iMPACT

Insights & Inspiration for Social Innovation

Digital Strategies for Inclusion
"Inclusion Unplugged through Digital Innovation"

CyberSecPhil CONFERENCE

📅 January 24 & 25, 2024   📍 The Fifth at Rockwell

Beyond Borders:
CYBERSECURITY FOR A DIGITAL NATION

SCAN TO REGISTER

CO-PRESENTED BY:

CYBERSECASIA ESCOM

Network with industry leaders and your peers

Learn more about latest cyber threats

Gain insights into emerging technologies. Improve your cybersecurity strategy.

https://cybersecasia.org/philippines

4th annual

Technology for Change Asia

February 27th and 28th 2024 | Hong Kong

Harnessing technology for a sustainable tomorrow

Join 300 leaders from across the Asia-Pacific to delve into the latest technology solutions tackling social challenges for businesses and people.

Cheow Hoe Chan
Government chief digital tech officer
Smart Nation and Digital Government Office, Singapore

Liz Ortiguera
Managing director, Asia-Pacific and senior advisor to chief executive
World Travel and Tourism Council

Nik Naharudin Mohd Nasir
Director, talent and capability
Malaysia Digital Economy Corporation

Ricky Leung
Executive director, engineering and technology
Airport Authority Hong Kong

Anjali Mazumder
Theme lead on AI and justice & human rights
The Alan Turing Institute

Maaike Steinebach
Co-chief executive
FemTech Association Asia

Register:
techforchange.economist.com

Supporting organisations

HONG KONG
ALWAYS WORLD CITY

HONG KONG
TOURISM BOARD

CONTENTS

EDITION 38 | JANUARY-MARCH 2024

CONTENTS

Dear reader,

As we welcome the year 2024, filled with promising opportunities and possibilities, it is with great excitement that we present the latest issue of iMPACT, "**Digital Strategies for Inclusion**." In a world constantly shaped by technological evolution, this edition serves as a beacon guiding us through the transformative possibilities that lie ahead in the realms of diversity, equity, and inclusion.

The intersection of technology and inclusion is a dynamic space, brimming with innovations that have the power to change lives. In this issue, we spotlight cutting-edge digital strategies that transcend barriers, from groundbreaking assistive technologies to inclusive design principles shaping the user interfaces of tomorrow. Our contributors share insights into how these innovations are redefining accessibility standards and creating more inclusive digital experiences.

Looking ahead, we consider the future of accessibility in an ever-evolving digital landscape. With our team's dedication to engaging with experts and visionaries, we discuss emerging trends, ethical considerations, and the role of digital literacy in shaping a future where technology is a force for positive social impact. It's a call to action for all of us to actively participate in shaping a digital future that prioritizes inclusivity. We highlight how technology is a driving force behind the creation of more inclusive educational and professional environments.

We look forward to your feedback, suggestions, and recommendations, as together the impact of our words and your actions shall create a synergy that could transform the world of education. We hope to have your continued support and patronage. To stay updated, visit our website **here** and follow us on our social media accounts: Instagram, Facebook, and LinkedIn @theimpactmagazine.

Thank you for your valuable time!

Warm regards,

Editorial Team

> Become a change-ready organization. This goes beyond being able to deploy a new tool or process - it means building a culture and communication structure that is ready, willing and able to adapt to any change.

▼

Keith Kitani
CEO, GuideSpark

EVENTS ROUNDUP

*Click for more details

1 **International Conference on Business Management and Social Innovation (ICBMSI-24)** ⬉
January 10-11
📍 Toronto, Canada
👤 ResearchPlus

2 **China Food And Beverage Carbon Neutral Summit 2024**
January 15-16
Shanghai, China
EVC

3 **Global Steel Sustainability Summit 2024**
January 17-18
📍 Hamburg, Germany
APEX International

4 **2024 CyberSecPhil Conference**
January 24-25
📍 Manila, Philippines
CyberSecAsia

5 **Twentieth International Conference on Environmental, Cultural, Economic & Social Sustainability**
January 24-26
📍 University of Aveiro, Aveiro, Portugal + Online
University of Aveiro

6 **SECAAS Annual Conference**
January 26-28
📍 North Carolina 27109, US

7 **World Sustainable Development Summit 2024**
February 7-9
📍 New Delhi, India
The Energy and Resources Institute (TERI)

8 **The 4th Southeast Asian Conference on Education (SEACE2024)**
February 15-19
📍 Chiang Mai University, Thailand + Online

9 **Heal the World Make it a Better Place**
February 18
📍 Taj Lands End, Mumbai

10 **Seamless Asia 2024**
February 20-21
📍 Singapore
Terrapinn

11 **Asia-Pacific Forum on Sustainable Development (APFSD)**
February 20-23
📍 Bangkok, Thailand
ESCAP

12 **IFRS Sustainability Symposium 2024**
February 22
📍 New York City, USA + Online

13 **Community resilience Partnership Program**
February 27-28
📍 Bangkok, Thailand
Asian Development Bank

17 **9th Annual Sustainability Week**
March 4-6
📍 London, UK
Economist Impact

18 **Smart IoT Indonesia 2024**
March 6-8
📍 Jakarta, Indonesia
Gem Indonesia

19 **Vegetarian Food Asia**
March 8-10
📍 Hong Kong
Baobab Tree Event Management Co. Ltd.

20 **World Ocean Initiative**
March 11-13
📍 Lisbon, Portugal
Economist Impact

21 **3rd Annual Sustainability Week Asia**
March 11-13
📍 Bangkok, Thailand + Online
Economist Impact

22 **IEEE International Conference on Interdisciplinary Approaches in Technology and Management for Social Innovation (IATMSI-2024)**
March 14-16
📍 Hybrid Event
Department of Electrical & Electronics Engineering (EEE), ABV-IIITM Gwalior, Madhya Pradesh, India

23 **International Conference on Smart City and Information System 2024**
March 15-17
📍 Penang, Malaysia
Universiti Teknologi Malaysia

14 **4th annual Technology for Change Asia**
February 27-28
📍 Grand Hyatt, Hong Kong
Economist Impact

15 **SENIA Asia Conference 2024 – Designing for Inclusion**
March 1-3
📍 International School HCMC, Vietnam

16 **SolarWinds Transform Partner Summit APJ 2024**
March 4-6
📍 Bali, Indonesia

To include your event in this section, please email details of the event, in the format above to editor@theimpactmagazine.org

NEWS

NP & Group-IB's Cybersecurity Leap: Singapore's First TIDC to Arm Students and Start-ups Against Digital Threats

Ngee Ann Polytechnic (NP) and Group-IB are strengthening their collaboration by building the first-of-its-kind NP - Group-IB Threat Intelligence and Defence Centre (TIDC) in Singapore. The TIDC aims to train more than 200 NP Cybersecurity & Digital Forensics students in intelligence collecting, threat analysis, and other relevant skills utilizing Group-IB's sophisticated cybersecurity technology. Senior students will administer the facility, which will collaborate with 50 start-ups to improve their capacity to resist cyber assaults.

