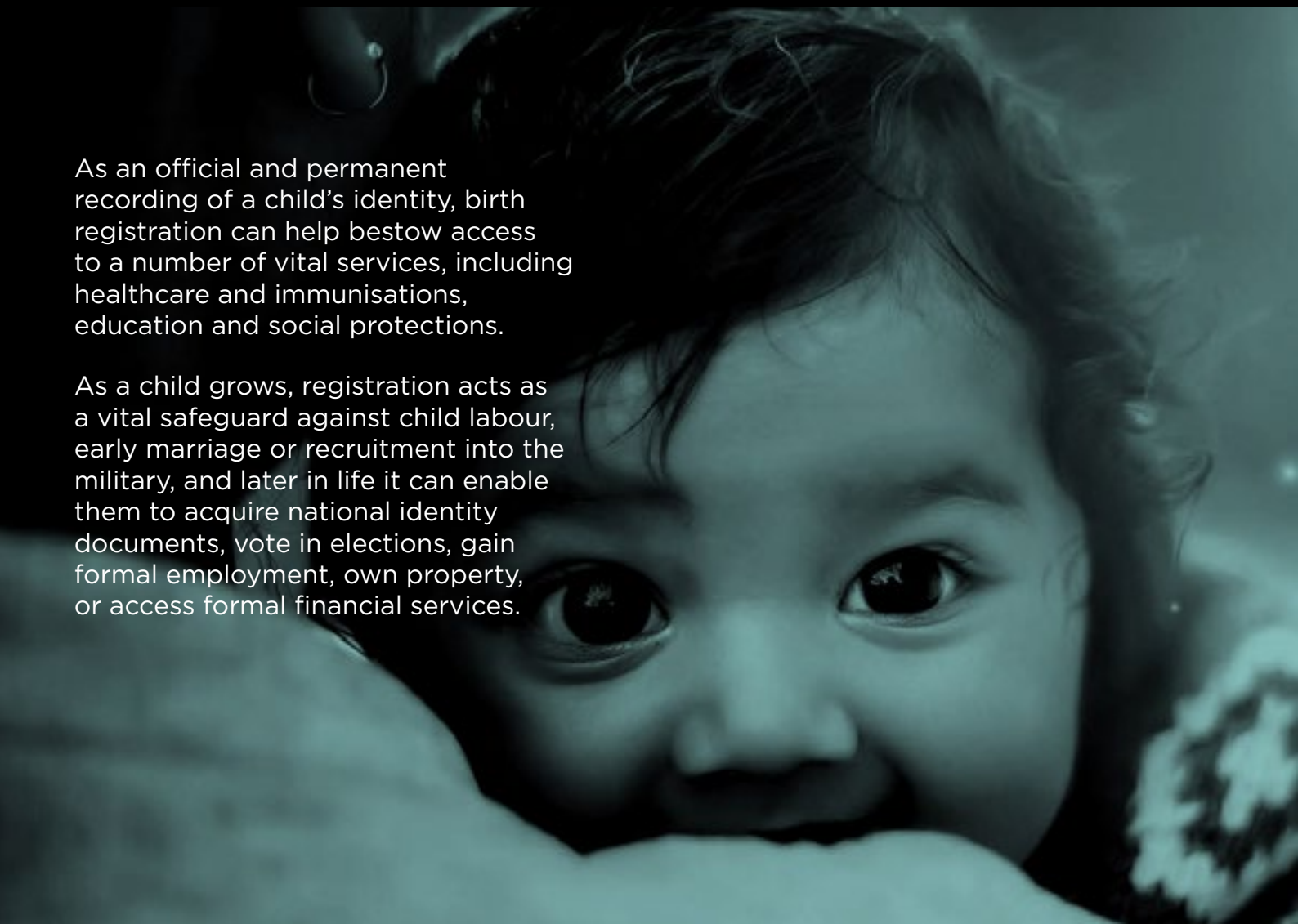
That's nearly a third of the world's under-five population.

80%

WHO estimates that nearly 80% of unregistered children live in either South Asia or sub-Saharan Africa.

As an official and permanent recording of a child's identity, birth registration can help bestow access to a number of vital services, including healthcare and immunisations, education and social protections.

As a child grows, registration acts as a vital safeguard against child labour, early marriage or recruitment into the military, and later in life it can enable them to acquire national identity documents, vote in elections, gain formal employment, own property, or access formal financial services.



Can mobile technology help?

