



AVPN – Breakout series 3: Digital transformation

Thursday, May 26, 2016

10:57 am

Summary of the Content of the Session:

Moderator: Tris Lumley (Director of Development, New Philanthropy Capital)

Speakers:

- Naveen Menon (Partner, Global Social Impact; Lead & Head Communications, AT Kearney)
- Jake Laves (Global Director, Entrepreneur Impact Autodesk)
- Sylvia Cadena (Community Partnerships Specialist, APNIC)
- John Hecklinger (Chief Program Officer, Global Giving Foundation)

Tris Lumley

- The digital revolution has already happened and we are living in the aftermath. The scale of change that has taken place - in how people choose to communicate, watch TV, learn, bank, shop and organize their lives - has been likened to the industrial revolution. And it's not over yet. The pace of technology-fueled change is still accelerating.
- The chart "accelerating growth in technology" shows the exponential growth of technology these years. And yet, the basic digital skills adopted by the social sector lag behind the private sector, while such a gap is widening. Such a phenomenon is particularly obvious in transaction-related technologies.
- Despite the increase in interest in tech for good/social tech over the last 10 years, the increase in investment in digital in the social sector is rather slow.
 - Incremental investment often focuses on fundraising and connection between investors and the organizations but not on users
 - Fragmented investment by foundations & impact investors
 - Only a few funds aim to raise expertise in terms of digital skills
 - Significant market structure problems exist:
 - startup for social enterprise does not equal that for business
 - The model of social enterprises is rarely "Business to Consumer." Generally, it is grant funders/public sector who buy the services. The lack of customer choice hinders scaling. Business to business markets are incredibly tough
- Towards Transformative change: how can technology solve the problem? By Integrating services like, the creation of common resources, shared resources, and a joined up approach to digitalize step by step

Naveen Menon

- The internet is not covering the whole population despite recent development. Social sectors can help solve the grand challenges by incorporating technology.



- We need to understand the internet first- It is a \$5.6 billion industry and ~70% of income is generated by online services. 43% of people are connected to the internet in the world and 78% have access to the mobile network.
- AI, network, sensors, nanotech, machinery, 3D printing, and robotics have experienced exponential growth. Challenges for humans include: reliable energy, clean water, education for all, preventable diseases, sustainable growth of agriculture, and poverty alleviation

Jake Layes

- AUTOCAD: a design software to design different tools/buildings
- Vision: Help people imagine and design a better world
- 3 strategies to support philanthropy and sustainable development :
 - Tools to empower the user to design the best product
 - Lead by example: sustainable operation in everyday business as an example for all
 - Aid to non-profit organizations through free software and training provided to non-profit organization and students

Sylvia Cadena

- We try to support the organization in the social sector that has the idea that involves a solution, which somehow links to the internet.
- Internet technology for the local community is not connected to the world, but enables neighbors to connect each other.
- Ownership of what the internet allows one to do is the key
- When one thing fails in the internet, people often lose trust. So, it is important to maintain a standard.
- We have to ensure that people are not scared by the internet. Challenges include the lack of business skills in social sector and the lack of communication between technological and social sectors.

John Hecklinger

- Infrastructure gets into very precise things
- Broker system: used cars- buyers should know the seller and trust the seller
- The power of uncertainty- information asymmetry: If increase trust in the market, the confidence in buying cars will be increased
- Increase of market information increases trusts
- Fundraising is another problem
- Cloud funding platform: 2002, most projects are online with more people funding, the ideas are posted on the internet, and the innovators can also use their networks
- Promise tech: able to understand others via internet, get radical dramatic response rate, get real time feedback and adjust strategy based on that.
- "Provide information of what is good and what is not working"
- The private sector does it all the time, but it is tough for the social sector
- Vision: smoothen the fundraising process without friction