

#SMARTer2030



# consumer playbook

THIS PLAYBOOK AIMS TO SUPPORT CONSUMERS WITH IDEAS  
TO ENABLE THE SUSTAINABILITY BENEFITS OF  
**ICT SOLUTIONS FOR A SMARTer2030**

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An initiative by:



supported by:



# KEY MESSAGES FOR THE CONSUMER

## IN 2030 LIFE WILL BE DIFFERENT ... AND BETTER FOR ALL

By connecting 2.5 billion previously unconnected people to services ICT will improve the quality of their lives by 2030. An example would include access to e-health services for 1.6 billion people and 0.5 billion e-learning participants.

## WE CAN'T DO IT ALONE

ICT has the potential to enable a cut of 12Gt CO<sub>2</sub>e from the global economy by 2030, maintaining CO<sub>2</sub>e emissions at 2015 levels and enabling a decoupling of economic growth from its climate impact. SMARTer2030 needs collaborative action to realize these CO<sub>2</sub> abatement benefits and broader societal benefits.

## CONSUMER ACTION IS KEY

Consumer buying decisions and sustainable use of products and services are important levers to reaching mass adoption.

## THE CASE FOR CONSUMER ACTION

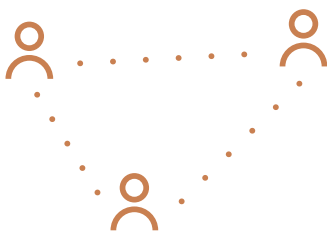
ICT is genuinely putting the consumer at the center, allowing for more compelling service offerings that “deliver it all”, finally resulting in increased convenience, increased well-being and new income opportunities.

# TO FULLY REALIZE ICT'S POTENTIAL CONSUMER ACTION IS REQUIRED

## CONSUMER CALL TO ACTION

### PRIORITIZED CONSUMER ACTION AREAS:

#### PRIORITY AREA 1 INCREASED CONVENIENCE AND E-PARTICIPATION



Broadband connectivity and an ICT-enabling device such as a smartphone or computer can deliver immense time savings to the consumer; e.g. each person telecommuting can save on average over 100 hours a year in avoided traffic. In addition, the smart consumer will be in a position to participate in voting processes through e-participation.

#### PRIORITY AREA 2 CHOOSE E-SERVICES FOR YOUR WELL-BEING



E-services such as e-health and e-learning improve the consumer's well-being. In addition, ICT helps consumers to reduce their personal expenses, for example for electricity, fuel, water and paper. E-services can deliver more than two times in savings than the cost of the service and device.

#### PRIORITY AREA 3 BECOME DIGITAL TO EXPAND YOUR HORIZON



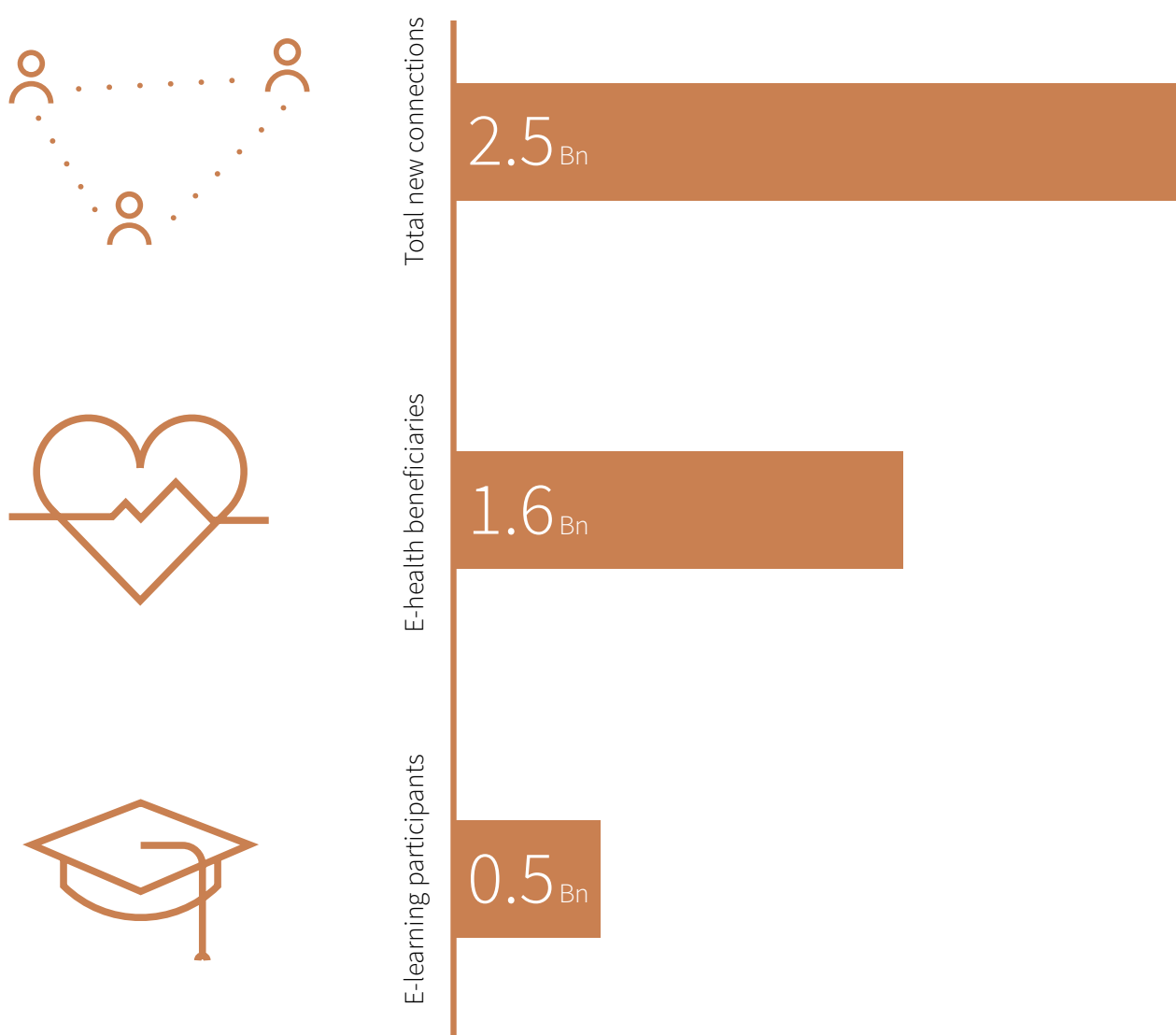
E-learning provides broader access to education and thus allows individuals to expand their horizons. This, in turn, can result in higher earning potential and digital literacy. University equivalent e-degrees can raise incomes by 11%, creating \$115 billion in additional annual income from over 50 million e-degrees in 2030.

