



UNDP Chief Digital Office Digital Hour

Intentionally Inclusive Boosting National Digital Transformation with an Inclusive Whole-of-Society Approach

1 November 2022



Opening Poll - Q1

What are you most excited about attending today's Digital Hour?

- ❑ Learning more about the inclusive digital transformation concept – what it involves, what UNDP position regarding it is
- ❑ Understanding the benefits of inclusive approach to digital transformation – I need better arguments and evidence for my work with government partners
- ❑ Exploring other COs' inclusive practices to digital transformation
- ❑ I have a couple of questions related to inclusive digital transformation and I would like to get some answers



Opening Poll - Q2

How good is your understanding of what inclusive digital transformation is?

- I know it very well; I think the concept is clear for me
- I feel I understand it, but I would like to still learn more
- I heard the concept, and my understanding of it is not so good
- I never heard the concept, and I am not sure what it means





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Agenda

- Opening and introductions
- Inclusive digital transformation
what it involves and why it matters?
- Experience from the ground
Dominica/ SIDS
Rwanda
Ukraine
Indonesia
- Discussion



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Yolanda Jinxin Ma

Head of Digital Policy &
Global Partnerships,
UNDP Chief Digital Office

Three fundamental shifts observed from UNDP's digital journey of supporting 100+ countries



Digital solutions



Digital (eco) systems

Fragmented and opportunistic approach



Holistic and strategic approach

"Techno-optimism"



Rights-based and inclusion-first approach

Inclusive digital transformation is our response towards the shifts observed

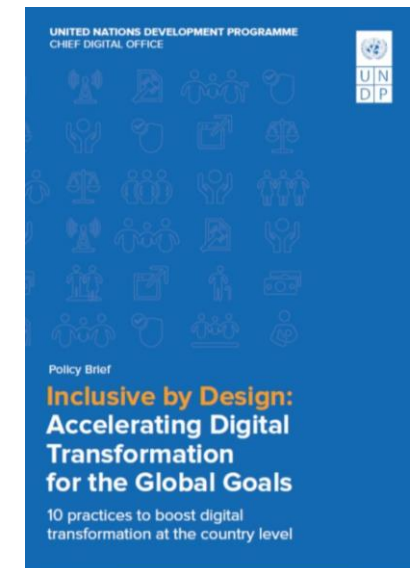


What we started emphasizing:

- Whole-of-society approach
- People/inclusion at the centre
- Proactive consideration of risks
- Local digital ecosystems

Further questions emerged:

- What do we mean by “inclusive”?
- What are the benefits and evidence?
- How do we translate the talk to action?
- What are the best examples out there?



What do we actually mean when we talk about “inclusive digital transformation”?

Digital transformation

– the integration of digital technologies into all areas of business, fundamentally changing how economic and social activities are enacted. It is also a **social change process** that is purposeful, rather than unregulated, and should be intentionally planned and executed.



UNDP believes that inclusive digital transformation:



Addresses the needs of the poorest as well as the most vulnerable and marginalized groups, including women and people with disabilities.



Ensures that digital transformation does not exacerbate existing inequalities, with a vision to leave no one behind.



Empowers underrepresented groups to take part in meaningful ways, and promotes gender equality.



Protects people from the adverse effects of digital technologies.



Encourages the use and development of digital technology that is open, responsible, and rights-based.

What are the benefits of inclusive digital transformation? We found some early evidence (illustrative)



Benefit governments and the vulnerable population

- **Improve public service delivery**
- **Lower the cost of access**
- **Reduce corruption**
- **Accelerate and improve social protection**
- **Mitigate conflict**

Example:

- The government of Bangladesh's digital services have saved 2 billion hours of peoples' time

Benefit business and society

- **Create growth opportunities for businesses**
- **Improve productivity and profitability for businesses, including for SMEs**
- **Lead to better products and services**

Example:

- SMEs in emergent markets with internet access have their productivity boosted by 11%

Benefit individuals and the economy

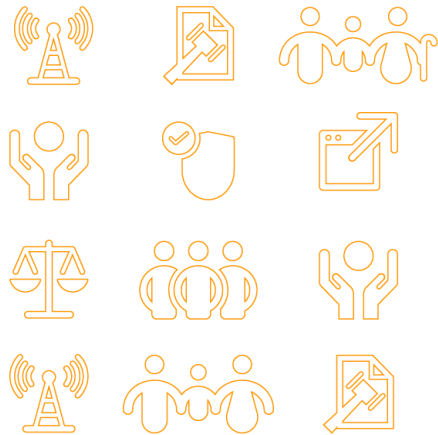
- **Create new jobs for people**
- **Support economic growth**
- **Help reduce poverty**
- **Create new or improved opportunities to earn income**

Example:

- M-PESA alone has lifted 2% of Kenyans out of poverty
- Learning one basic digital skill increases hourly income by 2.8%

How can countries accelerate inclusive digital transformation?