Source: Group-IB
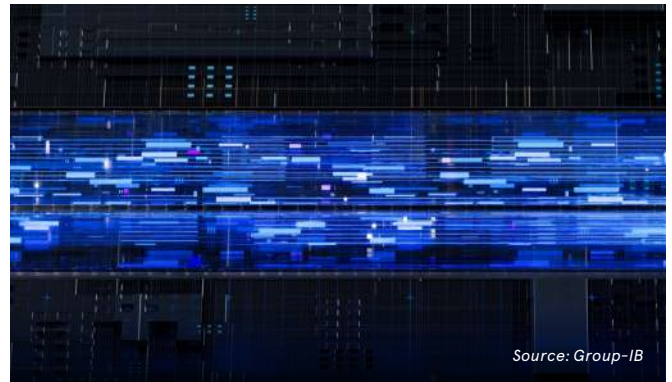
NP is the only university to have been given a $360,000 academic license from Group-IB, allowing access to cutting-edge technologies in the area. Students will investigate the Dark Web and give useful information to start-ups. The plan not only addresses the global need for cybersecurity workers, but it also strengthens the link between academia and industry by incorporating real-world experiences into NP's curriculum via staff attachment programs. ℹ

Empowering Minds: Indonesian Government Harnesses National Movement to Train Millions in AI through Digital Literacy

The National Digital Literacy Movement (GNLD), headed by Deputy Minister Nezar Patria, is actively promoting AI literacy in Indonesia through the Ministry of Communication and Informatics. Since its introduction in 2017, the GNLD, which focuses on AI understanding, has attracted over 5.9 million Indonesian participants. The project seeks to raise public understanding of artificial intelligence's potential and implications.

The ministry also provides intermediate-level Digital Talent Scholarship (DTS) programs and leadership training. These programs cover crucial competencies like big data analytics and digital marketing. The government intends to create laws after consulting with academics and industry stakeholders in order to maximize the usage of AI. Businesses will have access to the upcoming Circular on Ethical Guidelines for AI Usage, which will prioritize security, democracy, accountability, transparency, and inclusivity. In order to optimize advantages and minimize potential hazards, compliance is strongly encouraged even in cases where it is not legally enforced.

NEWS

India's Cyber Battleground: Double the Global Average in Incidents, Warns National Cybersecurity Coordinator

Recently, during, Synergia Conclave 2023, Mr. M.U. Nair, the National Cyber Security Co-coordinator, said that India has been reporting two times more cyber incidents than what the world average is. Over the past six months, India has witnessed 2127 events, whereas globally there are 1,108. From 2022 to date, ransom money has tripled and touched $1.54 billion in the past ten months thus, a huge rise that demands urgent redress.

Mr. Nair warned, however, that, given the tendency to underreport, some of these figures might even be understated. In this respect, he drew attention to international initiatives such as the UN Group of Governmental Experts which uphold responsible behavior to advocate for collaborative approach toward overcoming digital disturbances. One of the UN groups called UNGGE recommended that there should be an establishment of universal policies for cyberspace, the formation of partnerships and enhancement of cross-state security. The efforts have also been made towards development of an international policy aimed at curbing the criminal misuse of ICT.

Indonesia's Digital Economy on Brakes: Profitability Push Slows Growth Trajectory

The digital economy of Indonesia is expected to slow down, following a similar pattern throughout the region, as technology companies change their attention from fast expansion to achieving profitability. According to the "e-Conomy Southeast Asia" study published by Google, Temasek, and Bain & Company, it is forecasted that Indonesia's digital economy would achieve a gross merchandise value (GMV) of $109 billion by 2025. This prognosis is lower than the previous year's estimate of $130 billion.

The move towards profitability, characterized by a decrease in private finance and a concentration on generating income, is seen as a positive development. Notwithstanding economic difficulties and an anticipated deceleration in national development, stakeholders are confident that this transition will establish a more robust business climate. Indonesia continues to be a compelling investment location, with the anticipation of surpassing the regional average in propelling the expansion of the digital economy.

Source: TheJakartaPost

THIS CAUGHT OUR EYE

Protecting Public Interest: Call for 'Golden Share' in DNB to Safeguard 5G Development

In order to ensure public interest in the ownership and development of Malaysia's Digital Nasional Berhad's (DNB) 5G network, it is imperative to establish transparent governance protocols and promote proactive citizen participation. Ong Kian Ming's request that the government keep a "golden share" in DNB and put the public interest ahead of self-interest is an essential step in safeguarding the nation's digital infrastructure.

Acknowledging the prospect that shareholder profits may take precedence over the broader public interest is crucial if private corporations are given authority over the 5G network. Ong's emphasis on maintaining majority ownership, governmental oversight throughout crucial decision-making processes, and stringent asset allocation regulations ensure that DNB's advancement of 5G technology aligns with sustainable development goals. In keeping with the concepts of the social sciences, which seek to advance equitable and inclusive progress, the essay highlights the need of preserving a balance between economic interests and the general welfare of society.

Defending Digital Democracy: Rejecting Illiberal Cyberlaws

Source: TheJakartaPost

It is hard to ignore the recent amendments made to Indonesia's Electronic Information and Transaction (ITE) law which has become one of the most important laws addressing digital governance in this country. Worryingly, executive and legislative conversations are held without any noteworthy involvement of the public in policy formulation. The concerns about the democratized elements in the newly minted cyberspace law are exacerbated by the growing spread of computers into all areas of our life, which is another reason for the absence of a widespread debate on this issue. However, some believe that a few articles are likely to limit online freedoms of speech despite the assertion of fulfilling public expectation.

Today, the absence of clearness and the possibility of government power growth in regulating internet material, together with restricted chances for public examination, give rise to inquiries on accountability and the democratic process. Facilitating the active engagement of the general people in the formulation of cyber legislation is essential to safeguard digital democracy and mitigate the loss of civil rights in an ever more linked global society.

THIS CAUGHT OUR EYE

Unlocking Potential: Digital Literacy as a Human Right for Reintegration

Digital literacy encompasses both individual narratives, such as Timm Wroe's reintegration into society after a lengthy jail sentence, and wider data on reoffending rates and the changing employment landscape. The significance of digital abilities, not only for job opportunities but also for everyday tasks, underscores the enormous influence of digital literacy on social involvement. The significant disparity between the increasing need for digital expertise and the insufficient readiness of individuals reintegrating into society after incarceration presents a strong argument for immediate focus and comprehensive reform.

