



Transforming lives and providing opportunity by making knowledge universally accessible

ISSUE

Between 2000 and 2015, global Internet penetration grew 7-fold from 6.5% to 43%. However, half of the global population, in particular women and remote communities, still lack access to quality, credible information. In some instances, this lack of information can be life threatening; in others, it constrains societal and economic growth. There are four main reasons why so many people globally are still offline: i) lack of infrastructure; ii) affordability of data packages; iii) skills, awareness and cultural

acceptance - 15 % of adults globally are considered illiterate; iv) local adoption and use - 80% of online content is only available in 10 languages, which only about 3 billion people speak as their first language.

INNOVATIVE RESPONSE

The Internet of Good Things (IoGT) is a UNICEF-led initiative helping to bridge the digital divide and build knowledge societies. IoGT is a communication tool that hosts mobile-packaged-content, designed to make



life-saving and life-improving information available for free, including on low-end devices. IoGT tackles the affordability barrier by providing digital content accessible through zero-data packages i.e. the end user incurs no cost when connecting to IoGT and can browse resources free of data charges. IoGT also lowers the local adoption and user barrier by providing content that has been localised – translated in local languages and edited to fit the local context.

IoGT bridges the digital divide

Access to information is vital as it enables people, especially young people, to make informed decisions regarding their health, finances, education and parenting techniques is vital. On IoGT, users are able to access actionable information and advice through twelve thematic content channels (e.g. Facts for Life, Early Childhood Development, Emergency Information, All in to End Adolescent AIDS). The more users engage with content, the more they learn and they develop increased awareness

IoGT is affordable and relevant to users

IoGT is currently available free of data charges in 63 countries and territories. Free

access is provided with 91 mobile operators globally through negotiated direct distribution agreements and via Free Basics by Facebook. Content modules have been adapted to fit the local context and are available in up to 14 languages.

IoGT helps attitude and behaviour change

After learning new information about key life-enhancing areas, IoGT users start to think, relate to things differently, and take action to adopt new practices. A survey ran throughout 2017 on IoGT among users showed impressive results, with 82% reporting that they learned from IoGT, 80% being more confident about the information and nearly 50% showing behaviour change i.e. they do something different because of what they learned on IoGT, such as practicing safe sex).

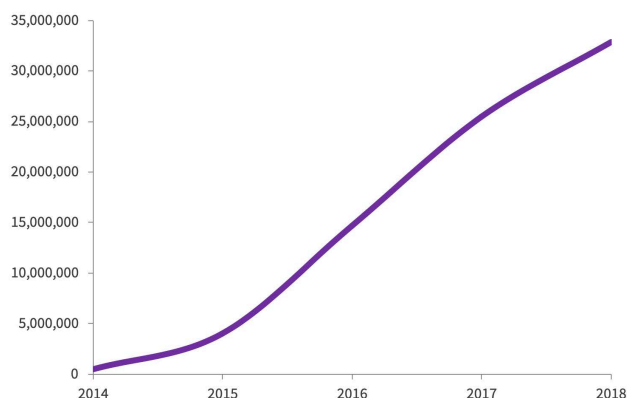
RESULTS FOR CHILDREN

IoGT is a key innovation within the Global Innovation Centre (GIC) portfolio. IoGT aims to make a significant contribution towards the United Nations Sustainable Development Goal #9 Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation which has amongst its targets to achieve universal and affordable access to the Internet in least developed countries by 2020. In addition to SDG 9, thanks to the multi-thematic content channels, IoGT also contributes towards SDG 2, 3, 4, 5, 6, 7, 8, 10, 11, 13 and 17.

“That just saved my life...it [is] important for us as people to read things like these because they help [us] to not make mistakes in life... I'm 14 years [old and] I'm reading it so that I would know....how I can protect myself and my girlfriend...”

Junior, 14

IoGT Users Growth (2014-2018)



Some 32 million users have accessed loGT since launch in 2015, of which 63% are between the ages of 13 and 24 and 87% under 35. Local loGT mobile sites are made accessible free of data charges in 63 countries and territories with at least one Mobile Operator.

