



Giga | Social Pack

Ericsson and UNICEF launch global partnership to map school internet connectivity

Background

- Ericsson and UNICEF announced a global partnership to help map school connectivity as part of Giga in 35 countries by 2023
- This effort contributes to Giga's MAP Pillar which maps internet connectivity in schools (and their surrounding communities), which then allows Giga to connect and empower every child with access to digital public goods
- Ericsson is the first private sector partner to make a multi-million dollar, multi-year commitment to Giga, doing so as a "Global UNICEF Partner for School Connectivity Mapping"
- In addition to funding, Ericsson will also commit resources for data engineering and data science capacity to accelerate school connectivity mapping. Ericsson will assist with the collection, validation, analysis, monitoring and visual representation of real-time school connectivity data.
- The data generated through the mapping will help Giga convene stakeholders, from governments to private sector and service providers, to sustainably connect then design and deploy digital solutions that enable learning for children and young people.
- Ericsson will also engage its extensive customer base to further advance the goals of the Giga initiative.

Objectives

- Generate awareness about Giga and school mapping by driving traffic to Giga website
- Position Giga, through UNICEF, as a key partner for the private sector and governments to collaborate with toward connectivity
- Position Ericsson as a major new partner in the initiative

Channels

MAIN

Giga Twitter: [@Gigaconnect](#)

[UNICEF Innovation Twitter](#)

[UNICEF Innovation LinkedIn](#)



SUPPORT - for tagging, retweeting, mentioning

[UNICEF](#) | [UNICEF Media](#)

[ED Fore](#) | [DED Charlotte](#) | [DED King](#) | [Chris Fabian](#)

[ITU](#) | [Doreen Bogdan-Martin](#)

[Ericsson](#)

[Broadband Commission](#) | [UNSG Digital Cooperation](#)

Key Resources

Website: <https://gigaconnect.org/> | <https://www.projectconnect.world/>

CTA Link: (to follow)

Asset folder:


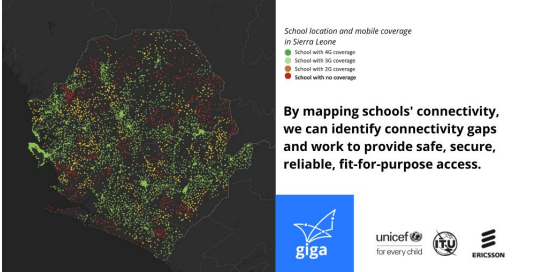
<https://drive.google.com/drive/folders/1ryA3GVO-eO29g6YWIPPTJFz3jeOoJoML?usp=sharing>

Hashtag: **#Gigaconnect**

Social Schedule

26 August - 1 September 2020

Giga

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| <p>Twitter</p> <p>@Ericsson joins @UNICEF in a three-year strategic partnership to accelerate our efforts with @ITU to map school connectivity across the world.</p> <p>By doing so, we can work toward connecting every school to the Internet and close the digital divide.</p> |  |
| <p>Twitter</p> <p>To achieve quality education, connectivity is a must — yet half of humanity does not have Internet access.</p> <p>@Ericsson joins Giga to work with @UNICEF @ITU to map school connectivity in 35 countries by 2023; we can then identify gaps and increase access for every community.</p> |  <p>School location and mobile coverage in Sierra Leone</p> <ul style="list-style-type: none"> ● School with 4G coverage ● School with 3G coverage ● School with 2G coverage ● School with no coverage <p>By mapping schools' connectivity, we can identify connectivity gaps and work to provide safe, secure, reliable, fit-for-purpose access.</p> |

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| <p>Twitter</p> <p>With the immense support to map school connectivity from @Ericsson, through Giga @UNICEF @ITU can identify gaps and further collaborate across sectors to connect every young person to information, opportunity, and choice.</p> | |
| <p>Twitter</p> <p>#COVID19 has exacerbated the digital divide, which deepens socioeconomic divides.</p> <p>With @Ericsson's support to map school connectivity, we can bring connectivity to even the most remote, ensuring they can equip themselves with digital skills needed in this Internet age.</p> | |
| <p>Twitter</p> <p>We have mapped over 800,000 schools in 30 countries.</p> <p>Using data science & AI, @Ericsson will support Giga in mapping school connectivity in 35 more countries — a critical step toward connecting every school and empowering young people & their communities with meaningful access.</p> | |
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UNICEF Innovation

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| <p>Twitter</p> <p>Through @Gigaconnect we can connect every school to the Internet and every young person to information, opportunity and choice.</p> <p>@Ericsson joins us as a Global UNICEF Partner for School Connectivity Mapping to support Giga in identifying and bridging gaps in 35 countries.</p> | |
| <p>LinkedIn</p> <p>Through Giga, UNICEF and ITU are working</p> | |

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| <p>to connect every school to the Internet and every young person to information, opportunity, and choice.</p> <p>Ericsson joins the effort as a Global UNICEF Partner for School Connectivity Mapping, supporting Giga in identifying connectivity gaps in 35 additional countries — a crucial contribution to our goal of universal connectivity.</p> | |
| <p>Twitter</p> <p>3.6 billion people in the world do not have access to the Internet.</p> <p>@Ericsson joins @UNICEF as a Global Partner in the @Gigaconnect effort with @ITU to map demand, allowing us to find appropriate solutions to bring meaningful access to every school and community.</p> <p>LinkedIn</p> <p>3.6 billion people in the world do not have access to the Internet. That is half of humanity unable to access the wealth of information and digital services that, increasingly, can only be found online.</p> <p>Ericsson joins Giga, a UNICEF ITU initiative, as a Global Partner for School Connectivity Mapping. With this, we can map connectivity demand, which allows us to identify appropriate solutions toward bringing meaningful access to every school and community.</p> | |
| <p>Twitter</p> <p>Over 1 billion learners have been affected by #COVID19 school closures. Without access to the Internet, children cannot access education and skills.</p> <p>@Ericsson joins @UNICEF's effort to bring meaningful connectivity to every child through @Gigaconnect.</p> | |

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| <p>LinkedIn</p> <p>Over 1 billion learners have been affected by #COVID19 school closures and disruption of services. Without access to the Internet, children cannot access education and learning tools.</p> <p>Ericsson joins Giga, UNICEF and ITU's initiative to bring meaningful connectivity to every school, as a Global UNICEF Partner for School Connectivity Mapping.</p> | |
| <p>Twitter</p> <p>@Ericsson joins @UNICEF's effort to map school connectivity in 35 more countries by 2023.</p> <p>With this, @Gigaconnect can identify gaps and aggregate demand to realize its vision of connecting every school and community to the Internet.</p> <p>LinkedIn</p> <p>Ericsson joins Giga's effort to map school connectivity in 35 more countries by 2023.</p> <p>With this, Giga, a UNICEF-ITU initiative, can identify gaps and aggregate demand to realize its vision of connecting every school and community to the Internet, and every young person to information, opportunity and choice.</p> | |
| <p>Twitter</p> <p>Closing the digital divide requires global cooperation, leadership, and innovation in finance and technology.</p> <p>@Ericsson joins @UNICEF in the @Gigaconnect initiative, paving the way to connect every young person to information, opportunity, and choice.</p> <p>LinkedIn</p> <p>Closing the digital divide requires global cooperation, leadership, and innovation in finance and technology.</p> | |



Ericsson joins Giga, a UNICEF-ITU initiative, as a Global UNICEF Partner for School Connectivity Mapping, helping pave the path toward connecting every young person to information, opportunity, and choice by increasing universal access to meaningful connectivity.