

# Agenda

- Facebook <sup>I.org</sup>
  - Free Basic
  - Excess Wifi
- India
- Global Alliance (ICT Norway)
- EEA/EOS "Digital Inclusion"
- Refugee camp in Turkey / Syria

(Facebook)  
 (I.org) → Free Basic

Evaluation criteria ✓  
 - images < 200KB ✓  
 - no VoIP, file hashes, ... ✗  
 "objective criteria"

Basic Internet  
 - local video/storage

(Public) Government

17 goals UN  
 ↳ Norway secretary goal education  
 UD, Norad  
 ↳ Hanses ↳ Liv Marte  
 Edu App Syria  
 "Global Alliance"  
 ↳ Google, Microsoft, ...  
 ↳ Internet Community  
 ISOC  
 ↳ Telecom, GSMA

My goal

Digital Inclusion

- Conference on "Global Alliance for <sup>(Information)</sup> Basic

{ Norad insts & Basic Internet Foundation

    → Facebook → non-discriminate

- GSMA, Orange

{ - Microsoft

{ - Google

Benefit

by inst. only

open specs  
open objectives

Basic Internet platform

# Pitch

⇒ requires Basic Internet

- world digitised

- faster penetration

- economics digital

- only objective criteria

- global criteria

- national criteria

⇒ pitch

GSMA: - availability

- affordability

- accessibility

- appeal

} GSMA

⇐ Wifi-hot spot

⇐ Content

- environmental (less transport)

+ What is it? ⇒ list  
Gov  
- People  
- Mod. open

**GOAL 1**  
Poverty  
END POVERTY IN ALL ITS FORMS EVERYWHERE

**GOAL 5**  
Empower Women  
ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

**GOAL 9**  
Infrastructure & Innovation  
BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

**GOAL 13**  
climate change  
TAKE URGENT ACTION TO COMBAT CLIMATE CHANGE AND ITS IMPACTS\*

**GOAL 17**  
Sustainable development  
STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

**GOAL 2**  
Hunger & Food  
END HUNGER, ACHIEVE FOOD SECURITY AND IMPROVED NUTRITION AND PROMOTE SUSTAINABLE AGRICULTURE

**GOAL 6**  
Water  
ENSURE AVAILABILITY AND SUSTAINABLE MANAGEMENT OF WATER AND SANITATION FOR ALL

**GOAL 10**  
Inequalities  
REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

**GOAL 14**  
marine resources  
CONSERVE AND SUSTAINABLY USE THE OCEANS, SEAS AND MARINE RESOURCES FOR SUSTAINABLE DEVELOPMENT

**GOAL 3**  
Health  
ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

**GOAL 7**  
Energy  
ENSURE ACCESS TO AFFORDABLE, RELIABLE, SUSTAINABLE AND MODERN ENERGY FOR ALL

**GOAL 11**  
inclusive cities  
MAKE CITIES AND HUMAN SETTLEMENTS INCLUSIVE, SAFE, RESILIENT AND SUSTAINABLE

**GOAL 15**  
biodiversity  
PROTECT, RESTORE AND PROMOTE SUSTAINABLE USE OF TERRESTRIAL ECOSYSTEMS, SUSTAINABLY MANAGE FORESTS, COMBAT DESERTIFICATION, AND HALT AND REVERSE LAND DEGRADATION AND HALT BIODIVERSITY LOSS

**GOAL 4**  
Education  
ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

**GOAL 8**  
Growth & Employment  
PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

**GOAL 12**  
sustainable consumption  
ENSURE SUSTAINABLE CONSUMPTION AND PRODUCTION PATTERNS

**GOAL 16**  
inclusive societies  
PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

Oct 2015, Josef Noll

**GOAL 4**



ENSURE INCLUSIVE AND EQUITABLE QUALITY EDUCATION AND PROMOTE LIFELONG LEARNING OPPORTUNITIES FOR ALL

**Education & Lifelong**

More at [sustainabledevelopment.un.org/sdgs/04](http://sustainabledevelopment.un.org/sdgs/04)

**GOAL 3**



ENSURE HEALTHY LIVES AND PROMOTE WELL-BEING FOR ALL AT ALL AGES

**Health & Well-Being**

More at [sustainabledevelopment.un.org/sdgs/03](http://sustainabledevelopment.un.org/sdgs/03)

