



Digital Payments for Smart and Inclusive Cities:

The GSMA experience with utility services for low-income populations

GSMA, Digital Utilities

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GSMA Mobile for Development

The **GSMA** represents the interests of mobile operators worldwide.

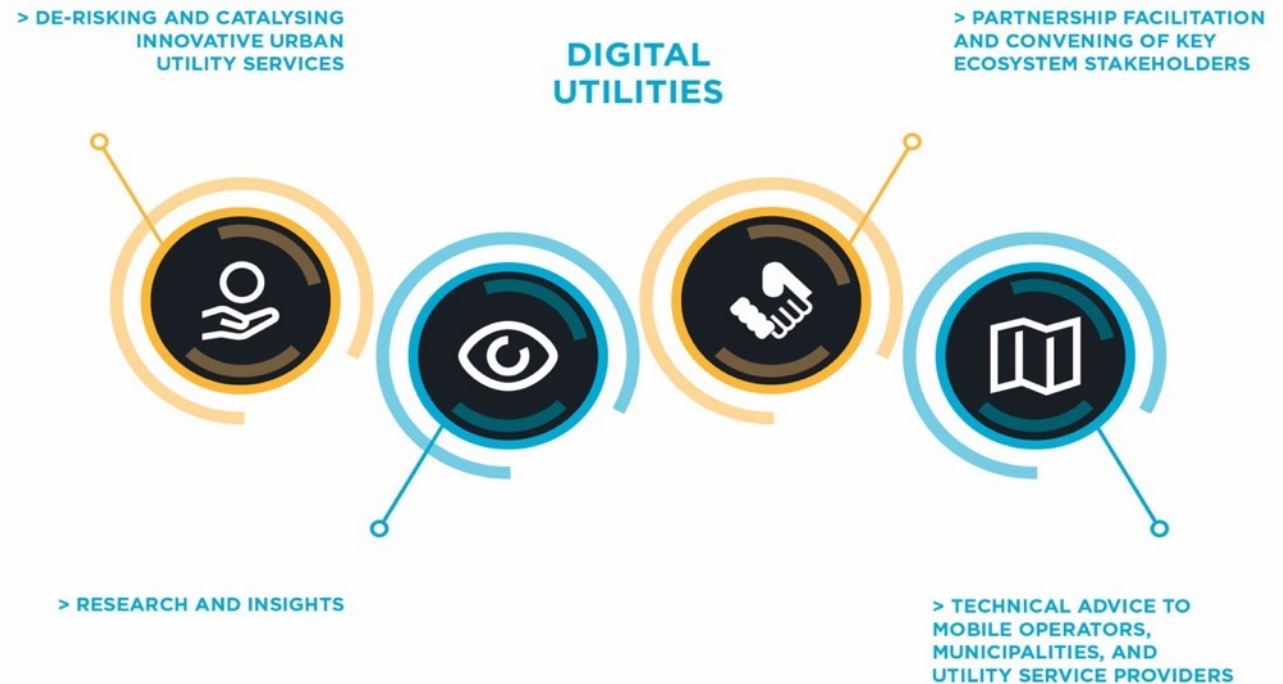
The **GSMA Mobile for Development Foundation** drives innovation in digital technology to reduce inequalities in our world.



