Say hello to Yoti's 2020 Social Purpose Strategy

Doing good is not an add-on - it's in our DNA.

At Yoti, social purpose is at the heart of everything we do - whether that be gifting our identity solutions to non-profits, keeping people safe online, giving staff paid days off to support causes they care about or assisting humanitarian organisations with identity needs in the developing world.

Read on to learn more about what social purpose means to us at Yoti.

Yoti: Built as a force for good, from day one.

We are built on a strong ethical framework which is at the heart of everything we do. We have an independent Guardian Council who keep us true to our seven guiding principles, and we were one of the first registered B Corps in the UK.

From the moment we're born
we all have the right to an identity

Yet more than a billion people around the world are today unable to prove their identity.

Living without proof of identity is a serious obstacle to social, economic, and political inclusion.

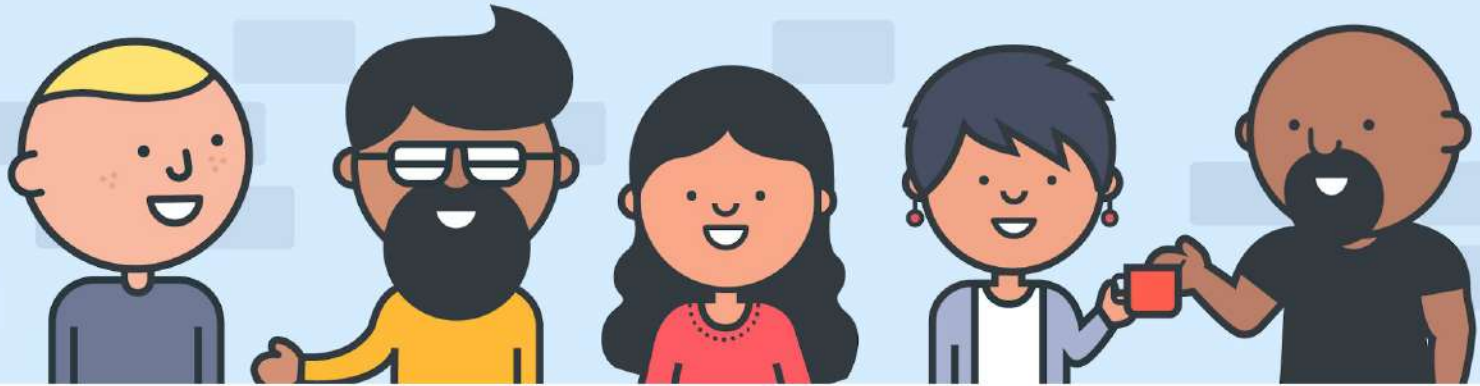1 in 2 women in low income countries do not have any way of proving who they are.

40% of all children born in the developing world do not have a birth certificate.

Lack of a birth certificate can seriously limit access to essential services, such as healthcare.

# Our social purpose efforts are based on one single objective:

To leverage the potential of digital identity solutions to help drive positive social and environmental change for everyone, everywhere.

(There's a little background on the thinking behind our Strategy in this <u>launch blog post</u> if you'd like to take a look).

This year we're out on a mission to learn.

To date, industry research has been mostly top down - focusing on the impact of existing digital identity deployments on people's lives. We know far less about the motivation for citizens and the social sector to use digital identities, and what concerns they may have about using them. Without this it's hard, if not impossible, to develop the right kind of digital identity for people.
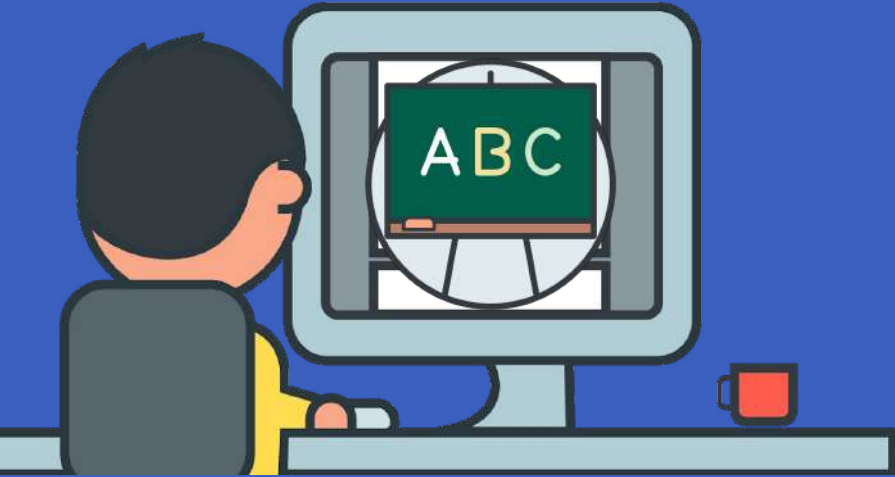
What does 'digital identity' mean to local grassroots organisations (and their beneficiaries) around the world?