10 Good Practices



1. Introduce participatory policymaking and governance for inclusive digital transformation



2. Strengthen institutions to lead digital transformation



3. Strengthen national digital safeguards, laws and standards



4. Invest in responsible data collection and usage



5. Invest in meaningful universal connectivity



6. Advocate for appropriate use of digital public goods



7. Build national digital literacy and capacity



8. Build diverse, interdisciplinary teams



9. Support inclusive business models



10. Promote inclusive service design



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 - Dominica/ SIDS*
 - Rwanda*
 - Ukraine*
 - Indonesia*
- Discussion



Dominica / SIDS



**Laura
HILDEBRANDT**

SIDS Digital
Transformation Specialist,
UNDP Small Island
Developing States

Rwanda



**Maurice
RWAMIGABO**

Head of Exploration and
Accelerator Lab
Coordinator,
UNDP Rwanda

Ukraine



**Volodymyr
BRUSILOVSKYI**

UNDP DIA Support
Project Manager,
UNDP Ukraine

Indonesia



**Juliaty Ansye
SOPACUA**

Senior Advisor for
Program Integration and
Development Analysis,
UNDP Indonesia



Let us work together to
accelerate inclusive
digital transformation
to ensure no one
is left behind.

Thank you

Closing Poll - Q1

What else would you like to have on the topic of inclusive digital transformation?

- A shorter version of the policy brief (key messages) to share with colleagues and government partners
- More thematic deep dives in written format (briefs, articles, blog posts, etc.)
- The content of the brief presented in a more visual format (infographics, illustrations, videos, etc.)
- More presentations, webinars or a workshop on the topic
- More case studies and stories with lessons learned from the Country Offices
- More direct support from the CDO



Run of Show

8:00 – 8:05 am – Ice-breaking

8:05 – 8:07 am – [Vitalii] Intro of the webinar, agenda

8:07 – 8:17 am – [Yolanda] Presentation of Policy Brief

8:17 – 8:20 am – [Vitalii] Intro of the speakers and to the discussion on the practices

8:20 – 8:45 am – [Speakers] Panel of discussion on field experience on inclusive digital transformation/ Vitalii to moderate

- [Laura] Dominica / SIDS – speak to Practice 1 (participatory policymaking)
- [Maurice] Rwanda – speak to Practice 7 (capacity building) and touch on Practice 6 (DPGs)
- [Volodymyr] Ukraine – speak to Practice 10 (inclusive service design)
- [Ansye (Juliaty)] Indonesia – speak to further digital inclusion think piece/ broader work happening with the CO on this topic

8:45 – 8:55 am – [Speakers + Yolanda] Open floor discussion

8:55 – 9:00 am – [Yolanda] Wrap up and Thank you



1. Introduce participatory policymaking and governance for inclusive digital transformation

- Inclusive policy and digital transformation process design requires diversity of input
- Policy making should be evidence-based, oversight transparent and vulnerable groups must be represented at every level.
- Digital transformation must be consciously inclusive and laser-targeted on attainment of the SDGs.

Case study: Dominica Making policymaking more inclusive through design thinking

UNDP supported the Government of Dominica to develop its National Digital Strategy through a design thinking process to ensure digital inclusion was centrally embedded. Ensuring that the process was participatory from the outset was key, particularly by involving key stakeholders from the private sector, civil society and the general public.

Based on the results of UNDP Digital Readiness Assessment, the team set up thematic working tables where participants discussed key concerns and priorities. UNDP worked closely with all the stakeholders to help articulate their needs and ensure they were reflected in the Strategy. Ultimately, this assisted the Government in better understanding the needs and priorities of the various groups. The result was a co-developed Inclusive Digital Strategy.

It was particularly important for the Government that the process of creating a national digital strategy and related policies was participatory.

