

## 1. What values and principles should underpin cooperation in the digital realm

The Principles for Digital Development ([www.digitalprinciples.org](http://www.digitalprinciples.org)) are a set of nine living guidelines to help practitioners implement better technology solutions for development challenges. Endorsed by more than 150 development organizations and counting, The Principles are meant to help guide the creation of technology-enabled programs and tools so that development organizations can reach more people with life-enabling services more quickly and sustain those services to produce stronger and more sustainable outcomes. The Principles for Digital Development were developed by the digital development community (e.g., Unicef, the Bill and Melinda Gates Foundation, U.S. Agency for International Development) for the digital development community. No matter your organization's size, sector, specialty, or geography -- the Principles can help anyone, anywhere achieve your digital development goals. That's because the Digital Principles are informed by lessons learned from hundreds of practitioners all over the world. As living guidelines, they are updated over time and refined to maintain their relevance as technology and innovation continues to progress. **So what are the specific Principles? They include: Design with the User, Understand the Existing Ecosystem, Design for Scale, Build for Sustainability, Be Data Driven, Use Open Standards, Open Data, Open Source, and Open Innovation, Reuse and Improve, Address Privacy and Security, Be Collaborative.** To learn more about each of them, please watch the video below or visit [digitalprinciples.org](http://digitalprinciples.org)

### Resources:

[Digital Principles video \(https://www.youtube.com/watch?v=xctiM8RUNrI\)](https://www.youtube.com/watch?v=xctiM8RUNrI)

## 2. How can stakeholders cooperate more effectively in the digital realm and how can marginalized stakeholders be included?

If you want to go fast, go alone. If you want to go far, go together. African proverb

The Digital Impact Alliance brings together public and private sector actors to go further together when implementing digital technology. For more than a decade, development actors have been investing in using digital technology (e.g. software, big data) in funded development projects to achieve improved

societal outcomes in the developing world. From sending messages to expectant mothers to transferring cash to government workers to combat fraud, the global development community has made improvements in reaching more people more cost effectively. Yet donors, governments and NGOs acknowledge that the promise of this technology to accelerate development programs has not kept pace with the changes in our personal lives (e.g., email, ride sharing) nor are we yet adequately equipped to discuss the challenges this technological progress brings.

**Why is this the case?** While money has been invested<sup>1</sup>, infrastructure developed, and technology policies adopted, we are not making rapid enough progress to meet the SDGs. Four key issues remain where collaboration is needed:

- **Products:** A lack of robust and reusable technology building blocks that meet developing country needs have not been adapted to existing infrastructure in the developing world.

DIAL and the ITU conducted new research which informs an SDG Digital Investment Framework to help countries make smarter and more strategic decisions in their ICT investments. The Framework — outlined in [this paper \(https://digitalimpactalliance.org/wp-content/uploads/2018/10/ICT4SDGSReport.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2018/10/ICT4SDGSReport.pdf) – was developed through in-depth study of the agriculture, education, and health sectors and identifies critical technology needs that can be served by the same, generic ICT Applications. DIAL also created an animated video (<https://vimeo.com/292120830>) as part of this work.

- **Pricing and procurement:** A continued need for demonstrations of sustainable business models that stimulate private-sector technology companies to adapt existing technology for the poorest populations (underserved) in emerging markets. Similarly, we have not undertaken a consistent set of procurement practices across global actors to pool financing.

DIAL believes that new financing mechanisms, such as pooled procurement and advance market commitments, can de-risk markets to incentivize new private-sector entrants to supply digital technology products aimed at reaching the underserved. DIAL has produced [research \(https://digitalimpactalliance.org/wp-content/uploads/2018/12/DIAL\\_Financing\\_Digital\\_Markets\\_final.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2018/12/DIAL_Financing_Digital_Markets_final.pdf) alongside the Tableau Foundation and PATH which examined how the innovative financing mechanisms that were deployed to address market failures for vaccines may help solve similar challenges in accessing digital products today. DIAL plans to explore these lessons further through efforts to aggregate demand for core mobile services. We will use this market model in 2019 to determine if it can be extended to software and data platforms, looking carefully at the model already developed by USAID for aggregating broadband internet.

- **People:** Countries, donors and NGO personnel continue to lack the support they need to feel comfortable incorporating technology into their development programs. Under DIAL's work stewarding the Principles for Digital Development, we have developed numerous training

<sup>1</sup> DFID in 2015 reportedly supported over 160 programmes with digital components and over 1800 M4D apps. [https://www.gov.uk/government/uploads/system/uploads/attachment\\_data/file/417521/Review-Digital-Programmes-Feb2015.pdf](https://www.gov.uk/government/uploads/system/uploads/attachment_data/file/417521/Review-Digital-Programmes-Feb2015.pdf)

materials and tools that any actor can choose to adapt for their use. These programs can be used by anyone globally free of charge as they have been created as common public goods using open source licensing.

As part of DIAL's work stewarding the Principles for Digital Development, we have developed an [advocacy tool kit \(https://digitalprinciples.org/out-of-the-box-content/\)](https://digitalprinciples.org/out-of-the-box-content/) which including training materials and tools that have been created as common public goods using open source licensing) that any digital development stakeholder can choose to adapt for their use, free of charge.

- **Policies:** Globally, technological change has occurred so rapidly that it's been difficult for most countries to set the appropriate policies to mitigate downside effects on underserved populations.