What might their motivations and needs be for using one? What problems might they be looking to solve?

Crucially, how might we understand and overcome key barriers to successful adoption and use at a local level?

Meet Ken Banks

Ken heads up Social Purpose at Yoti. He is an award-winning social entrepreneur, mobile technology and global development expert and author, a PopTech Fellow, a Tech Awards Laureate, an Ashoka Fellow and a National Geographic Emerging Explorer. In 2013, Ken was nominated for the TED Prize and in 2018 he was appointed Visiting Fellow at the prestigious Judge Business School in Cambridge.

We'll be focusing on six key activities:

A identity-themed global Fellowship Programme

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

A Toolkit to help everyone understand digital identity

An identity-themed global Fellowship Programme

Each year we invite applications for three fully-funded, full-time global Digital Identity Fellowship positions.

We're particularly interested in hearing from people whose work and interests focus on research, policy development or solutions development based on three or four key themes related to identity or digital identity.

Applicants may be based anywhere, although preference is given to those from underdeveloped regions. Fellows are supported with a generous stipend and expenses, and receive logistical and technical support from Yoti. All of the Fellows' work is made publicly available at the end of their Fellowship.

You'll find details of our 2019 Fellowship call here if you're interested in finding out more. Applications usually open around April each year, with Fellowships commencing in the Autumn.

Meet the 2019 Digital Identity Fellows

Paz Bernaldo is a Chilean development practitioner, researcher and activist, currently based in Argentina. Her focus is on open science and technology, knowledge justice and locally-led development.

Subhashish Panigrahi is a digital storyteller, researcher, documentary filmmaker and activist. He is currently based in India working towards digital freedom for marginalised communities.

Tshepo Magoma is an experienced researcher, strategist and innovator with a track record working in Africa's small business and social enterprise sectors. He is currently based in South Africa.

Why not visit our Digital Identity Fellows page to find out more about our Fellows - and what they're up to?

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. It certainly does nothing to help build expertise or capacity in underdeveloped regions.

We focus on supporting local 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. We encourage Fellowship applications from hub networks, and our Digital Identity Toolkit is designed to help them better understand the opportunity. Our digital identity challenges are very much focused on encouraging and supporting the technical development of appropriate digital identity solutions that work for them, and those they serve.

A simple, offline identity solution for the humanitarian sector

Today, the majority of digital identity solutions require technical know-how, expensive hardware or connectivity not present in more remote, last-mile locations where humanitarian needs are at their greatest.

At Yoti we recognise the importance of fostering positive social change at a local, grassroots level - but for this to happen we need a new approach to digital identity solutions for those that live and work there.

Following a period of research we are developing a simple, fully offline and open source identity solution for organisations working in challenging, last-mile locations.

You can read more about the research we carried out across Africa and South East Asia to help us better understand the needs and opportunities.

We expect our Keys solution to be publicly available to non-profit organisations from Spring 2020 onwards.

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 of specific technologies on target communities. We're interested in researching digital identity from the bottom up.

We're interested in things like the local motivations for adoption, what problems need to be solved, what are people's key concerns, and what are the key barriers and opportunities to adoption?

We're committed to an evidence-based Social Purpose Strategy to help everyone in our sector better understand end-user needs. This will help us develop the most appropriate solutions for those most in need of a safe, secure, robust digital identity.

