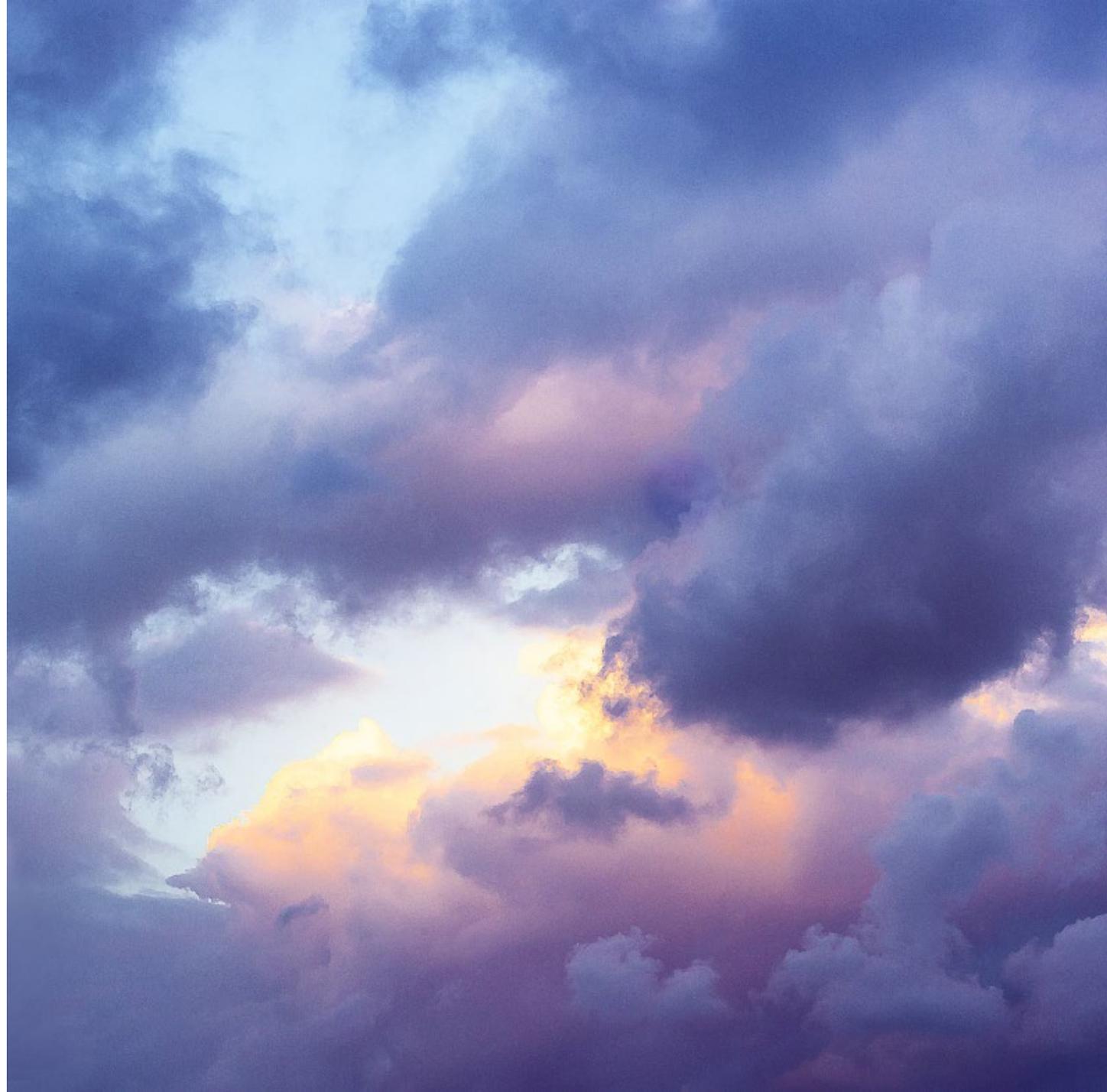




Deloitte.