Given that digital literacy may now successfully surmount employment barriers and ease reintegration, it is imperative that governments, educational institutions, and community leaders support digital literacy as a cornerstone of rehabilitation initiatives. This all-encompassing approach aligns with the principles of digital inclusion, which emphasize equitable and just access to technology and education. Society can underscore the urgent need for significant change by recognizing digital literacy as an innate human right. This allows us to frame the issue not just as one of equity but also as a critical step toward fairness and equality for all.

Source: Arizona Capital Times

Bridging the Digital Divide: Nurturing Braille Literacy for All

Braille literacy in an age of digital technology is often ignored among the blind and visually handicapped. While recordings and synthetic speech are useful for certain special purposes, no digital technology can replace the distinctive advantages of braille supporting reading, communication, and performance at school activities. The paucity of resources to support Teachers of the Visually Impaired (TVIs) highlights the imperative necessity to address the accessibility disparities that families face.

The example of collaboration between the National Braille Press and greater Boston firms presents a case whereby involvement of corporate organizations has been the impetus of transformation. It is a cost-effective approach that also helps enhance accessibility. Moreover, emphasis has been placed on electronic braille formats, which corresponds with the manner of change experienced by the world. These improvements will provide the chance of life long training as well as further career development to the blind or poor sighted persons enhancing participation of all people in modern technologies.

NUMBERS

Bridging the Divide:
HOW TECHNOLOGY IS LEVELING THE PLAYING FIELD FOR ALL

In today's world, internet access isn't just a luxury, it's a key to education, opportunity, and even basic services. Yet, nearly half the world's population remains trapped behind invisible walls of digital exclusion, facing barriers like poverty, location, and disability. But amidst this disparity, a beacon of hope emerges: Non-governmental organizations (NGOs) are harnessing the power of technology to dismantle these digital walls and unlock a world of inclusion and accessibility for all.

4.5 billion people, *more than the combined population of North America and Europe, lack internet access.*

(Source: World Bank)

2 billion individuals, *primarily in rural areas and low-income communities, remain offline despite the rise of smartphones.*

(Source: GSMA)

1 billion people *with disabilities encounter significant hurdles in accessing and utilizing technology.*

(Source: World Health Organization)

Widening employment gap:
59% of new jobs *require digital skills, leaving many without access to opportunities for economic advancement.*

(Source: World Bank)

Healthcare disparities:
Lack of online health information and resources exacerbate existing health inequalities, particularly in rural areas.

(Source: WHO)

Limited education:
263 million children *out of school globally, with many girls in developing countries disproportionately affected by the lack of digital access for remote learning. Losing the digital gap could reduce global illiteracy rates by* **15%** *within a decade by providing access to online learning resources.*

(Source: UNESCO)

Rural populations are **50%** *more likely to experience undiagnosed chronic diseases compared to urban populations, partly due to limited access to online health information and telehealth services.*

(Source: International Telecommunication Union)

NUMBERS

NGOs in Action

Mobile money platforms like **M-Pesa** in Kenya empowered women and boosted financial inclusion by bringing banking services directly to their phones. Mobile money access in Kenya led to a 20% increase in women's business ownership.

(Source: World Bank)

NGOs like **Pratham** in India are developing accessible education platforms and tools, catering to visually impaired and hearing-impaired students. Pratham's digital learning platform has boosted literacy rates among students with disabilities by 25%.

(Source: Pratham Education Foundation)

NetHope's **Connect2Learn** program is bridging the digital divide in rural communities by providing internet access and technology training, fostering digital literacy and community engagement, leading to improved healthcare outcomes and infrastructure development. This sparked a 20% reduction in infant mortality alongside the 35% increase in local businesses, emphasizing the multifaceted impact of Connect2Learn on rural communities.

(Source: NetHope)

How we could help?

Bridging the digital divide could boost the global economy by **$11 trillion** annually through increased productivity and participation.

(Source: GSMA)

Investing in digital literacy programs has been shown to increase individual incomes by up to **20%**, lifting millions out of poverty.

(Source: World Bank)

Studies suggest that increased internet access in rural communities leads to a **25% improvement** in gender equality indicators due to better access to information and economic opportunities for women.

(Source: United Nations Development Programme)

Every day, the digital divide excludes 2 million people from basic online services and opportunities.

(Source: International Telecommunication Union)

By 2030, the number of digitally excluded individuals could reach 5 billion if we don't take immediate action.

(Source: World Economic Forum)

INTERVIEW

Sustainability in Innovation: How Sustainability can also equate to Success

Q: Can you provide an overview of Informa's sustainability initiatives and goals as a global corporation?

A: I was hired by a former CEO eight years ago because he believes that **being a more sustainable business means we're a more successful business**. And over the years we've worked through conversations with thousands of people to determine what the most important things we can do are to create a better place for people, a better environment for the planet, and a better business for us and our customers. And there are three areas where we work. The first area is we're trying to get our business to be zero carbon and zero waste as fast as possible because we know investors care about that, and carbon and waste are the main impacts of the trade show industry. So if we can get those numbers down, that's a big improvement. The second thing, and it's probably the most exciting area for a lot of people, is what we call sustainability inside. So we run trade shows all around the world as well as a thousand conferences and

we're the third largest publisher in the world. So if you went to university, you'll have read our books. All this knowledge is helping specialist communities solve their challenges. So here at the mining event, they're here to learn about how you do mining better. And one of the ways you do mining better is you do it more sustainably. Fewer resources, less pollution, more efficient extraction, more safety, all these things are about how to do business more sustainably. And it's the same in our yacht business, in our medical business, in our food businesses. **So by putting sustainability content inside all of our products, we're helping all of our customer sectors become more sustainable, but also growing our business because there's more opportunity to engage our customers and attract them into our products**. The final area is recognizing we've got unique skills and assets which can help contribute better things to our communities. So like we have a goal around being worth at least $5 billion US a year to the economies of the cities. So, for example, when we come here to Jakarta and 35,000 people come to our event, many of them stay in hotels, they spend money at local restaurants, they spend money with local suppliers, and that creates jobs and GDP growth. So our job is to try and get that to be higher by supporting local business. Similarly, we've got unique knowledge. So how do we connect people who are disconnected from that knowledge? So this show, for example, does a charity golf

tournament where the money raised funds scholarships to students who can go to university and learn to join the mining and engineering industry. So again, lifting people out of poverty, helping with education and development for the cities. And then we want to give 1% of our profit before tax to charities because we think it's important that businesses give back and support charities that customers care about.

. . . .

Q: What do you think are the essential components required to establish a social lab if universities want to create their own kind of lab, and what are the key factors that they should consider?

