Digital With Purpose
Delivering Technologies for 10 Billion People

Luis Neves
CEO, GeSI
GeSI exists to bring the ICT sector together to deliver against a vision: **Foster** digital innovation responsibly to transform our world for good 🌿
MEMBERS

accenture, apdc, AT&T, Bell, CMAS, colt, CSCP, Dassault Systems, Dell, Deloitte, Deutsche Telekom, etno, GI, Huawei, IBM, Impact ROI, Liberty Global, Lumen, MTN, NEC, NOS, NTT, Superior Essex, Swisscom, T-Mobile, Taiwan Mobile, TDC Net, Telstra, TIM, TM Ausbau, Türk Telekom, Unipartner, Verizon, ZTE
Status of the World Analysis: Performance toward SDG achievement

1. NO POVERTY
   - Target: 32%
   - Current: 58%
2. ZERO HUNGER
   - Target: 46%
   - Current: 22%
3. GOOD HEALTH AND WELL-BEING
   - Target: 34%
   - Current: 49%
4. QUALITY EDUCATION
   - Target: 34%
   - Current: 55%
5. GENDER EQUALITY
   - Target: 57%
   - Current: 34%
6. CLEAN WATER AND SANITATION
   - Target: 37%
   - Current: 45%
7. AFFORDABLE AND CLEAN ENERGY
   - Target: 16%
   - Current: 77%
8. DECENT WORK AND ECONOMIC GROWTH
   - Target: 26%
   - Current: 68%
9. INDUSTRY, INNOVATION AND INFRASTRUCTURE
   - Target: 34%
   - Current: 33%

10. REDUCED INEQUALITIES
    - Target: 12%
    - Current: 24%
11. SUSTAINABLE CITIES AND COMMUNITIES
    - Target: 12%
    - Current: 9%
12. RESPONSIBLE CONSUMPTION AND PRODUCTION
    - Target: 24%
    - Current: 48%
13. CLIMATE ACTION
    - Target: 17%
    - Current: 68%
14. LIFE BELOW WATER
    - Target: 35%
    - Current: 41%
15. LIFE ON LAND
    - Target: 3%
    - Current: 6%
16. PEACE AND JUSTICE STRONG INSTITUTIONS
    - Target: 19%
    - Current: 60%
17. PARTNERSHIPS FOR THE GOALS
    - Target: 55%
    - Current: 33%

Source: GeSI and Accenture Strategy Analysis, 2016
Connectivity & 17 digital solutions are indispensable to meeting the SDGs for 8.5bn people by 2030

ICT SECTOR

Food & Housing
- Smart agriculture
- Smart building

Participation & Security
- E-government
- Smart police
- Real-time disaster warnings

Work & Business
- E-banking
- E-commerce
- E-work
- Smart manufacturing

Health & Learning
- E-health
- E-learning

Infrastructure & Environment
- Connectivity
- Smart energy
- Smart conservation
- Smart water management

Mobility
- Connected private transportation
- Smart logistics
- Traffic control & optimization

Source: GeSI and Accenture Strategy Analysis, 2016
Digital with Purpose: Delivering a SMARTer2030 identifies and quantifies how digital technologies can help governments, businesses, and philanthropic organizations accelerate their efforts to achieve each of the 17 SDGs.

The report considers seven digital technologies which have been chosen as broadly representative of the way digital capability will evolve in the medium term and for their critical influence on the world. These technologies include: digital access, faster internet, cloud, the internet of things (IoT), cognitive, digital reality, and blockchain. Of the 169 SDG targets, 103 are directly influenced by these technologies.
Approach

SDGs in numbers
169 targets across 17 SDGs

Tech in numbers
7 digital technologies
4 impact functions
500+ use cases

Impact assessment
Qualitative assessment
Cluster > target > use case > function

Quantitative assessment
21 targets, plus associated emissions abated for 8 of these targets

ICT sector footprint
Estimates to 2030 for:
- GVA
- R&D spend
- Employment
- E-waste
- GHG emissions

