


Title of case study	Information-based mobile applications for adaptation
Name of organization(s)	China Mobile Communications
Business sector	Telecommunications
Region(s) relevant to case study	<input type="checkbox"/> All regions <input type="checkbox"/> Africa and the Arab States <input checked="" type="checkbox"/> Asia and the Pacific <input type="checkbox"/> Caribbean and Central America <input type="checkbox"/> Europe <input type="checkbox"/> Least Developed Countries <input type="checkbox"/> North America <input type="checkbox"/> Polar regions <input type="checkbox"/> Small Island Developing States <input type="checkbox"/> South America
Country(s) relevant to case study	China
Adaptation sector(s) relevant to case study	<input type="checkbox"/> Business <input checked="" type="checkbox"/> Education and training <input checked="" type="checkbox"/> Food security, agriculture, forestry and fisheries <input type="checkbox"/> Human health <input type="checkbox"/> Oceans and coastal areas <input type="checkbox"/> Science, assessment, monitoring and early warning <input checked="" type="checkbox"/> Terrestrial ecosystems <input type="checkbox"/> Tourism <input type="checkbox"/> Transport, infrastructure and human settlements <input checked="" type="checkbox"/> Water resources <input type="checkbox"/> Other (please specify):
Adaptation activity	<p>China Mobile Communications provides mobile voice and multimedia services through its nationwide mobile telecommunications network, the largest of its kind in the world with over 600 million subscribers.</p> <p>China Mobile has developed various information-based applications which help the company advance both mitigation and adaptation priorities. The adaptation-related applications include wireless automatic water-saving drip irrigation, wireless water quality monitoring of freshwater aquaculture, water conservancy, hydrographical data, and animals and plants sourcing.</p>

	<p>In Guangdong, the company launched the Rural Information Access value-added services — expert guidance and market price analysis, improved farming and animal husbandry techniques, and seed selection — to help farmers learn more climate-resilient agricultural technologies and increase their income.</p>
<p>Cost-benefit</p>	<p>China Mobile identified climate change adaptation services tailored to vulnerable communities as a potentially valuable market opportunity. Its development of a range of information-based mobile applications that provide critical information to rural farmers to help build their resilience against climate change impacts is a new business strategy for the company with high potential.</p>
<p>Case study source(s)</p>	<p><u>Adapting for a Green Economy: Companies, Communities and Climate Change (UN Global Compact)</u></p>
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