A: "So we spend a lot of time working with data. The first area is we measure against each of those goals we talked about, it's called our Faster Forward Sustainability Program. So we measure our carbon footprint. We measure how much waste we've reduced. For example, we know that more than 90% of our offices are powered by renewable electricity, and more than 80% of our events are powered by renewable electricity. So we track that, and as we reduce the pollution and waste we cause, that's a good thing. If we want to link it to business success, we look at how customers are engaging with our sustainable content, and how much money we're making from that. It's a crude measure, but it's a good measure for a large list of businesses. And we measure

the number of people who have been connected through our programs. So, for example, the number of scholarships or the number of events we've held that support women or people from disconnected communities enter the workplace. And ultimately we ask our customers. So every event is encouraged to ask the question how important is sustainability to you, which is more than 80% that people really care about it and we ask them how satisfied they are with what we're doing on sustainability. So we literally will ask our customers on this show, you know, are you happy with what we're doing on sustainability? And I hope on this show they will be happy because it does a great job. "

. . . .

Q: Since you mentioned a while ago that you look at your customers if they are also into following sustainable practices. So my question now is, what are the strategies or measures that you go through or do to ensure that these companies or brands you are working with have sustainable components?

A: "Well, see, the first thing we've got to do is get our own house in order. So we're making sure that our energy is renewable, that the structures that we build for the event are reusable. So it's all about the circular economy. And then we try to mix the carrot and the stick. So the carrot, the incentives for our customers, is very much about rewarding and celebrating those customers who are doing a great

INTERVIEW

⟩ **ABOUT BEN WIELGUS**
Ben is a seasoned sustainability professional recognized for driving stakeholder value in business. Shortlisted as the 2023 Sustainability Leader in the EDIE Awards, they bring 12 years of experience from KPMG, specializing in sustainability strategy across diverse sectors.

job on sustainability. So we do a lot of awards for the most sustainable exhibition. We highlight the people who are introducing new sustainable products. And where we can, we incentivize them with maybe discounts on next year's rebooking as well. We can't do that everywhere, but we try and encourage a reward. We're also increasingly trying to develop videos and communications that educate the customers about the impacts of how they exhibit. So we know that 30% of exhibitors don't know what happens to their booth when they build it. And the booth is responsible for most of the waste from an exhibition. It's not the trash, it's not the carpets, it's the fact that in certain cultures the exhibition booths are built for single use. One of the things I'm really pleased with here in Indonesia is that many of the booths are actually built for reuse. And that could be to manage cost as well as anything else. But this event here does better than many of the other events we've seen in other ASEAN countries as well. So we try and educate, and eventually what we'll do is once enough exhibitors have moved, because they see the moral and financial value of reusing their booths, then the final group will be encouraged with more of a stick. But we're not there yet. Today is all about encouraging them and educating them. "

Q: What are the key innovations present or going to be showcased during this event or during the ongoing Indonesia Energy and Engineering Series 2023 exhibition?

A: "Really, the most exciting bit of this event is the focus on industrial sustainability. So there are lots of education sessions running all over the show floor to help engage with exhibitors and attendees who are really interested in this topic so they can learn about what they can do. So this morning, for example, we had a session from the local representative of the British Standards Institute, the BSI, educating people about how to develop a sustainable supply chain, and doing it in a rigorous and trustworthy way using the standards. **So by putting the education across a broad range of sustainable topics, it appeals to a really big audience, and then obviously brings them on board and helps them take it back to their own business.**"

Q: My last question is, what are the steps or strategies that you could suggest for individuals to promote sustainability in their everyday use of technology and digital resources?

A: "**I think so many young people understand sustainability instinctually, acting with ethics.** You know many of our young people will choose value brands that are ethical. I think it's about recognizing that it is better to borrow something or rent something rather than buying something. So many of our youth will subscribe to netflix or equivalent of that instead of buying things now. **Our biggest challenge now amongst the youth is the aspirational lifestyles you see where everyone wants to buy a boat or a yacht or a Ferrari or a BMW and that's everywhere in the world that there's tension in between living an aspirational lifestyle or a happy life, a sustainable life because those material things do not make you happy. So I think for the youth, anything that can make them think about the long-term consequences of the decisions they make is the best training that we can provide.**"

FEATURE

3 Tips to Improve your Email Marketing

Email is one of the most powerful tools at your disposal as a fundraiser.

Neon One reports the average NGO makes $1.11 per email contact/per email campaign, with the average small non-profit (less than 1000 email subscribers) making $6.15 per email campaign/per contact.

Do not overlook email in your fundraising efforts. How can you raise more funds through email? Here are 3 tips to help you reach your email fundraising goals.

1 Welcome New Subscribers

First impressions do matter.

So please, welcome new subscribers. If you do not immediately send a welcome email, the subscriber will have no interest when you send an email asking for money in 6 months' time.

Welcome emails give the subscriber an immediate sense of familiarity with your organization, and it sets the tone for all future email communication.

In your welcome email, be sure to include:

- How often you send emails.
- What kind of emails you will be sending (inspiring stories, updates, etc.).
- A 'thank you' for signing up.

Welcome emails are not difficult to set-up. But they make a huge impact on your email marketing efforts. Take the time, set-up a welcome email.

FEATURE

ABOUT AARON BOYLE
Aaron Boyle is an email communications specialist. He works with non-profits from around the world helping them implement email marketing strategies that convert emails into dollars.
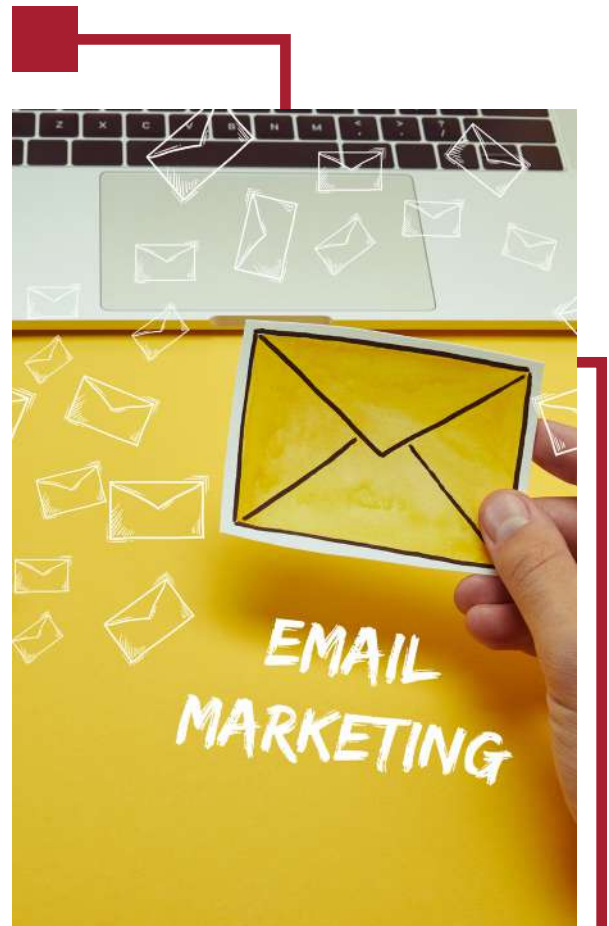
2 Segment your email list

All your subscribers are not the same.