**GOAL 5**



ACHIEVE GENDER EQUALITY AND EMPOWER ALL WOMEN AND GIRLS

**Empower Women & Girls**

More at [sustainabledevelopment.un.org/sdgs/05](http://sustainabledevelopment.un.org/sdgs/05)

**GOAL 8**



PROMOTE SUSTAINED, INCLUSIVE AND SUSTAINABLE ECONOMIC GROWTH, FULL AND PRODUCTIVE EMPLOYMENT AND DECENT WORK FOR ALL

**Growth & Employment**

More at [sustainabledevelopment.un.org/sdgs/08](http://sustainabledevelopment.un.org/sdgs/08)

**GOAL 9**



BUILD RESILIENT INFRASTRUCTURE, PROMOTE INCLUSIVE AND SUSTAINABLE INDUSTRIALIZATION AND FOSTER INNOVATION

**Infrastructure & Innovation**

More at [sustainabledevelopment.un.org/sdgs/09](http://sustainabledevelopment.un.org/sdgs/09)

**GOAL 10**



REDUCE INEQUALITY WITHIN AND AMONG COUNTRIES

**Inequalities**

More at [sustainabledevelopment.un.org/sdgs/10](http://sustainabledevelopment.un.org/sdgs/10)

**GOAL 16**



PROMOTE PEACEFUL AND INCLUSIVE SOCIETIES FOR SUSTAINABLE DEVELOPMENT, PROVIDE ACCESS TO JUSTICE FOR ALL AND BUILD EFFECTIVE, ACCOUNTABLE AND INCLUSIVE INSTITUTIONS AT ALL LEVELS

**Sustainable development**

More at [sustainabledevelopment.un.org/sdgs/16](http://sustainabledevelopment.un.org/sdgs/16)