The Digital with Purpose Movement

Overview



The Digital with Purpose Movement

Together we can catalyse progress towards delivering the Sustainable Development Goals

Digital with Purpose

- In 2019, GeSI and Deloitte launched 'Digital with Purpose' a seminal report that explored the causal relationship between digital technology and the Sustainable Development Goals. The report found that whilst **digital technology shows tremendous potential**, the world will remain on an unsustainable path without radical change

The Movement

- To **catalyse collective action** amongst corporates, GeSI has launched a movement centred around four universal commitments that make up the 'Digital with Purpose Framework'; the Framework provides a rigorous and robust process for corporates to articulate their ambitions for SDG impact and to track their progress through impact measurement
- The Movement is not about repackaging existing efforts or restating previously declared intentions – **it is a race to the top**, open to corporates that share an ambition to create business value through radically accelerating the enabling power of digital technology for the SDGs whilst minimising negative externalities that may arise. Leveraging this competitive spirit, the Movement will help our industry drive positive and measurable impact.
- A DWP Performance Framework Co-ordination Board, incorporating external stakeholder representation, will be established to have oversight of the evaluation criteria
- The movement is funded by GeSI and other membership organisations, is supported by Deloitte as secretariat and by Ridley Scott Productions on branding and communications

Expectations of participants

- Participation in the movement is open to all. Participants are expected to make a public commitment to the four universal commitments of the movement, to contribute to development of the framework, to take part in an open diagnostic process and to collaborate with others to develop and realise their ambitions to maximise their positive impact on the SDGs and to mitigate their negative impacts