It is increasingly evident that in the world's hardest to reach areas, mobile technology is well placed to provide national governments and other ecosystem players with the opportunity to leapfrog outdated, paper-based birth registration systems and offer more inclusive methods of providing unique identities to the underserved, giving more children a foundation for full participation in society.

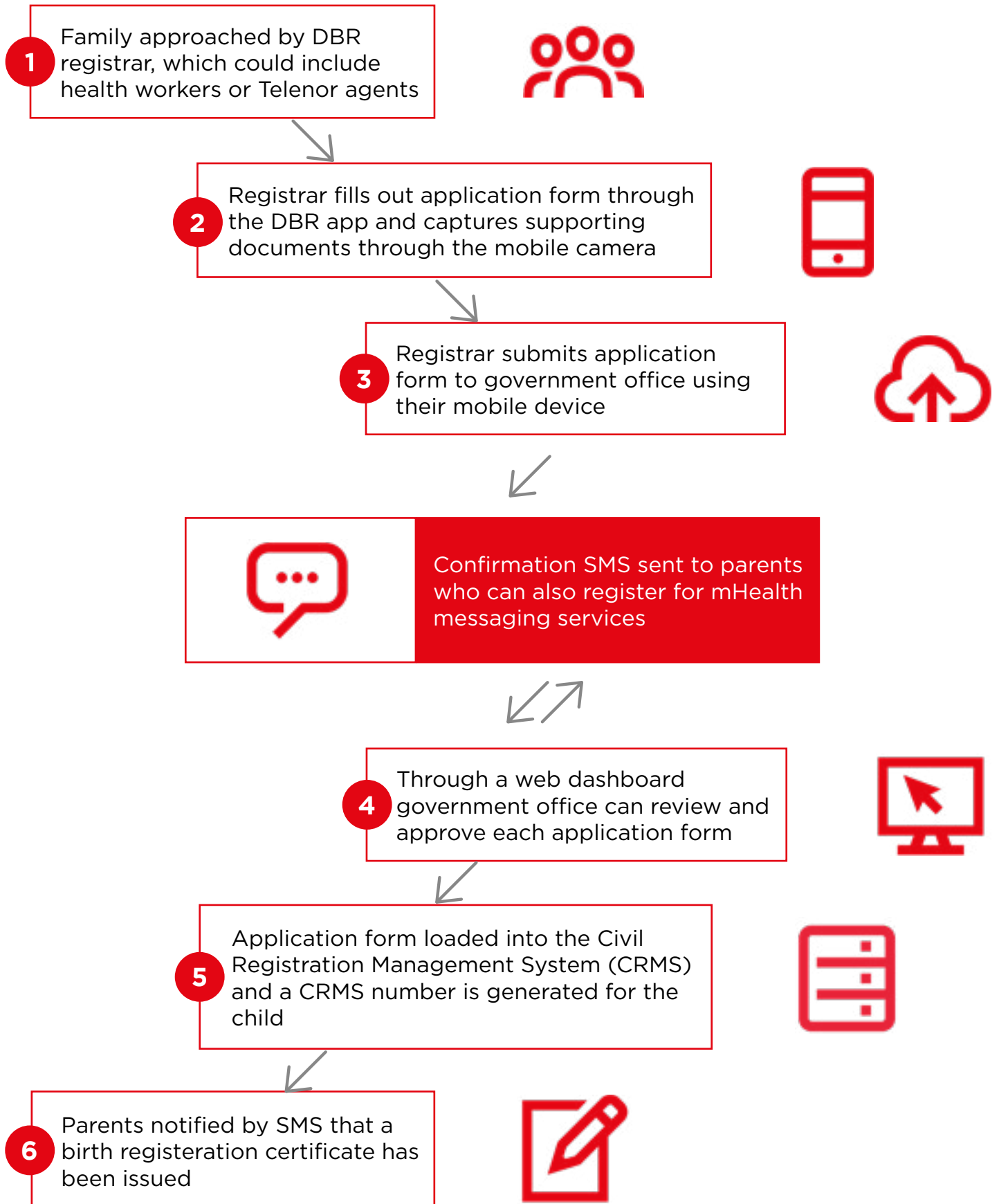
The GSMA has tracked and reported on a number of innovative digital birth registration (DBR) initiatives supported by mobile network operators (MNOs) – including those in Pakistan, Tanzania, Ghana and Uganda – to learn how these projects successfully delivered measurable and significant improvements in birth registration. More recently, the GSMA Digital Identity programme has been working alongside Telenor Group and Telenor Pakistan to investigate how mobile operators can support DBR projects in a sustainable way; for instance, by developing additional revenue streams through data, disbursements and links with other value-added services, such as maternal and child health advisory services.