One policy-related area of interest for DIAL is to ensure the responsible use of data for development. Our "D4D" team is working on both data sharing guidance and a data sharing agreement template that is informed by the Digital Principles (Specifically the Be Data Driven and Addressing Privacy & Security Principles), as well as input from several stakeholders, including leading implementers, legal experts from various regions around the world. It is also informed by our experiences working with regulators on specific intervention projects in Africa. Once the documents are final, we'd be happy to share them.

## **Who are the forgotten stakeholders in these mechanisms? How can we strengthen the voices of women, the youth, small enterprises, small island states and others who are often missing?**

- With regards to women, DIAL along with the Institute of Development Studies (IDS) at the University of Sussex, recently conducted research to explore the experiences of women working in open source to better understand why women are underrepresented and do not always feel welcome in this community: [https://digitalimpactalliance.org/wp-content/uploads/2018/11/GenderOSS\\_v10\\_PDF.pdf](https://digitalimpactalliance.org/wp-content/uploads/2018/11/GenderOSS_v10_PDF.pdf)

## **What are successful examples of cooperation among stakeholders?**

We have seen increased interest and engagement around the Principles for Digital Development and hope to continue to build awareness and collective action that is informed by these Principles across digital ecosystem stakeholder groups.

## Where is increased collaboration needed?

- Understand the issues that bar greater collaboration in digital development. In 2018, DIAL undertook a global analysis of digital development issues scanning stakeholders primarily from the global south. Please see our [infographic \(https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIAL\\_StudyInfographic-OnePager\\_v3.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIAL_StudyInfographic-OnePager_v3.pdf) and read the full study [here \(https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIALBaselineEcosystemStudy.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIALBaselineEcosystemStudy.pdf).
- Increase awareness by private sector actors of relevant development use cases (e.g. maternal and child health, food insecurity) and market incentives that encourage technology providers (e.g., software companies, mobile network operators (MNOs)) to adapt their existing technology to deliver SDG services. Please see [our analysis here \(https://digitalimpactalliance.org/wp-content/uploads/2018/07/DIAL\\_D4D\\_MNO-Paper2\\_2018-v9.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2018/07/DIAL_D4D_MNO-Paper2_2018-v9.pdf)
- Provide tools that country governments and development professionals responsible for choosing technology can use to select what technology they need for the problem they face, if it already exists and where investment is needed. Look to countries that have led the way in establishing this infrastructure include Estonia and India and efforts like the World Bank led ID4D program and DIAL's Open Source Center for models on building common infrastructure. Please see the DIAL ITU study [here \(https://digitalimpactalliance.org/wp-content/uploads/2018/09/ICT4SDGSReport.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2018/09/ICT4SDGSReport.pdf) and watch the [ICT4SDGs \(https://vimeo.com/292120830\)](https://vimeo.com/292120830) video.
- Increase funding and pooled procurement for cross-sector sustainable digital platforms and data analytics solutions that anyone, anywhere can deploy in their development program. Resource: DIAL and the Tableau Foundation released an [analysis \(https://digitalimpactalliance.org/wp-content/uploads/2018/12/DIAL\\_Financing\\_Digital\\_Markets\\_final.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2018/12/DIAL_Financing_Digital_Markets_final.pdf) in December, 2018 on how the experience of vaccine procurement could inform technology development. Tests on this will begin in 2019 to determine how pooled procurement for different technology solutions could be implemented in development and we are seeking partners.
- Improve understanding of complex technology policy issues so that the underserved can benefit equally and not be harmed when digital technologies are incorporated into development services. We must find a balance between using technology to support development ambitions and ensuring privacy and security. DIAL is testing new partnership models with mobile network operators, global development NGOs and regulators in the use of data for development. Please see our [video \(https://vimeo.com/299078283\)](https://vimeo.com/299078283) on a unique public private partnership in Malawi with the government, NGOs and regulators. We are also seeking to ensure that more girls and women are participating in building these new solutions. Please see our [analysis \(https://digitalimpactalliance.org/wp-content/uploads/2018/11/GenderOSS\\_v10\\_PDF.pdf\)](https://digitalimpactalliance.org/wp-content/uploads/2018/11/GenderOSS_v10_PDF.pdf) of challenges building a more gender inclusive open source community for more suggestions on strategies to pursue.

The SDGs will not be achieved without greater collaboration across actors on new products, pricing, and policies. Fundamentally, people make these digital investments work. It is time to invest together.

**About DIAL:** The Digital Impact Alliance is funded by leading development agencies and private foundations. DIAL was established in 2015 and is housed at the UN Foundation. We combine practical research with evidence-based advocacy to advance digital inclusion. DIAL seeks to identify barriers to digital inclusion; test ways to remove them; and collaborate with digital service providers, policymakers and funders on ways to institutionalize digital technology into development services.

DIAL is a neutral organization that considers cross-sector and cross-geographical issues in digital development. One of DIAL's core mandates is to connect donors, civil service, NGOs, and the private sector to collaborate to advance digital inclusion. Opinions offered in this submission to the High-Level Panel on Digital Cooperation are solely those of the author. Learn more about DIAL's programs in our 2018 [annual report](https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIAL_AnnualMemo2018_FINAL-12.20.2018-min.pdf) ([https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIAL\\_AnnualMemo2018\\_FINAL-12.20.2018-min.pdf](https://digitalimpactalliance.org/wp-content/uploads/2019/01/DIAL_AnnualMemo2018_FINAL-12.20.2018-min.pdf))