- Some give regularly and some have never given.
- Some are older and some are younger.
- Some open your emails often, and some only once a year.

When you send personalized emails you get more opens, more click-throughs, and ultimately more revenue.

Segmentation requires data. Don't be afraid to send out surveys to your subscribers asking for their preferences. This can help you better serve their needs and interests with your emails. Experiment with different segments. What works for a competitor may not work for you.

Segmentation is also not a one-time process—it is ever evolving as you learn more about your subscribers. Evaluate your segments every 3-6 months to ensure they are still relevant.

Conclusion

There is a lot that goes behind every email—from design to copy to deliverability. Don't let it overwhelm you.

By implementing these three tips you are already far ahead in your email marketing than the majority of non-profits. The emails do not have to be perfect. The subscriber just has to be reminded that your organization exists, and that you are doing good work in this world.

If you can manage that, you will see great results.

Good Luck!

3 Stay Top of Mind

The fear of sending too many emails is holding back your revenue.

Remember, the people on your email list signed up because they want to hear from you!

Can you send too many emails? Absolutely. But it is a far bigger risk to send too few.

Email marketing is all about timing. At some point, the people on your email list are going to be ready to give. And when they do—you want to be the first organization they think of.

By sending more emails you build a stronger relationship with the subscriber when compared with fewer. Like any relationship, time with the other person is the best determinant of trust and familiarity. More emails equals more time with the subscriber, and a higher chance you will be the their organization of choice when it comes time to give.

Practically, this means **sending emails at least once a week (unless the subscriber specifies otherwise). Will you get a few unsubscribes? Perhaps, but don't let that deter you. The benefits of sending more emails far outweigh the cons.**

THE 16TH ANNUAL
GLOBAL CSR & ESG
SUMMIT AND AWARDS™ | 2024

"Generating Meaningful Impact. Unlocking Value"

25th April 2024
8:00 am to 7:00 pm (GMT +7)

Novotel Hanoi,
Thai Ha, Vietnam

THE PINNACLE GROUP INTERNATIONAL
33 Ubi Ave 3 #08-25,
Vertex Building, Singapore 408868
(65) 6444 9049   www.pinnaclegroup.global

"Connecting People and Business"

CONTACT DETAILS:

ERIC KHOO
+65 6444 9049
+65 8383 2480
eric.khoo@pinnaclegroup.global

CYAN LEE
+65 8222 2344
cyan@pinnaclegroup.global

CELESTIA CHENG
+65 9738 7487
marketing@pinnaclegroup.global

IN REVIEW

Book

### How to Start, Run and Grow a Successful Nonprofit Organization
by Aaron Sanders

If you want to start a nonprofit organization based in the United States, this book is for you! This book lists out everything about starting an NPO on your own from scratch- from checklists to state-wise information about rules and procedures, it certainly has it all.

However, if you're someone who already runs a well-established not for profit organization, this book is probably not for you (despite what the title says). It is also not very useful in terms of the legal procedures required if you are based out of the USA, in which case this is not something that you should read.

Video/Documentary

The True Cost (2015)

Directed by Andrew Morgan, this film talks about the fashion industry of the world and the societal and environmental impact that it has. It sheds light on issues such as sweat shops, exploitation of labour, environmental pollution, and other consequences of fast fashion.
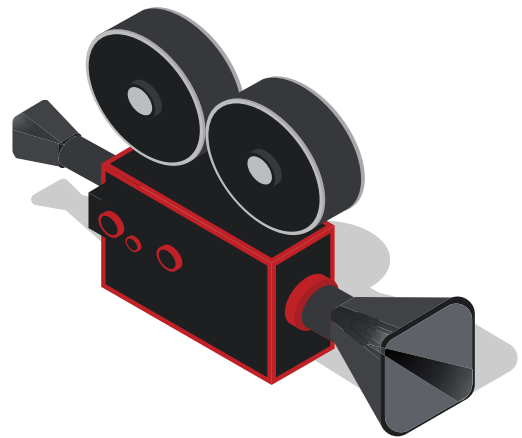
Podcast

The Good Journey Pod

Although it has been discontinued now, this podcast featured the stories of individuals who have made a difference in the world through their nonprofit work. It offers practical tips, resources, and personal anecdotes to guide listeners on their own journey in the nonprofit sector.

ARTICLE

OpEd: The Technology Trends that Will Accelerate Impact for NGOs in 2024

Non-government organizations, not-for-profits and charities are the lifeblood of some of the most vulnerable communities in the world, and are responsible for solving some of the greatest social and environmental challenges we face today.

As we enter 2024, several tech trends promise to be instrumental in transforming how these organizations operate, enabling them to rapidly upscale impact despite rising challenges.

ARTICLE

Artificial intelligence

Artificial intelligence (AI) is not new, but it cannot be denied that GenerativeAI introduced a monumental shift in the recognition of how we can use technology to drive more impact in 2023. According to a recent report by Infoxchange, AI use in the not-for-profit sector doubled in the last year. And PwC projects that AI could add US$15.7 trillion to the global economy by 2030.

AI can optimise donor engagement by analyzing vast datasets to identify potential supporters, personalize communication and even predict donation patterns. GenAI tools can be used to rapidly craft emails, social media assets, and draft content to communicate the mission and work of an organization.

The ability to forecast trends and strategically allocate resources based on data-driven predictions can significantly enhance the efficiency of a nonprofit's service delivery. In the physical world, AI-focused organizations like Omdena are using tools to provide AI solutions to critical issues. As climate challenges rise, Omdena has helped introduce machine learning to a government agency to reduce the time it takes to detect wildfires via traditional human efforts by 50%, and improved the accuracy of detection by 20%.

Data Analysis and Client Management Software for Impact Measurement

Data is the nucleus of every NGO and charity organization. It holds the key to tracking and evaluating impact, and making evidence-based informed decisions. But many NGOs lack the capability to capture, analyze or understand their data.

In a report surveying more than 1,500 NGOs across the Asia-Pacific region by Infoxchange, only half felt confident in using technology to advance their social mission. More than 60% of organizations do not have a system that enables them to understand their impact.

Without technology supporting the outcome tracking capabilities of an organization, this analysis becomes cumbersome and time-consuming, and subsequently the organization will struggle to draw up-to-date insights and understand their impact.