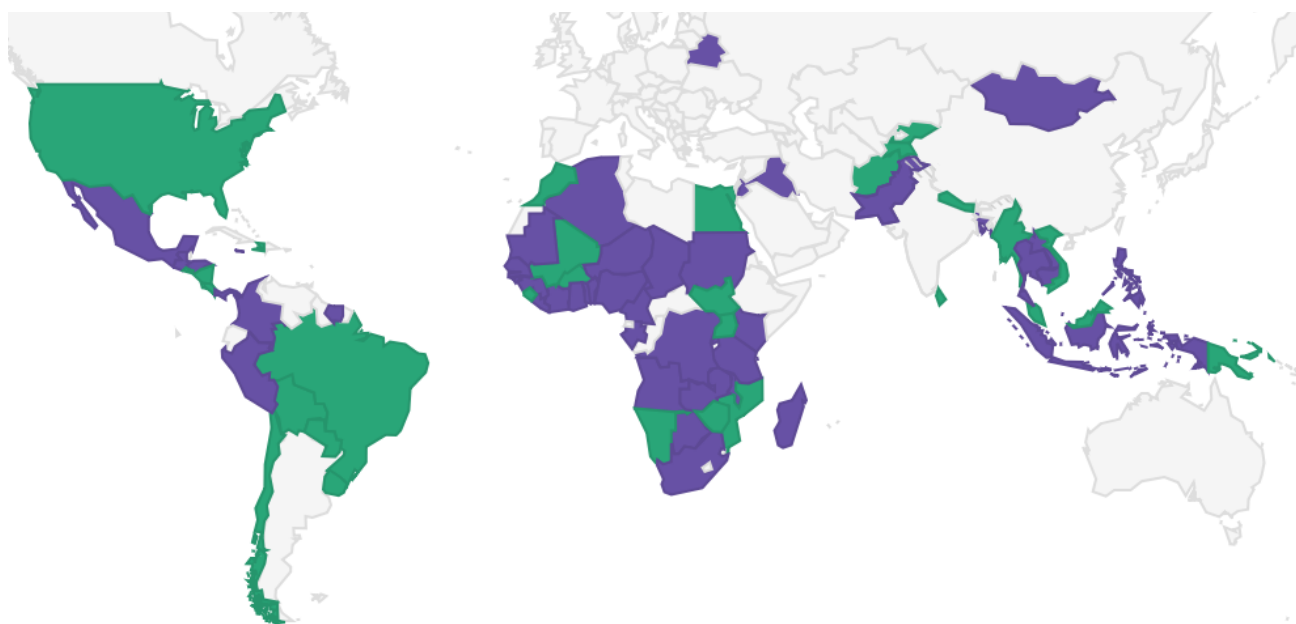
There are currently a total of 88 loGT mobile sites and 91 mobile operators supporting a free of data charges access to loGT. loGT hosts up to 14 languages supporting UNICEF strategic objectives on topics spanning Health, Protection, Emergency, Gender and Youth Empowerment.

From a technical perspective, all loGT country platforms share common design and functionality and are all connected to a unified Content Management System (CMS) platform hosted and maintained by ICTD as of December 2018. From a content delivery perspective, when an in-country loGT platform is first activated, the platform is equipped with a number of thematic content channels. It is at the discretion of each Country Office (CO) to identify thematic content channels, content localization, target audience and promotional partners aligned with their national strategic priorities.

Deployments of Internet of Good Things

63 Active

31 Pipeline





A CLOSER LOOK: IOGT IN ACTION

Guilhermina, 8, and her sister, Lucia Segunda, live in the Cunene Province of Angola, where cyclical droughts and floods put them at risk for malnutrition, water shortages and diseases.

Outbreaks of cholera in Angola place nine million people like Guilhermina and Lucia at risk, especially during the rainy season. UNICEF, in partnership with national and local authorities, has rehabilitated water points and provided water treatment guides and products.

Communication with people at risk is a crucial action, and radio programs, door-to-door initiatives and innovative solutions like loGT are used to promote hygiene, hand washing messages and water treatment.