Compared to SDG impact
Target Filtering

169 TARGETS

Deprioritise policy or aid focused targets

62 TARGETS DEPRIORITYSED
107 TARGETS REMAINING

Deprioritise targets where ICT is of low importance

4 TARGETS DEPRIORITYSED
103 TARGETS REMAINING
Additional SDG Impacts
Key Messages

Urgent intervention is required

- Our biosphere is under threat from rising carbon emissions
- Our society sees persistent inequality and lack of access to basic services
- Our economy continues to drive unsustainable consumption
- > 30% of sampled indicators actually deteriorating, all could be undermined by climate change

Digital technologies are having a powerful impact

- Powerful impact on 103 targets through the four identified impact functions
- Deployment of existing technologies will, on average, accelerate progress by 22% and mitigate downwards trends by 23%
- Extensive economic, social and environmental contribution of the sector itself

Digital technologies can and need to contribute more

- Need is self evident
- Negative externalities need better understanding and mitigation
- Upside emissions scenario with significant collaboration shows the potential
- Major obstacles need unlocking e.g. impact measurement
- $3 trillion likely to be spent on R&D within the ICT sector from now until 2030
Focus: Solutions that can Deliver a New Generation of Innovations using Digitalization in the 4th Industrial Revolution
Delivery on Human Needs through Clusters
Focus on three areas of human needs with clusters that can/want to scale (but also multi-need solutions)

1. Shared spaces for cultural activities
   - MOOC education
   - Tailor-made m-education
   - Connected youth for reduced digital divide

1. Smart inclusive governance
   - Purpose driven business model innovation

1. Lifelong learning
   - Empowered individuals and groups

Spaces/Protection

1. Smart city planning (e.g. walkability, green space planning and feedback)

Social development

Personal growth

Nutrition/Health

1. Smart nutrition (e.g. smart meals, health tracking)
   - Preventive health care (e.g. tracking and health solutions for healthy lifestyles, both physical and mental)
Open to ALL

Pledge Commitments

1. Commit to supporting the United Nations Sustainable Development Goals and to establish practical and incremental steps to become a purpose-led business;

2. Take and report concrete action on climate change, in line with the Paris Agreement;

3. Embrace the principles of impact transparency and report accordingly every year;

4. Develop and deploy digital technology with positive societal impact.

Expectations of participants

• Make a public commitment to the four universal commitments of the movement;

• Contribute to development of the framework,

• To collaborate with others to develop and realise their ambitions to maximise their positive impact on the SDGs and to mitigate their negative impacts
Standardisation and accountability are key to ensure maximum impact and deliver on ambitious promises.

Our framework of measures monitors performance in delivering digital solutions to societal and environmental challenges and minimising the negative impacts arising from the deployment of digital products and services.

- So far the framework has been designed to be used by large Digital Technology Providers.
- Work on its application to SMEs is underway and a meeting of DWP SMEs will be convened in September.
- Metrics for Digital Technology Users to be started later in the year.
The Framework

We have developed a mechanism for scoring companies to encourage corporate commitment to the amplification and acceleration of SDG impact through digital technology. The Digital with Purpose framework comprises of three main component parts. Participants will receive an overall Digital with Purpose performance score, and access to like-minded organisations for opportunities to collaborate to overcome shared barriers and drive collective progress against the SDGs.

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

Metrics framed by the SDGs, reflecting how a company contributes innovative digital solutions through its products, services, and core business practices, to improve the sustainability of our society and our planet.

Responsible Business

Metrics covering: Climate Change; Digital Trust and Responsibility; Circular Economy; Digital Inclusion; and Supply Chain. The metrics 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.
Based on the Framework, Digital with Purpose companies will be assessed and awarded a formal certification which will be measured annually to track performance and validate ‘best in class’ against the Framework. Different accreditation levels have been developed in recognition that companies will implement different roadmaps to success. The different accreditations are set to enhance companies’ reputation with investors, customers, and shareholders given the growing trend towards sustainable finance and the increasing public opinion scrutiny.

- Companies signing the Pledge have a 12-month probationary period to reach a minimum performance score and move from ‘Committed’ to ‘Developing’ by meeting established targets within the period.
- Thereafter, Digital with Purpose 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, Diamond).
- An annual award ceremony will recognise leading companies.
THANK YOU

Global Enabling Sustainability Initiative
Rond-Point Schuman 6
1040 Brussels, Belgium
E-mail: info@gesi.org
www.gesi.org