Introducing a data strategy to inform and enhance data capture, monitoring, visualization and reporting of data is critical for organizations to utilize data and provide data-driven evidence that can drive more financial investment from supporters, philanthropists and grant funders towards their mission.

Using data capture platforms such as client management software (CMS) for impact measurement is key to this – in Australia, The Deli Women and Children Centre, a charity supporting women and children impacted by domestic and family violence, implemented a client and case management system to move from paper records to improve confidential client reporting.

The team saw an immediate impact from their data management – identifying trends in types of abuse experienced, and reduced wait time support for victims by 87%. Introducing a CMS also helped reduce low-value manual administration work and increased the scope for high-value tasks, such as supporting and mentoring talent to support vulnerable women and children.

Automation

What was once a functionality limited to profitable companies and businesses is now accessible for even the smallest of non-profit organizations.

Automation allows charities to increase productivity and allocate their resources more efficiently, which is important at a time when volunteers – which make up the entire workforce for some organizations– are in decline across the region. NGOs can automate workflows for routine tasks like donor communication, financial reporting and administrative duties like data entry and document processing, freeing up time for staff to focus on strategic initiatives, relationship-building and community engagement.

ARTICLE

Collaboration tools like Notion, Slack, Microsoft 365 and Google Workspace include automation tools to dramatically reduce workload and build automotive workflows while enabling stronger communications between teams, no matter where they are based around the world.

Cyber Education

Cyber attacks are increasingly becoming more common and more complex – according to Accenture, the cost of a cyber crime incident averaged over US$13 million in 2021 alone. Cyber security is often not the top priority for many under-resourced NGOs who often direct their focus to the frontline. But cybersecurity awareness, protection and risk management is the responsibility of all staff, not just the IT team of an organization.

In Infoxchange's Asia-Pacific NGO Digital Capability Report 2023, one in six organizations experienced a cyber security incident in the last 12 months.

Simple basic cyber hygiene processes like multi-factor authentication could be what makes or breaks an organization – cyber attacks cause major reputational and trust damage, and staff and volunteers must be educated on implementing robust security measures.

In India, the non-profit CyberPeace recently launched Digital Shakti 4.0 to help upskill women to become cyber stewards. Through the program, more than 300,000 women

have since developed cyber safety skills and improved their safety online.

In 2024 we will see a greater focus on all staff members learning how to be cyber safe stewards, preventing risks and taking simple measures like upgrading hardware and software to the latest security standards.

Application Design and Development

It might be surprising to hear that charities will be focusing on building apps and online systems. But there are so many no-code or low-code platforms available, in 2024, NGOs will need to learn how to do more with less – and mobile and web applications can enhance education delivery and improve communications between staff, donors and supporters.

Learning Management Systems for example can be used to train staff, volunteers and beneficiaries. Induction modules can be uploaded to web-based systems to reduce time for staff to transfer learning, and webinars and virtual workshops can allow charities to disseminate information and share best practices. The Association of Southeast Asian Nations (ASEAN) Foundation, for example, provides an e-Learning platform to strengthen the digital literacy skills for teachers, trainers, youth advisory groups, community leaders and government officials.

Modules are developed and translated into more than 10

languages across the region, providing learnings on topics including responsible digital citizenship, media and information literacy, misinformation and disinformation, and more, with a tailored focus on women, elderly and people with disabilities. More than 1,400 trainers had used the platform to help train more than 193,000 beneficiaries.

As we enter 2024, the intersection of technology and the NGO sector holds great promise for under-resourced organizations looking to solve some of our most complex problems. AI, data analytics, automation, digital applications are all incredibly successful tools for generating impact, and by embracing a mindset of continuous skill-building and learning, we can create more change for the communities we aim to support.
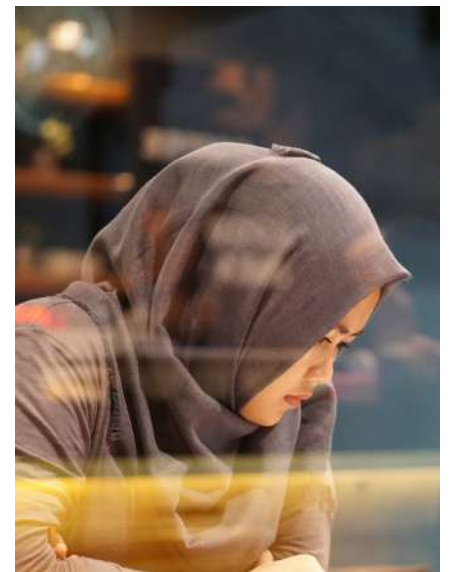
FEATURE

Leveraging 24 years of experience, Belgian company Assortis has established itself as a trusted partner, fostering beneficial partnerships between the donor community, governments, and civil & private sectors, driving impactful development projects across the globe.

Assortis team deliver personalized matchmaking support, ensuring organizations find the perfect expertise to propel their projects forward. "We empower donors with insightful intel, helping them make informed funding decisions that drive lasting impact. At Assortis, we're not just connecting experts, we're fueling development. Our client-first approach and 90% success rate in connecting the right experts with projects across 300+ sectors worldwide speak volumes", says the team.

Assortis identifies and publishes on its platform the upcoming projects of interest in targeted sectors and countries, gathers intelligence on projects' background and local stakeholders, and offers a pointed market analysis. Assortis experts facilitate access to knowledge about local context and specificities from countries worldwide. Based on that, Assortis team provides implementing organizations with customized matchmaking support and donors with useful insights into local partnerships and needs of the development sector.

"Assortis can also support organizations in the bidding phase to draft the technical offers for their bids to maximize chances of getting awarded a contract scoring high on the evaluation".

In detail, Assortis offers for organizations:

- Opportunity monitoring: Through the Daily Tender Alerts (DTA) service, a project management tool, users can receive daily notifications about project opportunities that might interest them.

- Database of experts: Assortis has an extensive database of more than 13000 technical experts that can be used to find high-quality consultants for specific projects, giving the possibility to explore and download expert's CV's in many CVs formats, like Europass, Word Bank, etc.

- Job Posting Board: Users can post job offers to recruit freelance consultants or internal staff.

- CVIP: With the "CVIP," users can create their exclusive database.

The CVIP structure entails several features.

Also, Assortis offers a range of services for qualified technical consultants, aiming to connect them with potential assignments and enhance their professional visibility. These services include:

- CV Registration: By registering their CV on Assortis' Experts Database, consultants make their profiles accessible to internationally active organizations..

- Job Posting Board: Assortis provides a Job Posting Board where consultants can find project vacancies and in-house positions for specific roles.

- Special Info Pack: The Special Info Pack offers real-time email alerts about new project opportunities and vacant positions that match the consultant's interests, with other interesting features.