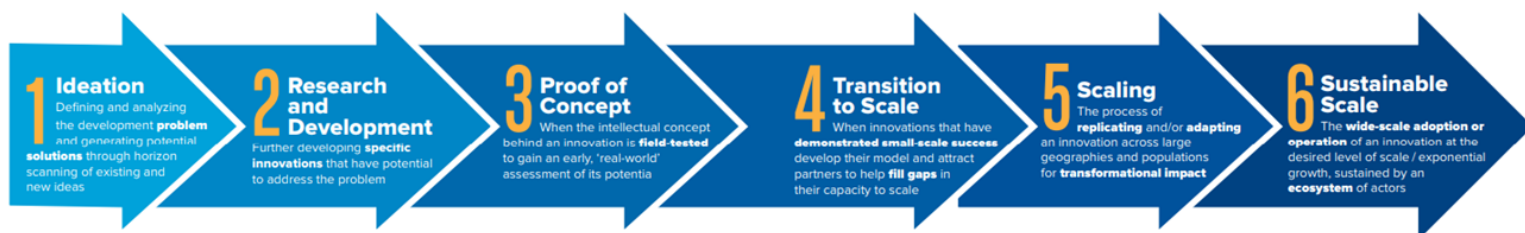
More than 1.3 million people were reached via IOGT to point them to actionable information about Yellow fever and Cholera in a 2016-17 campaign. Follow-up mobile surveys among users showed that 93% of users reported learning new information, 63% reported taking action after having read information and guidance about the epidemics on loGT, and 43% reported sharing the information.

PATHWAY TO SCALE

loGT users' growth to 32 million and scale from 3 to 63 country offices in under four years has been led and coordinated by the Global Innovation Centre working closely with the regional and country offices in Eastern and Southern Africa, as well as those in other regions.

loGT's scale has been characterised by replication across UNICEF country offices on the loGT content management platform. loGT's growth by multi-stakeholder partnerships has included collaborations between UNICEF and Mobile Network Operators (MNOs), social media companies, and WiFi device manufacturers. The most instrumental partnership has been with Facebook Free Basics (formerly internet.org) which has been the main driver of the rapid adoption of loGT.

As loGT is an effective solution in the C4D toolbox, a cross-divisional steering committee has been working together since 2018 to mainstream loGT and transition it from the Office of Innovation to the Communication for Development Section in Programme Division by June 2020. The ICT Division and Division of Communication are also part of the committee.



2014	2015	2015-2016	2016-2017	2018	2019-2020
Global distribution partnership with Facebook to participate in the internet.org initiative as a content partner.	Launch of loGT - Multi-country Alliance agreement with Airtel. - First mass Information Campaign in Tanzania (Ebola Campaign).	- loGT expanded from 3 to 20 countries. - 1 million users access loGT in a single month.	- loGT is available in 37 countries, in 14 languages. - loGT Health, Education and Protection Messages have been accessed by 25M users.	- First major direct-distribution agreements with MNOs in ESAR (SAFARICOM, U NITEL, TNM). - 91 mobile operators support free access to loGT via Free Basics by Facebook. - loGT is available in 63 countries and has been accessed by 32M people to date.	- Standardized deployment resource package is in place for Country Offices. - Clarified model for sustainable scale in place. - loGT is mainstreamed into core C4D programming approaches and transitioned out of Innovation Scale Team.

SCALING STRATEGY IN 2019 AND BEYOND

The Scale Team will continue to support scaling the solution with the following key strategic components:

1. Setting strong foundations for deployment, operations and roles for loGT. Part of moving toward Sustainable Scale is ensuring that loGT is equipped with i) a standardized deployment journey for Country Offices who wish to use loGT as part of their C4D strategy; ii) a comprehensive suite of ready-to-use standardized deployment resources, toolkits and templates for Country Offices; and

iii) clear project governance whereby the respective roles and responsibilities of Country Offices, C4D and the ICT function are clearly defined.

2. A sustainable business model that matches the ambition and realities of loGT. loGT growth to date has been supported by ad-hoc programmatic funding with one full time personnel - loGT Global Lead. In order to work towards transitioning loGT to Sustainable Scale, it is crucial to develop several options for diversifying loGT's funding, testing the viability of those options and selecting one (or more) that best match the conditions of the innovation and stakeholders.

What does success look like?

- Being fully mainstreamed into the core C4D programming approaches by July 2020. loGT should become one of C4D's standard tools for social and behavioral change communication.
- Roles and responsibilities for internal stakeholders supporting its use are clear.
- loGT has a standardised step-by-step deployment package and a business modeling toolkit that is easily accessible, especially to Country Offices.

loGT TEAM

Internet of Good Things is a solution in the Scale portfolio of Office of Innovation led by Tanya Accone, Senior Adviser on Innovation at Scale.

FIND OUT MORE

<https://www.unicef.org/innovation/loGT>

- Internet of Good Things helps build the foundation for early learning in Eastern and Southern Africa
- Investing in the Malawian youth and the country's future with Internet of Good Things
- Providing Life-Saving Information during Emergencies with Internet of Good Things (loGT)
- User testing Internet of Good Things (loGT) with women in Mozambique



Guillaume Michels
loGT Global Lead