A series of identity-themed global innovation challenges

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.

Throughout 2020 we will be running 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.

A Digital Identity Toolkit to help demystify digital identity

There are already plenty of digital identity resources out there, so why another?

Well, sadly for most people, many are rather lengthy technical reports which are hard for developers, non-profits, journalists or members of civil society to unpick. There's a lot of confusion about what digital identities are - and are not - and we believe that if the technology is to be genuinely useful then it's important that people understand it first.

Our easy-to-use Toolkit aims to provide you everything you need to know about digital identity. To make it as accessible as possible we've broken ours down into eight separate sections - so you can dive straight into any area that interests you the most.

You'll find our Digital Identity Toolkit on our website here.

Other social purpose activities
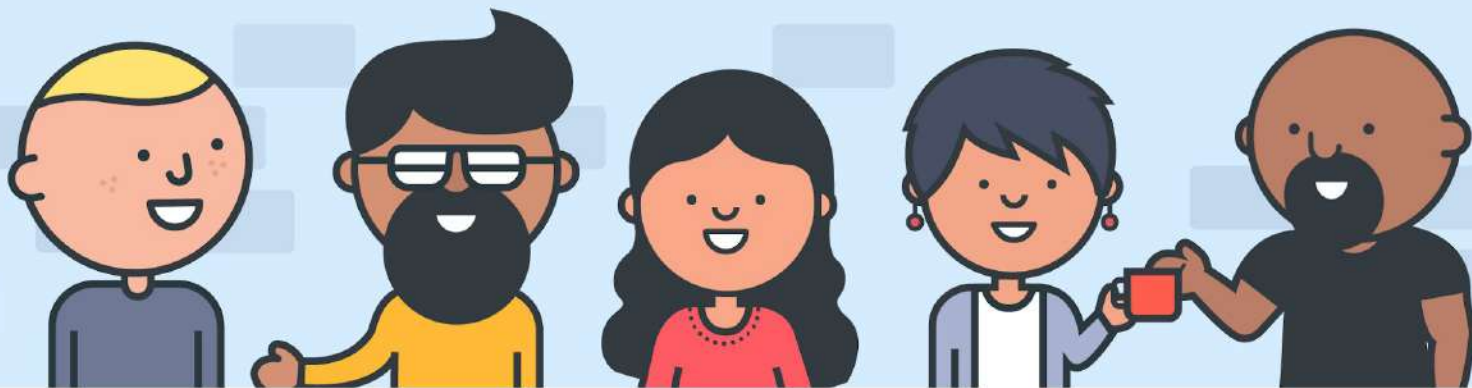
At Yoti we offer a range of our commercially-available digital identity solutions for free to registered non-profits and socially-focused organisations around the world.

Everyone at Yoti gets five days each year, fully paid, for either personal development or to support charitable or other socially-focused causes that they care about.

We make our central London meeting space available to UK charities for small gatherings and events, for free. And we throw in the snacks and refreshments, too.

Humanitarian Tech Support Programme

Technology-based humanitarian projects can fail for all sorts of reasons. It doesn't help that many organisations focused on solving humanitarian problems work in some of the most challenging places. On top of that, few of them - particularly the smaller ones - have the kind of tech expertise required to make their projects a success.

This is where our **Humanitarian Tech Support Programme** comes in. Drawing on our extensive experience of innovation in the global development sector with our digital identity and broader technical expertise, we work closely with Programme partners to help them better understand the human, technical and environmental context of the work they're undertaking. All of this help is free.

We have capacity to help up to four Programme Partners each year. Check out the launch blog post for full details of what's on offer, and how you might qualify.

And if you have any questions or would like to talk more you can reach out directly to our Social Purpose Team here.