The DwP Movement: the four universal commitments



1

Re-commit to the SDGs and become a purpose-led business



2

Take action on climate change



3

Embrace principles of impact transparency

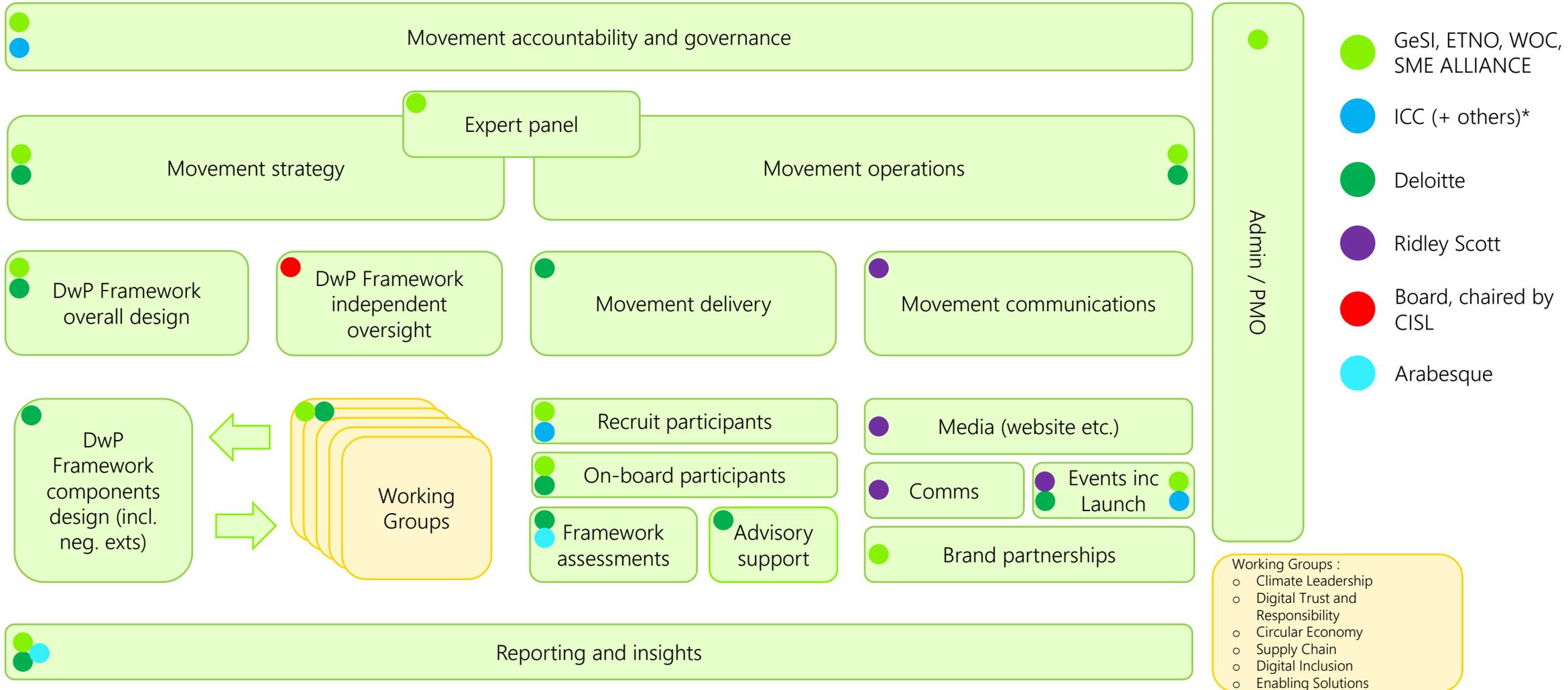


4

Impact led development and deployment of digital technology

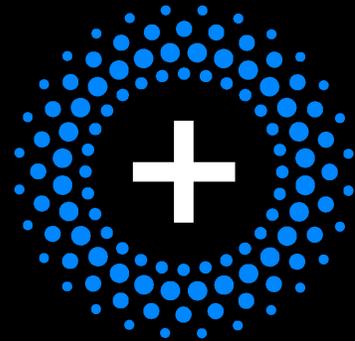
The Movement operating structure

GeSI will work in partnership with a arrange of organisations to develop, steer and run the movement

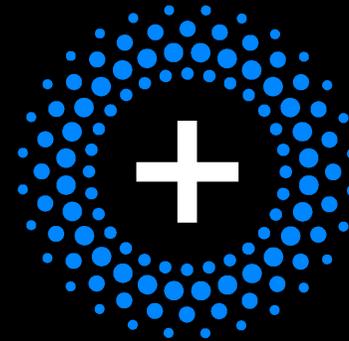


The signature has two components: the POSITRON symbol and the DWP logotype. These two components should never be redrawn or altered.

There are two configurations of the signature. The horizontal configuration is the preferred version.



**DIGITAL WITH
PURPOSE**



**DIGITAL
WITH
PURPOSE**

There is four different rank levels badges to be used accordingly to the member's level of commitment of the initiative.



Progression and Recognition

Level of achievement measure using the Performance Framework



DWP Companies must reach a minimum score within 12 months of joining

Company signs Pledge



- Companies signing the *Pledge* have a 12 month probationary period to reach a minimum performance score and move from 'Committed' to 'Developing'
- Thereafter, DWP companies will submit a self assessment of performance based on the framework which is subject to external validation
- Companies will be awarded a 'Digital with Purpose' designation (i.e. Developing, Pioneering or Diamond)
- An annual award ceremony will recognise leading companies.

Users of the Framework

Digital Technology Providers

Component manufacture & design

Device manufacture, branding and design

Networks and data centres (cloud)

Software and specific application providers

Digital Technology Users

Organisations aside from the technology sector that make extensive use of digital solutions.

Size

Multi-national

Large

Medium

Small

Micro

- So far the framework has been designed to be used by MNC Digital Technology Providers.
- Some work on its application to SMEs has been undertaken through the Portuguese Digital Stamp project.

Digital with Purpose (DWP) Framework

DWP Pledge



Purpose

Metrics covering a company's commitment to becoming a purpose-led business; connecting its +core business model to a desired impact on the SDGs, working to maximise its positive contribution and minimise its negative externalities.