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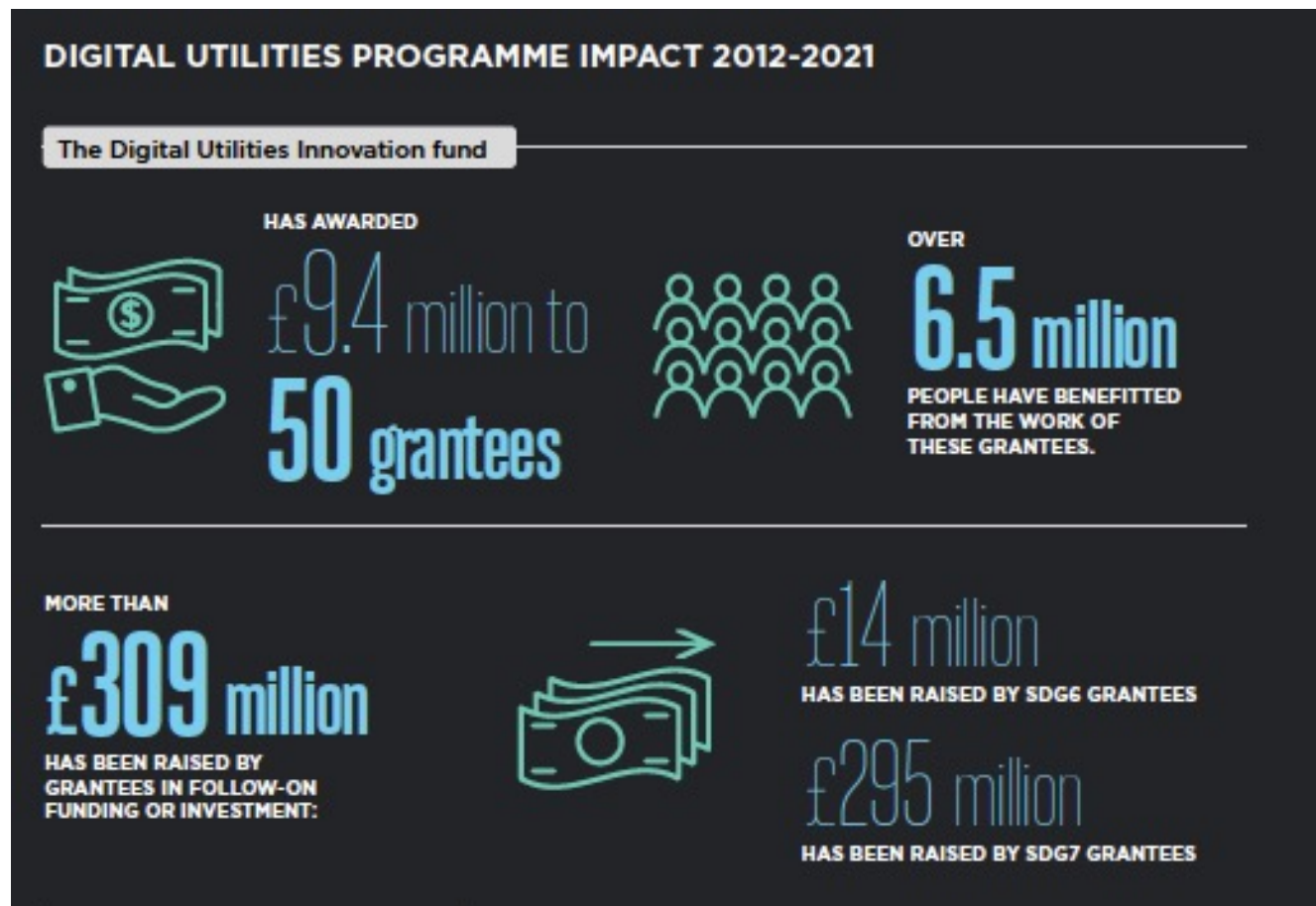
Digital Utilities

The **Digital Utilities** programme enables digital solutions and partnerships between innovators, mobile operators, city governments and state-owned utility service providers to make essential urban utility services more accessible, reliable, sustainable and affordable.



The GSMA Digital Utilities programme is funded by the UK Foreign, Commonwealth & Development Office (FCDO), and supported by the GSMA and its members.