Assortis also offers additional services, such as:

- Writing Centre: The Writing Centre connects users with experts in methodological writing, proofreading and graphic design.

- Training Academy: Assortis provides specific training modules to increase knowledge of procurement procedures in the field of development aid.

FEATURE

Net4Dev Success story

Thanks to the constant contact with its members, during the European Development Days 2022 the Assortis team realized that there was a gap and an increasing demand for networking opportunities among the different actors of the development sector. Thus, in spring 2023 Assortis launched the first edition of Net4Dev to connect with each other by networking. The Net4Dev event represents an unprecedented opportunity for organizations that want to make themselves known, network and collaborate in international cooperation with the aim of creating successful partnerships.

"In the inaugural two editions conducted in the year 2023, Net4dev has emerged as a dynamic platform, facilitating +240 B2B meetings. Impressively, participants engaged in exploring 1650 profiles, showcasing the diverse and extensive networking opportunities offered by the event. With a remarkable turnout, the event attracted +140 participants hailing from + 28 different nationalities, underscoring Net4dev's global appeal and its ability to bring together professionals from various corners of the world", explains Carla Elia, event manager for Net4Dev.

These statistics not only highlight the event's success in fostering meaningful connections but also emphasize its role in creating a truly international and collaborative business environment. Also, given the unexpected participation and the excellent feedback received the team decided to schedule the next edition of the Net4Dev event in the month of June 2024.

What is Net4Dev?

Net4Dev is an interactive and engaging experience that allows participants from all over the world to connect from anywhere in dedicated chat rooms, with complete freedom of choice of time through the dedicated online platform at www.net4dev.org. There are also thematic group sessions where participants can introduce themselves with a speed dating approach to take full advantage of exchanging with several players in a short timeframe.

Visit **www.net4dev.net** to know more.

FEATURE

Enable Me Access: Accessibility and Inclusion for All

Enable Me Access is a pioneering organization dedicated to addressing the pervasive issue of inaccessible infrastructure, particularly concerning people with disabilities, in India. Our mission is to sensitize, inform, and facilitate the change for Accessible environments through building capacities in Universal Design, and fostering an environment that benefits all, including individuals with disabilities and everyone else.

The Problem

Exclusion of People with Disabilities

According to the 2011 census, 2.21% of the Indian population has disabilities, while globally, 16% of the population experiences some form of disability. While progress has been made in various domains, people with disabilities (PwDs) still encounter numerous challenges that hinder their full participation in society. Of the numerous problems, inaccessible infrastructure poses a significant challenge for people with disabilities in India, particularly those with mobility impairments.

Policy Gaps

Unfulfilled Commitments: Despite government policy commitments, such as the Accessible India campaign, many remain unfulfilled. Bridging the gap between policies, design, and implementation is essential for achieving truly inclusive and accessible environments.

Challenges in Infrastructure

Builder Oversight: Public buildings are being constructed without adequate accessibility measures, leading to the exclusion of People with Disabilities (PwD) from education, work, and social life. There is a lack of awareness and effort in implementing accessibility standards, resulting in unusable features and wasted budgets.

Demographic Impact: With an aging population constituting 8.6% of the total population and increasing health limitations, infrastructural amendments are crucial for a sustainable future.

FEATURE

The Solution

Opening Doors - Beyond Barriers!

Accessibility is a basic human right, and Universal Design facilitates spaces that cater to everyone, regardless of age or ability. Enable Me Access advocates for implementing Universal Design principles, such as building ramps and lifts, to create spaces that empower everyone to access public areas.

Interventions for an Accessible India

Enforcement of Laws: The first step involves the strict enforcement of existing laws, including engagements with the Ministry of Social Justice and the Housing and Urban Affairs, as well as filing complaints against faulty building owners.

Disability Sensitization Workshops: The organization conducts workshops for building owners, focusing on sensitization to the needs of people with disabilities, user-based design, affordable methods of building accessibility, and the benefits of accessibility standards.

Trainings on Accessibility Standards and laws: Further EMA provides trainings based on the National building code and Harmonized guidelines and spacr standards for the stakeholders like Architects, designers, engineers, contractors, real estate developers, Planning control departments, people with disabilities and so on. Th training is tailored to specific built environment elements.

Remote Accessibility Assessment Services: The organization offers remote accessibility assessment services to various organizations to simplify compliance assessments.

Most Accessible City Competition

Enable Me Access initiates a competition where cities can compete for the title of the "Most Accessible City" in India. The organization concurrently focuses on specific categories such as hospitals, public toilets, schools, workspaces, and banks. In the workshops the stakeholders are made to sit in the shoes of different disabilities and explore the city.

The overarching goal is to make 10% of public buildings accessible within the next two years, fostering a barrier-free and inclusive environment for current and future generations.

Enable Me Access stands committed to supporting millions of people with disabilities in their fundamental request for access to public spaces, working towards making this need a reality.

To know more visit our website: **www.enableme-access.com**

And to join for our upcoming trainings on Accessibility Standards, contact us at **+91-8287865790**

The 2023 CSR Conference & EXPO:
Shaping the Future of Sustainability Initiatives in the Philippines

Hosted and arranged by the League of Corporate Foundations, the 2023 CSR Conference and EXPO highlighted corporate social responsibility (CSR) and Environment, Social, and Governance (ESG) Reporting. The event successfully delved into both CSR and ESG reporting and also showcased how leading local players in the country, including LCF member organizations, have been implementing their CSR activities while providing inspiration with regard to what can be done in the future. The conference, which took place on July 4-6, 2023, took place at the Makati Diamond Residences, while the EXPO took place at the Palm Drive Activity Center in Glorietta, Makati City, and was held from July 6-7.

Since its formation in 1991, LCF has been at the forefront of promoting and advocating CSR practice in the Philippines among its members as well as the business community at large. In parallel with this, LCF has been mandated to lead the annual celebration of National CSR Week in the Philippines every July, culminating in the yearly CSR Expo. This year's theme, "From Extra to Essential", conveys that while CSR and ESG reporting has become mandated regulations for publicly-listed companies in the Philippines, initiatives in this field must surpass regulation.

The sessions were holistic, covering critical aspects of both CSR and ESG reportage and showcasing the initiatives of different companies. The opening plenary session, delivered by Ms. Ma. Victoria Tan in her capacity as chair of the Global Compact Network Philippines, contextualized the whole event with the background of the Philippine Development Plan and the United Nations Global Compact. Succeeding sessions were organized by LCF's Committees which are groupings of its member organizations anchored on knowledge-sharing, partnership building, and resource-leveraging. First-day sessions on ESGfying for MSMEs were anchored by experts

POST EVENT HIGHLIGHT

while leading stakeholders in the financial sector such as BDO, Cebuana Lhuillier, and the Bangko Sentral ng Pilipinas (BSP) discussed the importance of financial inclusion. On the second day, sessions focused on the fields of environment and education, with members from the private sector, NGOs, academe, and government providing their respective inputs. There was also a special session with representatives of Shell International B.V. and Mondelez Philippines, sharing how their respective companies have been integrating CSR and ESG in their company efforts.