2. Strengthen institutions to lead digital transformation

- Institutional governance mechanisms are necessary for successful inclusive digital transformation, particularly to ensure that rights are upheld
- Governmental institutions must be fit for purpose
- Institutions must be (re)designed for digital

3. Strengthen national digital safeguards, laws and standards

- Digital transformation requires rights-based regulatory and legal transformation
- Digital identity confers risk as and needs safeguards to mitigate those risks
- Regulation turns principles into legally enforceable frameworks
- A rights-based approach uses digital transformation to entrench new freedoms and inclusivity.

4. Invest in responsible data collection and usage

- Empowering communities to work with data is important, in particular to ensure that there is a positive feedback loop; to mitigate biases in decision-making; and to safeguard privacy
- Data collection should be rights-based. Priority groups should be determined locally.
- What does 'meaningful connectivity' actually mean? – device, data, speed, affordability? Select metrics carefully as they define the answer.
- Disaggregated mobility data helps governments tailor policies to suit their peoples' needs.

Case study: Latin America and the Caribbean

Data-driven policy design to inform COVID-19 responses

UNDP helped governments use mobility data to design and adapt containment policies at the beginning of the COVID-19 pandemic.

Governments across the world were encouraging people to stay at home to limit the spread of the virus. However, in Latin America and the Caribbean more than half of the workforce is employed in the informal sector and cannot afford to stay at home. In order to design policies and programmes adapted to these challenges, governments needed to understand mobility flows.

UNDP partnered with Grandata to visualise and analyse the activity of anonymized mobile users outside of their homes, compared to reference dates. Variations of mobile activity helped governments assess how their people responded to containment policies.

5. Invest in meaningful universal connectivity

- Meaningful connectivity is broadband that is “available, accessible, relevant and affordable, but also that is safe, trusted, user-empowering and leads to positive impact”
- Before we address meaningful access, 2.7 billion have no access.
- Foundational connectivity reduces the digital divide
- Connectivity is meaningless without digital literacy

6. Advocate for appropriate use of digital public goods

- DPGs are open source, allowing countries to copy and adapt to find solutions more quickly.
- A powerful cocktail of open-source code, guides and a community of users turbocharges implementation and lowers cost
- Sectoral DPGs addressing identity, digital payments or data exchange can mesh to form foundational digital public infrastructure

7. Build national digital literacy and capacity

- Investing in foundational digital literacy training is important -- but not enough. It is also critical to expand training and employment opportunities in technology, product, user research, design, and agile delivery
- Increasing peoples' digital skills and investing in national digital capacity creates new job and growth opportunities.
- Digital literacy programmes must instil awareness of the risks surrounding digital services including data and privacy rights, disinformation and hate speech.
- Inclusive digital literacy means consciously including marginalised groups at every stage and designing training with their needs in mind.
- The leaders of tomorrow need the skills and confidence to steer national digital transformation in a way that benefits the whole of society.

8. Build diverse, interdisciplinary teams

- Digital transformation can be only enabled and achieved by empowered teams, it is not a job of a lone coder.
- Diverse teams build products for life's diversity.
- Diversity of experience and perspective anticipates real-world problems and solves them on the fly.

9. Support inclusive business models

- Inclusive business models target a whole-of-society approach for attracting users, opening up new revenue streams and leaving no one behind.

10. Promote inclusive service design

- Intentionally inclusive service design solves more problems for more people
- Good service must address a clear need or problem
- A good service must also be usable by everyone who needs to use it, regardless of their circumstances or abilities

Case study: Ukraine

Striving for more inclusive digital public services

Since the COVID-19 pandemic, UNDP has been supporting the Government of Ukraine to rethink people-government interactions.

In 2019, the Government of Ukraine created a Ministry of Digital Transformation with a bold mandate to lead digital transformation across ministries. Within five months, the Ministry launched a mobile application called Diia offering more than a dozen eServices to the public.

However, the Ministry of Digital Transformation realized half of the Ukrainian population had not used eServices by the autumn of 2020. UNDP helped overcome this challenge by commissioning a study which showed that eServices did not fully comply with international accessibility standards, such as the Web Content Accessibility Guidelines, thus limiting accessibility. By taking a rights-based approach to user design – through documenting the user journey of people with a disability, it demonstrated the value of rethinking the eService design.