# PRIORITY AREAS 1-3

## GETTING ACCESS TO WELL-BEING AND NEW HORIZONS

BY CONNECTING 2.5 BILLION MORE PEOPLE TO ICT, ACCESS IS GIVEN TO A BROAD RANGE OF SERVICES, SUCH AS E-HEALTH AND E-LEARNING

By 2030, among others, 1.6 billion people could benefit from e-health, another 0.5 billion people from e-learning.



# PRIORITY AREA 2

## CHOOSE E-SERVICES



### ILLUSTRATIVE CASE E-HEALTH

This selected case illustrates how ICT will transform the future of healthcare by empowering everyone everywhere to manage their own health via their smart device by 2030.

#### EMPOWERED

##### **“Nothing about me without me”**

- Access to individual health data via electronic health records
- The patient-doctor relationship becomes an equal partnership through increased interaction and access to shared information
- Access to electronic health data allows for truly informed data-driven decisions based on patients’ own DNA sequencing or pathogen sequencing and leads to personalized medicine

#### MOBILE

##### **“Anytime anywhere”**

- Telehealth and biosensors allow doctors to remotely monitor patients’ health status in real-time, diagnose diseases, and monitor quality outcomes
- Remote treatments possible via 3D printing of customized, immediate and secure drugs and medical equipment or robotic-aided surgeries
- Early detection or even prevention of disease outbreaks via big data and geographic information systems

#### DEMOCRATIZED

##### **“Access to care for all”**

- Access to affordable basic healthcare services for everyone via connected devices (e.g. smartphones) and telehealth
- Ability to securely access health information via online platforms, find people with similar medical conditions, build research communities or crowdfund research
- Social media, health and gamification apps engage people in their own health by providing fun ways to track progress, share and improve health
- Patients suffering from stigmatised diseases can avoid public exposure with digital diagnosis and care

# PRIORITY AREA 3

## BECOME DIGITAL



### ILLUSTRATIVE CASE E-LEARNING

This selected case illustrates how ICT will transform learning by providing lifelong access to personalized, engaging and competency-based learning opportunities by 2030.

#### MOBILE

##### **“Anytime anywhere”**

- Access to affordable high speed broadband internet and smart devices enables location-independent access to open educational resources
- Mobile Open Online Courses (MOOC) available for use across the globe
- Mobile access to eLearning apps and tools with high quality content using smart devices
- ‘Spacing’ applications that facilitate learning by frequent and ‘spaced’ repetition of content throughout a person’s day

#### PERSONALIZED

##### **“All learning catered to me”**

- Fluidity: combining content across institutions to cater to a person’s learning needs
- Software platforms that enable modularized learning, or ‘chunking’ of content that is most relevant
- Smart portfolio assessment system (real-time student information tool) that tracks all skills that a student is acquiring and provides real-time competency-based progress and assessment reports and instant feedback
- Advanced analytics tracking of activities to identify learning gaps, preferred way of learning and provide recommendations for improving effectiveness
- Voice recognition technology and data analytics can enhance quality of language learning or other subjects through personal tutors (e.g. virtual teachers, robots)

#### ENGAGING

##### **“Real-time, sensational and interactive”**

- Cross-platform communication technologies that allow for collaborative work both on location as well as remote (e.g. videoconferencing, etc)
- Gamification of content that engages students and triggers them to master the content
- Virtual reality applications that allow for near real-life experiencing and mastering content by triggering all of a person’s senses (e.g. the virtual book)

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