Digitally Enabled Solutions

Framed by the SDGs, a set of metrics reflecting how a company contributes innovative digital solutions through its products, services and core business practices, to improve the sustainability of society as a whole.

Responsible Business

Metrics covering: Climate Change; Digital Trust and Responsibility; Circular Economy; Digital Inclusion; and Supply Chain. They reflect how the business acts in a responsible manner concerning: its own operations; its interactions with its suppliers; and the design, delivery and end of life management of its products and services

Responsible Business: Climate Change

TCFD

- Internal processes
- Disclosure

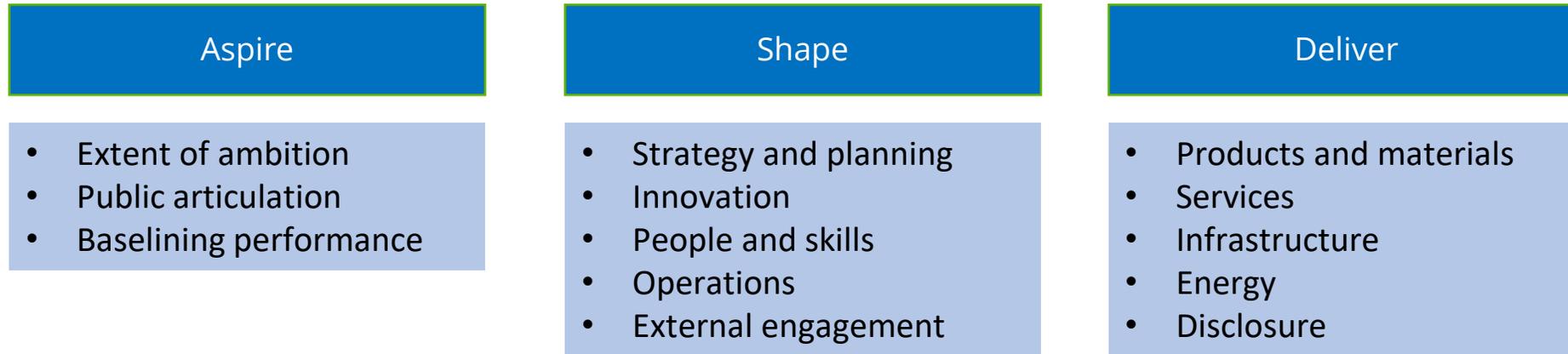
Science Based Targets

- Commitment to SBTi
- Approved target
- Delivery against target
- Electricity procurement

Net Zero

- Ambition: year
- Ambition: % of scope 3
- Offsets
- Removal credits

Responsible Business: Circular Economy



Performance derived from Ellen MacArthur Foundation Circulytics tool.

Responsible Business: Supply Chain

Aspire

- % of suppliers evaluated
- Annual coverage levels
- Third party codes
- Track and monitor

Shape

- Active support
- Directing spend to best
- Minimum living wage
- Supplier training

Deliver

- Screening out high risks
- Zero child labour
- Grievance process
- Improving H&S
- Worker representation

Responsible Business: Digital Trust & Responsibility

Privacy

- Policies
- Meeting standards
- Clear information
- User consent
- Reporting

Ethical Behaviour

- Code of conduct
- Compliance
- Training
- Stakeholder engagement

Freedom of Expression

- Policy
- Advocacy
- Accountability

Governance

- Roles and responsibilities
- Risk management
- Grievance process
- Remediation process
- Evaluation and reporting

Safety and Security

- User control
- Online safety
- Content removal
- Remediation pathways
- Evaluation and reporting

Stakeholder Engagement

- Engagement processes
- Responsiveness
- Evaluation and reporting

Responsible Business: Digital Inclusion

ICT Access

- For the disadvantaged
- Low income customers
- People in remote areas

Widespread digital literacy

- Skills for students
- Skills for teachers
- Skills for the elderly
- Skills for professionals