Meet our Humanitarian Tech Support Programme partners

Bitprop enables investment into property development by enabling co-investment with women to build rental units on their land, who would otherwise be unable to access asset financing due to their lack of formal ownership

Humanity Data Systems leverage data analytics, machine learning and AI to improve aid delivery, and to help humanitarian organisations better respond to the needs of vulnerable populations in conflict zones

People in Need implement humanitarian relief and long term development projects, educational programs, and human rights programs in crisis regions in over 34 countries around the world

Lanterne uses open source information, precision GPS technology and high-resolution satellite images to help international workers and organisations based in conflict zones to navigate safely
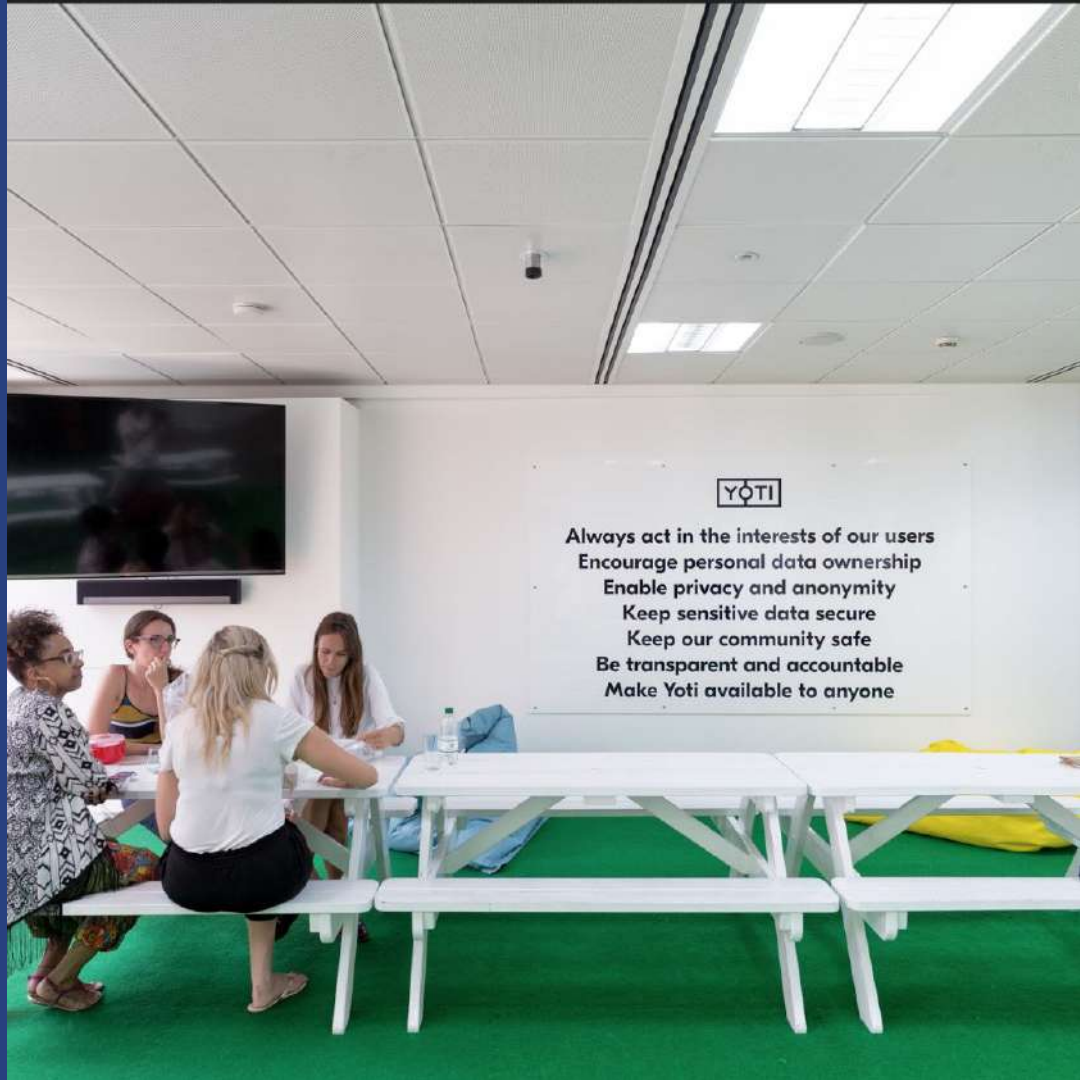
Read more about social purpose at Yoti and how we're striving to make digital identities a force for good.

www.yoti.com/social-purpose/