**GOAL 17**

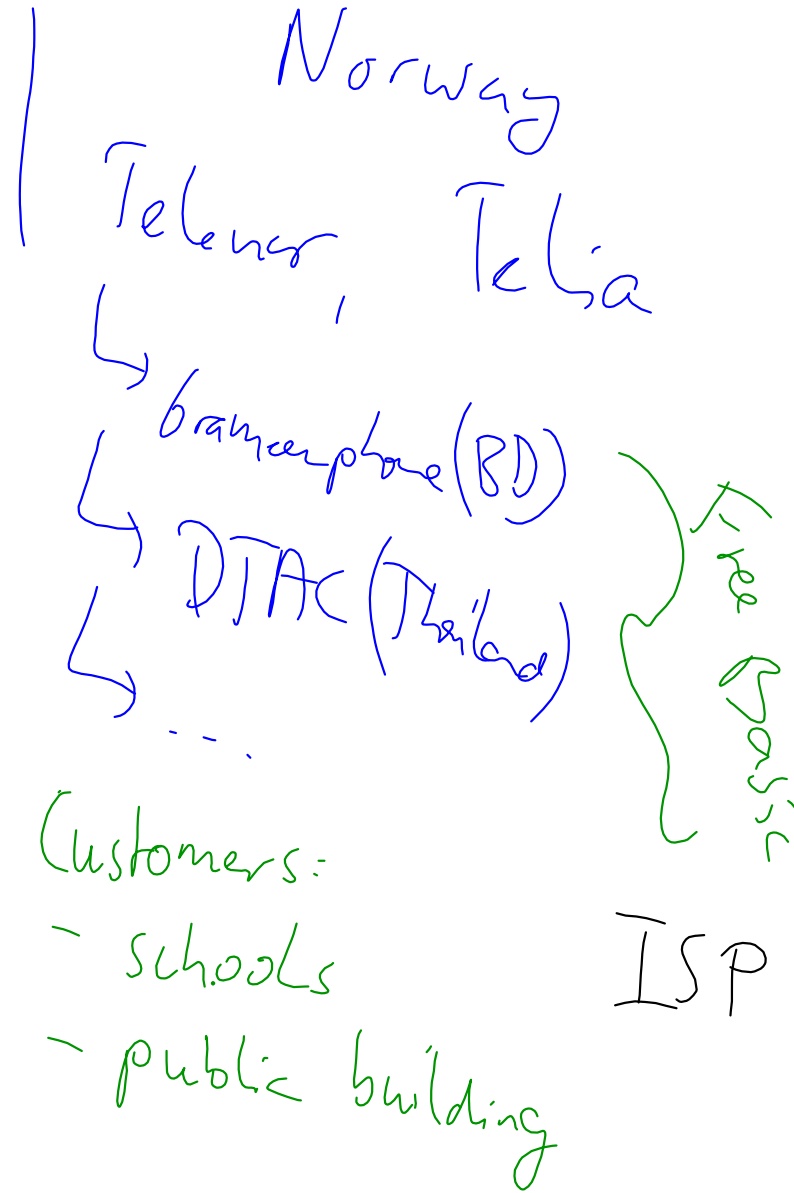


STRENGTHEN THE MEANS OF IMPLEMENTATION AND REVITALIZE THE GLOBAL PARTNERSHIP FOR SUSTAINABLE DEVELOPMENT

**inclusive societies**

More at [sustainabledevelopment.un.org/sdgs/17](http://sustainabledevelopment.un.org/sdgs/17)

ISP  
MSL







The screenshot shows a web browser window with the URL <https://www.norad.no/en/front/thematic-areas/education/innovation/eduapp4syria/>. The page features the Norad logo and a navigation menu with items: Thematic areas, Countries, Tools/publications, Evaluation, Funding, About Norad, and Norsk. Below the navigation is a breadcrumb trail: Front page > Thematic areas > Education > Innovation and education > eduapp4syria. The main heading is 'Innovation competition: EduApp4Syria', followed by a sub-heading: 'Norway and several international partners have launched an innovation competition to develop a mobile-based learning application for Syrian children.' Below this are social sharing buttons for Print, Facebook Share, Twitter Share, and E-mail. A large section of the page is dedicated to logos of partner organizations, including the Norwegian Ministry of Foreign Affairs, Norad, NTNU (Norwegian University of Science and Technology), ALL CHILDREN READING, USAID, World Vision, Australian Aid, orange, and INEE. At the bottom, there are logos for NHO, KS, and difi (National Programme for Supplier Development).

see: HP videobook  
- summary (text & vision)

The screenshot shows a web browser with several tabs open. The active tab is titled "Technical Guidelines - Free Basics" and the address bar shows the URL <https://developers.facebook.com/docs/internet-org/platform-technical-guidelines>. The page header includes the "facebook for developers" logo, navigation links for "Products", "Docs", "Tools & Support", and "News", a search box, and a "Log In" button. The main content area is divided into a left sidebar and a main column. The sidebar lists "All Docs" with a dropdown arrow, and under "Free Basics", it lists "Getting Started", "How to Submit", "Understanding Feedback", "Participation Guidelines", "Technical Guidelines" (highlighted in blue), "Showcase Examples", and "FAQ". The main column has a breadcrumb trail: "Docs / Free Basics / Technical Guidelines / On This Page". The main heading is "Technical Guidelines". Below it, a paragraph states: "While smartphones are increasingly available around the world, the majority of people in emerging markets still have feature phones. To ensure that Free Basics is accessible to all, we focus on supporting lightweight mobile websites." To the right of this text is a callout box with an information icon and a bullet point: "In addition to complying with the Technical Guidelines, see our [documentation on preparing your submission](#) for tips on preparing for technical review." Below this is a "Details" section with an upward arrow icon, containing the text: "In order to make your website display properly within the Free Basics Platform and be accessible to people on all types of phones and data plans, your mobile website(s) must meet certain technical conditions."

Device Management and ... x BasicAdmin:Global Allianc ... x Contact - Internet.org x Technical Guidelines - Free x SMA

← → ↻ <https://developers.facebook.com/docs/internet-org/platform-technical-guidelines>

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All Docs ▾ Docs / Free Basics / Technical Guidelines / On This Page ▾

**Free Basics**

- Getting Started
- How to Submit
- Understanding Feedback
- Participation Guidelines
- Technical Guidelines**
- Showcase Examples
- FAQ

## Technical Guidelines

While smartphones are increasingly available around the world, the majority of people in emerging markets still have feature phones. To ensure that Free Basics is accessible to all, we focus on supporting lightweight mobile websites.

- In addition to complying with the Technical Guidelines, see our [documentation on preparing your submission](#) for tips on preparing for technical review.

### Details

In order to make your website display properly within the Free Basics Platform and be accessible to people on all types of phones and data plans, your mobile website(s) must meet certain technical conditions.