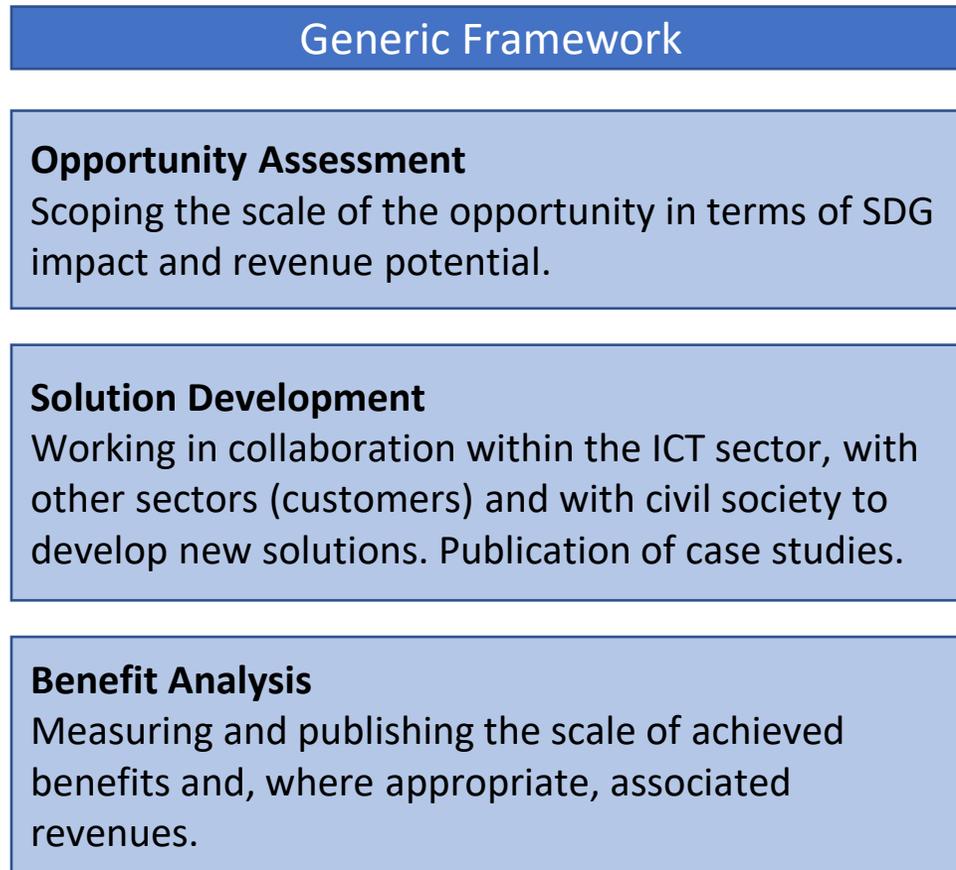
Diversification of workforce

- Gender equality
- Age equality
- Equality for the disabled