We have produced the Roadmap for Digital Birth Registration as a guide for MNOs and their partners who are seeking opportunities to achieve greater impact, efficiency and efficacy in digital birth registration.



The Digital Birth Registration Process

developed by Telenor Pakistan and UNICEF



DIGITAL BIRTH REGISTRATION ROADMAP

Project stages	Critical components	Key insights or recommendations
DESIGNING FOR IMPACT	1. DEVELOPING A SHARED-VALUE PATERNSHIP	• Ensure each partner's strategic objectives are aligned; • Set specific & clearly-defined roles for each organisation; • Leverage MNO's technical expertise & other unique assets; • Establish local project oversight committees to facilitate project coordination & monitor progress.
	2. MAPPING THE BARRIERS TO REGISTRATION	• Research the key barriers to birth registration at the household, community & institutional levels; • Consider how other contextual factors might affect attitudes towards digital identity; • Build the project objectives around key barriers to registration.
PROCESS AND TECHNOLOGY	3. DEVELOPING MOBILE REGISTRATION SOLUTIONS	• Give extensive attention to the specific human & technical limitations of the market; • Plan ongoing capacity-building activities to ensure registrars have the necessary skills & knowledge to facilitate digital registrations; • Design the mobile applications to be both easy-to-use & interoperable; • Keeping product design in-house allows MNOs to deliver value for the project & their organisation – but only if the necessary resources have been allocated & go-to-market delays are prevented; • Incorporating other value-added services (VAS) will benefit both the beneficiary & the MNO.
	4. ESTABLISHING A NETWORK OF REGISTRARS	• Mobile (non-stationary) DBR registrars are particularly advantageous in hard to reach, rural areas; • Upfront & ongoing support is required to ensure registrars will be able to use mobile applications successfully; • Ensuring that registrars are able to adequately promote this service is crucial to their success.
RAISING AWARENESS	5. BELOW-THE-LINE COMMUNICATIONS CAMPAIGNS	• Ensure that your audience's information needs & preferences are understood & met; • Leverage MNO's experience delivering action-oriented, on-the-ground marketing campaigns; • Focus on reaching parents through sustained below-the-line (BTL) communications activity; • Consider all potential dependencies or bottlenecks, such as the need for government to sign-off any communication messages.
ACHIEVING SUSTAINABILITY	6. OPPORTUNITIES FOR MNO COMMERCIAL SUSTAINABILITY	• Mobile money services provide a transparent, convenient & cost-effective means for delivering incentive payments to registrars; • mHealth services are highly relevant to DBR beneficiaries & could be employed by MNOs to better engage both new & existing customers; • DBR can help MNOs enhance their reputation in the community & differentiate themselves from competitors; • Incorporating VAS into the project should help MNOs offset a significant portion of the project's costs & ensure sustainability at scale.
	7. ACHIEVING SCALE: COSTS AND BENEFITS FOR GOVERNMENT	• Provide high-level advocacy & technical support to government to ensure they have planned appropriately to assume responsibility for scale-up; • DBR can bring significant cost savings to government, help address key social issues, & add value to the local & national economy in the long-term.

The Sustainable Impact of Digital Birth Registration



Since 2013, the DBR system supported by Tigo Tanzania has successfully registered **2.7 million births** and has now been rolled out in **11 regions**. Across all project areas, the system has helped raise the registration and certification levels from **10.5% to 79.1%**.



In Pakistan, the mobile registration app developed by UNICEF and Telenor has been used to report the births of over 100,000 children since mid-2017. Based on the success of this initiative, Telenor has set a global target to provide equal access to DBR to **7 million children by 2020**.



UNICEF surveys have found that compared to paper-based processes, DBR services are more **convenient** and **affordable** for parents, are **easier** for parents to understand and complete, and lead to **increased government ownership** of the birth registration process.



DBR partnerships can successfully contribute to the government's **national development strategy**, development partners' wider goal to strengthen and **protect the rights of children**, and mobile operator's ambitions to use mobile technology to **reduce inequalities** and address the **UN Sustainable Development Goals**.



DBR projects have also provided operators with a unique opportunity to **strengthen** their relationship with existing and new customers, introduce new **value-added services**, create new **revenue streams**, and collaborate with public sector institutions in a meaningful and positive way.

In 2018, the GSMA will be looking for new partners to help replicate successful DBR projects in markets across Sub-Saharan Africa, Southeast Asia and the Pacific.

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