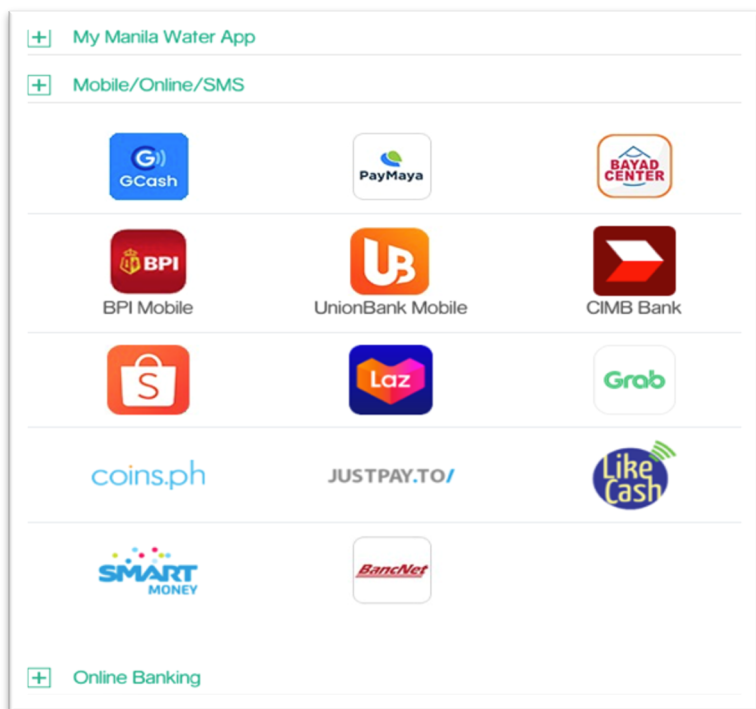
Digital Utilities Impact to Date



The Role of Digital Payments

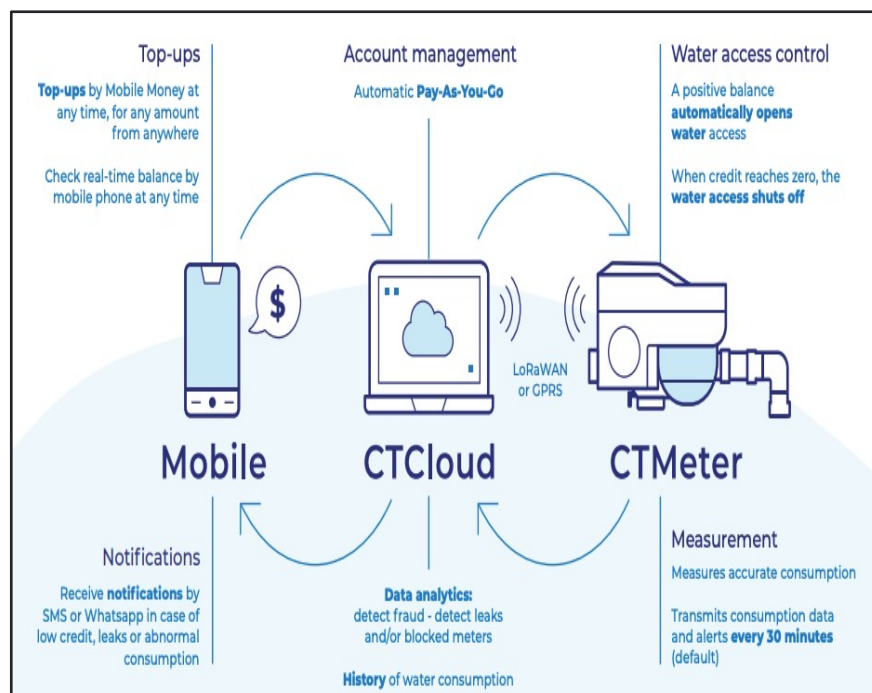
Digital billing and post-payments reduce financial losses, costs of billing, and improve transparency and convenience

Manila Water - Philippines



Pre-paid (combined with smart meters) can enable more affordable PAYG solutions, and improve revenue collections

City Taps – Singapore; Africa



Pre-paid digital kiosks reduce financial losses and illegal vendor inflation; provide data on payment and consumption

Drinkwell – Bangladesh



Considerations for Implementing Digital Payments

- Support on government side to implement
- Transaction fees vs payment amount
- Willingness to store a balance in some models
- Mobile money policies and “know your customer requirements” requirements for digital payments (<https://www.gsma.com/mobilefordevelopment/the-mobile-money-regulatory-index/>)
- Adoption of mobile money requires significant investment:
 - Proximity payments require consumer incentive
 - Overcoming trust barriers
 - Utility payments can be an important driver of digital and financial inclusion
- Potential to support subsidies, enable innovative finance

The GSMA Innovation Fund for Digital Urban Services

Through the Innovation Fund the GSMA provides:

- Grant funding between £100,000 - £250,000 to support projects over 15 to 18 months;
- Facilitation of partnerships with mobile operators;
- Mentoring on the use of mobile technology, including expert advice;
- Monitoring and evaluation support to help advance SDG outcomes and promote product improvement; and
- Opportunity to participate at key global and regional GSMA industry events such as MWC Barcelona (global) and the Mobile 360 series (regional) to increase your visibility.

Eligibility:

1. Digital tools **to improve plastic and waste management services, energy, water and sanitation**
2. Start-ups, small to medium sized private sector companies, and social enterprises;
3. Can demonstrate the long-term sustainability and scalability of the innovation beyond the lifespan of the grant; and
4. Have active users and revenue in at least one eligible low- or middle-income market.

Application Process and Details

- Pitch submissions open **17 May – 2 July**; Final selection end of November; Contracts to begin by early March 2022
- <https://www.gsma.com/mobilefordevelopment/the-gsma-innovation-fund/>