Accessibility

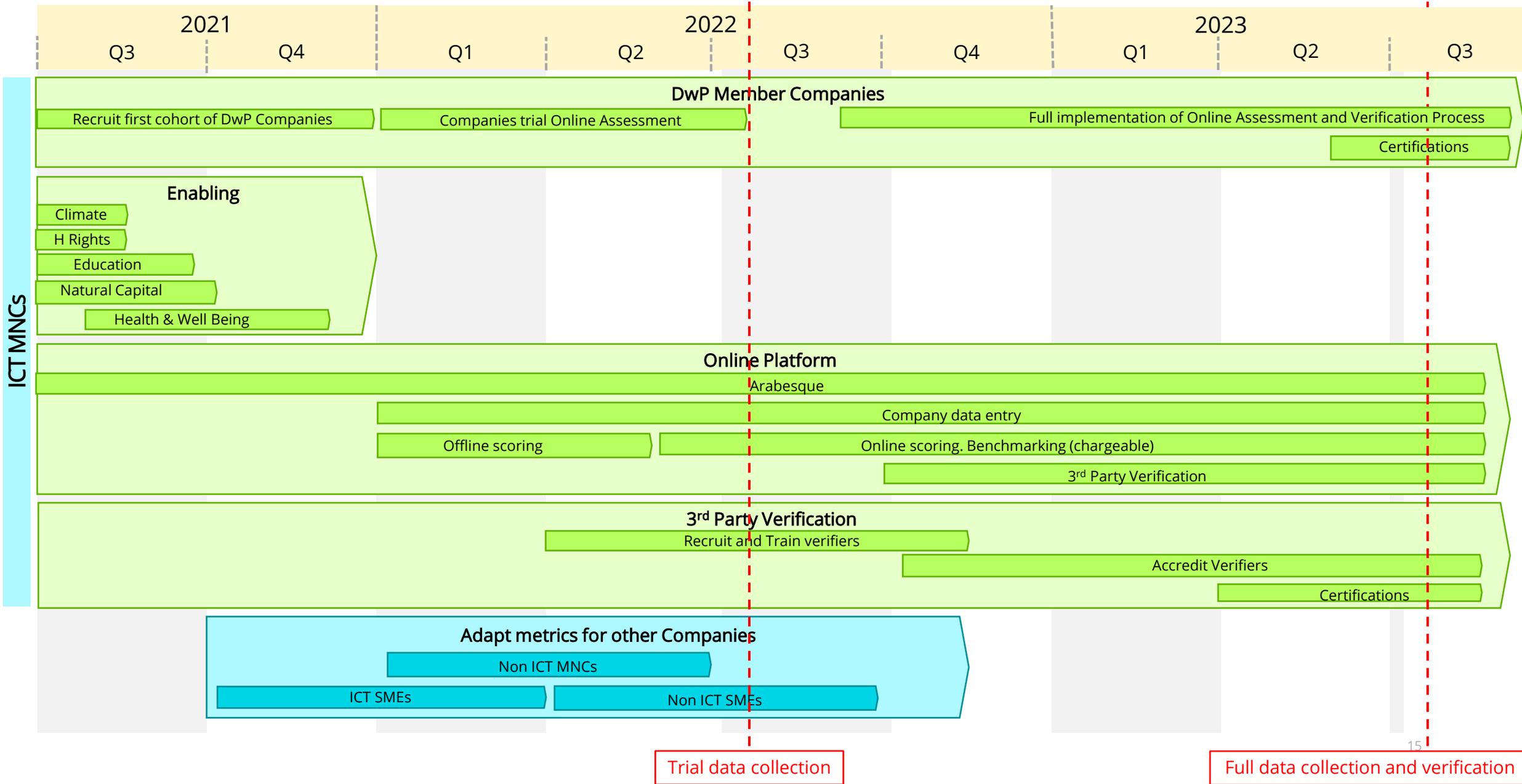
- Access for the disabled
- Use of standards
- Explaining online benefits
- CSR programmes

