Say hello to our Social Purpose Strategy
Our objective

To leverage the potential of digital identity solutions to help drive positive social and environmental change around the world.

For a little more background check out our launch blog post.
To date, most industry research has been top down, focusing on the impact of digital identity systems on people’s lives. We know far less about citizen and social sector motivations for using digital identities.

In pursuit of our objective we’re out on a mission to learn

1. What does ‘digital identity’ mean to last mile, grassroots non-profits - and their beneficiaries - around the world?
2. What might their motivations and needs be for using one? What problems might they be looking to solve?
3. Crucially, how might we understand and overcome key barriers to successful adoption and use at a local level?
Six activities form the basis of our Strategy

- A flagship identity-themed global Fellowship Program
- A program of support for global innovation hubs
- An offline identity solution for the humanitarian sector
- Research that helps further the development of our sector
- A series of identity-themed global innovation challenges
- An annual event to promote the sharing of stories and experiences
Our six activities
A flagship identity-themed global Fellowship Program

Each year we invite applications for three Fellowship positions.

We encourage proposals for research, policy development or solutions development based on three or four key themes related to identity or digital identity which merit further exposure, discussion, development or research.

Applicants may be based anywhere, although preference is given to those from the developing world. Fellows are supported with a £30,000 stipend and receive logistical and technical support from Yoti. All work is made publicly available on completion.
A program of support for global innovation hubs

Increasingly, solutions to global humanitarian challenges are being developed ever closer to the problems themselves, by the communities themselves.

While it was once considered best practice to develop solutions far away where the ‘experts’ were based and then parachute them in, this is now seen as problematic.

We work with innovation hubs around the world to help them make sense of, and develop, appropriate digital identity-based solutions and services based on local problems they want to solve.
Today, the majority of digital identity solutions require technical know-how, expensive hardware or connectivity not present in many last-mile locations where humanitarian needs are often at their greatest.

At Yoti, we recognise a unique opportunity to help foster positive social change at the local, grassroots level. For this to happen we need a new approach to digital identity solutions.

Following a period of research we are now working on a simple, fully offline and open source identity solution, due for release in the autumn of 2019.
Research to help further the development of our sector

Digital identity is a relatively new discipline and there is still a lot we don’t know.

Research efforts have picked up over recent years, but many focus on the impact of national digital identity initiatives or the potential (or impact) of specific technologies on target communities. We’re interested in researching digital identity from the bottom up.

What are the local motivations for adoption, what problems need to be solved and what are the key barriers and opportunities?
As technology continues to democratise opportunities for people everywhere to help develop solutions to global development problems, innovation challenges have become increasingly popular ways of gathering new ideas.

These innovation challenges call upon the enthusiasm, expertise and local knowledge of technologists and citizens around the world.

We run targeted challenges, with an offer of cash prizes and technical support, to help local innovators develop appropriate solutions to identity-based problems identified in their own communities.
An annual event to promote the sharing of stories and experiences

Our Fellowships, innovation challenges, hub support program, the rollout of our offline solutions and our ongoing research all yield significant insights into the needs, challenges and opportunities for digital identity solutions around the world.

Starting in the next year or two, we plan to convene a gathering of members of our own community, along with other experts and users, to share insights and lessons learnt to help advance the wider digital identity sector. This will include recipients of support from our own strategy.
At Yoti we offer a range of our commercially-available digital identity technologies and solutions for free to registered non-profits and socially-focused organisations around the world.

Everyone at Yoti gets five days each year for personal development or to support charitable and socially-focused causes.

We make our central London meeting space available to UK charities for small gatherings and events, for free.
OUR GUIDING PRINCIPLES

Always act in the interest of our users
Enable privacy and anonymity
Keep sensitive data secure
Be transparent and accountable
Encourage personal data ownership
Enable upfront consent & data minimisation
Keep our community safe
Make Yoti available to anyone

OUR INDEPENDENT GUARDIAN COUNCIL

Renata Avila  Gavin Starks  Doc Searls

As one of the UK's founding B Corps we are certified to meet rigorous standards of social and environmental performance, accountability and transparency to help make a social impact.
We’re serious about social change

Ken Banks heads up Social Purpose at Yoti. He is an award-winning social entrepreneur, mobile technology and global development expert and author, and a PopTech Fellow, a Tech Awards Laureate, an Ashoka Fellow and a National Geographic Emerging Explorer. His work, to date, has impacted tens of millions of people in over 190 countries around the world. In 2013 he was nominated for the TED Prize and in 2018 appointed Visiting Fellow at the prestigious Judge Business School in Cambridge.
Read more about our new Strategy and how we’re striving to make digital identities a force for good.

www.yoti.com/social-purpose/