Digitally Enabled Solutions

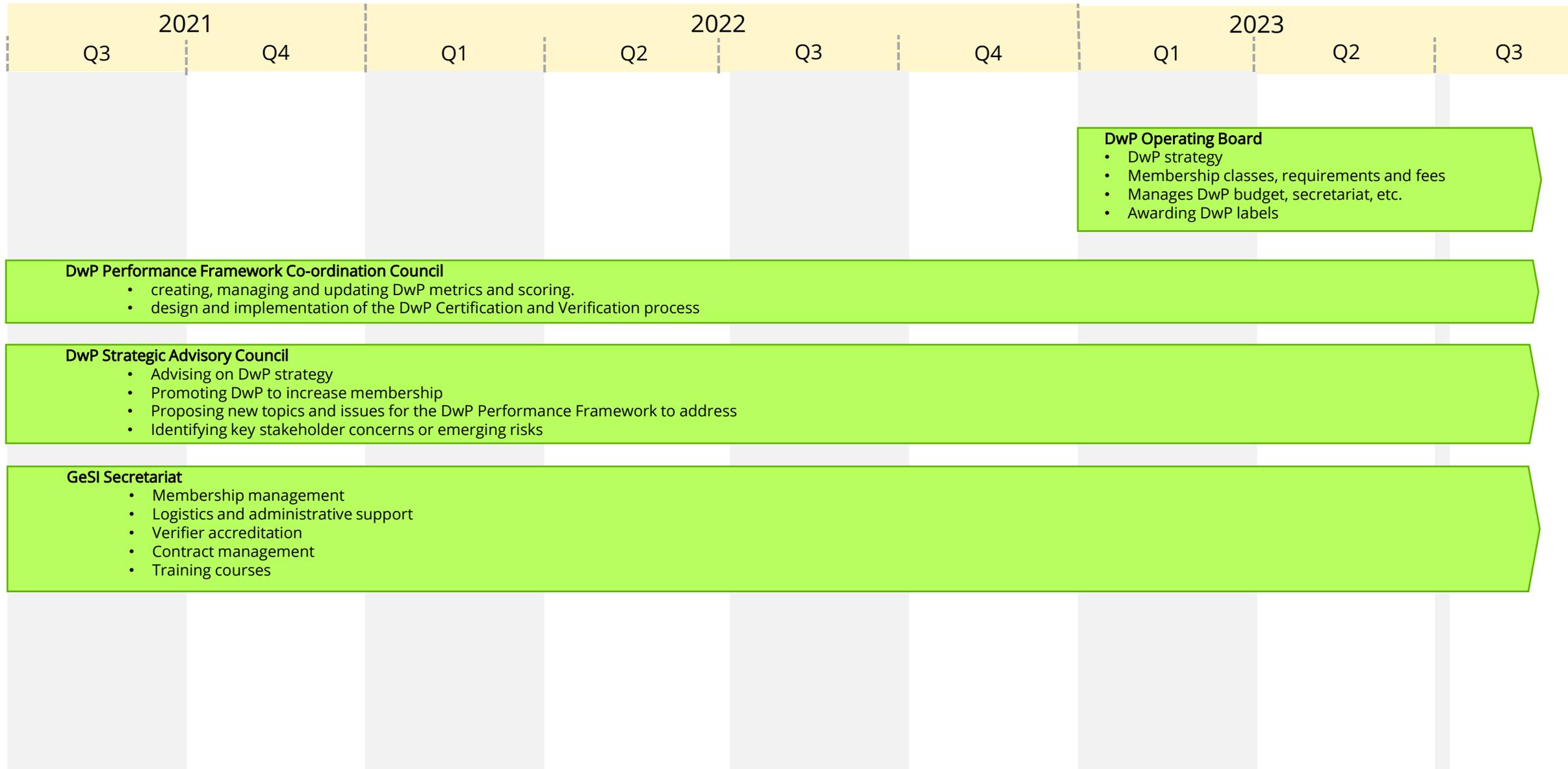


Theme	Work Stream Lead
Climate Change	Carbon Trust
Natural Capital	Sustainable Flows
Human Rights	IMPACT ROI
Education	COVIDEA
Health & Well Being	TBD

DwP Metrics Roadmap



DwP Governance Roadmap



Digital with Purpose Comms Plan 2021

	Apr-21	May	June	July	Aug	Sept	Oct	Nov	Dec	Jan-22
Global/Virtual Events	Keynotes, panels, roundtables, webinars.		DIGITAL SUMMIT Lisbon			UNGA New York / Washington		COP 26 Glasgow	WEB SUMMIT Lisbon	DAVOS Switzerland
Media / Press / TV			TVI & Publico			tbc		tbc		
Social Media	Organic & paid media									
PR / Press Interviews		Pre & Post PR								
Email / Web Comms		Pre	Post							
Partner Comms			Post							
Member Comms		Pre	Post							