The Conference was followed by the 4th CSR Guild Awards, an annual recognition program for outstanding CSR projects, programs, collaborations, and other initiatives that have demonstrated sustainable impact on the communities and institutions served within a given period, as collectively decided by the member organizations of LCF. This year, 27 organizations vied for eight awards, and a record number of nominations, 51, were submitted. The 4th CSR Guild Awards was graced by the participation of Hon. Rex Gatchalian, Secretary, Department of Social Welfare and Development, who delivered the keynote address; and H.E. Juha Markus Pyykkö, Ambassador of Finland to the Philippines, who spoke during the closing ceremony.

This year's event was capped by the EXPO, which showcased CSR projects and initiatives of 20 exhibitors, including LCF members and non-members, at the Palm Drive Activity Center in Glorietta 2 and was open to the public free of charge. Exhibitors included Pilipinas Shell Foundation, Coca-Cola Foundation Philippines, BPI Foundation, and San Miguel Foundation. A highlight of the event was a special Knowledge on the Go session, co-organized by LCF members Aboitiz Foundation and Knowledge Channel Foundation and featuring the participation of host and celebrity Marlo Mortel, in which participants played fun learning games and vied for exciting prizes.

The 2023 CSR Expo was presented by LCF and co-presented by the Pilipinas Shell Foundation. It was also brought to attendees by the Aboitiz Foundation; BPI Foundation; Coca-Cola Foundation Philippines; SM Foundation, Henry Sy Foundation, Felicidad T. Sy Foundation; and Vivant Foundation. Learn more about LCF by visiting the homepage at **lcf.org.ph**.

DEVELOPMENT SCHOOL IN FOCUS

Erasmus University Rotterdam International Institute of Social Studies

The Erasmus University Rotterdam has a Master's program in the field of development studies which is **ranked as the 11th best in the world by QS (Quacquarelli Symonds) World University Rankings.** This program is taught in the International Institute of Social Studies (ISS) branch of the university which is located in The Hague, Netherlands.

The program is meant for people who are highly interested in working in international organizations, not-for-profit organizations, non-governmental organizations, etc. The students studying at ISS are motivated by their need to cause a change in the world for the better and strive to bring about that change through their ideas and innovations.

The institute has professors and lecturers from over 30 countries across the world. These teachers are notable researchers in their respective fields and have published great articles and papers about a variety of topics. Getting to learn from such intellectuals is something that most students at the institute cherish. Moreover, ISS follows an interactive way of learning wherein students are presented with case studies and are encouraged to discuss and debate about what the best possible course of action will be for that particular situation. There is a high focus on peer learning along with learning from the professor, as opposed to the typical lecture-style classroom.

During their study, students learn not only about the various theories applicable in the development sector but also about different debates and discussions surrounding them and how they can make practical use of this knowledge in the real world. **The program offers six majors under the umbrella Masters of Arts in Development Studies degree.** These majors serve as specializations that students want to pursue not only in their studies but also in their field of work later on. **Through the majors, ISS covers topics such as agriculture, environmental studies, economics, gender, human rights, governance, migration, diversity, etc.**

Most of the student body at the institute is really diverse and consists of people who haven't visited the Netherlands before. This makes it mandatory for people to interact with those who don't belong to their own culture, making them learn outside of their comfort zone which is an essential component of their study of development.

The most interesting and unique aspect of the program is by far its location. Being situated in The Hague, which is the international city of peace and justice, the ISS campus provides its students with a wide array of opportunities visiting several international organizations and volunteering in NGOs. Considering that getting to know the mechanisms of international organizations is crucial for someone who wants to pursue developmental studies, this city is the perfect place to be in. The city also has a number of libraries that contain a multitude of resources for students who might be interested in research.

MANAGEMENT TOOL IN SIMPLE STEPS

NOISE Analysis

This strategic management tool is often used as an alternative to the SWOT analysis. NOISE stands for Needs, Opportunities, Improvements, Strengths, and Exceptions. This analysis allows the company to analyze what the business looks like currently and at the same time create the most appropriate improvement plan. Instead of highlighting problems, this type of analysis uses solution-based language which helps the leader overcome issues with ease.

The following steps should be followed while conducting a **NOISE ANALYSIS**:

• Set an aim: Before actually beginning the analysis, it is important to think about what you are trying to achieve through it. This will help you design your plan in a way that caters to your ultimate short-term, or even long-term goal of what you want from your organization.

NEEDS

This is the first section of your analysis. It is important to take time to brainstorm while thinking about each of the sections. The "Needs" section sets the tone for the rest of the analysis so it's important to be as comprehensive as possible. This part will include what the company needs in order to achieve said goal. This can include things like funding, a skilled labor force, a certain type of technology, etc. It may be useful to be specific while thinking of your needs so you know how exactly to deal with them. Needs can be individual (needs you have from a person), or institutional.

OPPORTUNITIES

The second step of the NOISE analysis is opportunities. This part is very similar to the "Opportunities" section of the SWOT analysis. It involves figuring out any external factors that might be able to contribute to the development of your business in a positive sense. It is important to recognize opportunities when they come your way in terms of untapped potential that something might have or having foresight about future developments. An example of this is, say you buy a certain kind of technology thinking it is useful and in the future, there are significant developments in it which present a whole new array of possibilities for your organization.

MANAGEMENT TOOL
IN SIMPLE STEPS

IMPROVEMENTS

Next up in the analysis, is the "Improvements" section. This part is incredibly important because this is where you develop your course of action in order to actually jump on any opportunities that may present themselves. This part involves developing strategies to take care of the needs of the organization which were discussed in the first section and extracting the maximum possible advantage from the opportunities that were talked about in the first section.

STRENGTHS

This part, again, is similar to the "Strengths" section of the SWOT analysis. Strengths are the features of a company that are beneficial to it. This section involves listing down all these strengths that the company possesses that can help it achieve the goal that was set initially. This part also includes defining what success looks like for that particular organization. This is very important because different institutes will have different meanings of defining when they're successful in achieving a particular goal. For example, for a not-for-profit organization, success would be defined as something that adds value to the community they serve whereas a for-profit organization would define it by how much money they're earning. Hence, for this part especially, it is very important to give examples wherever necessary of why something is counted as a strength.

EXCEPTIONS

This is the section that ties together the rest of the four. It includes any part of the rest of the components that is already happening. Examples should be listed for this as well.

• Identifying clusters: After we're done with the five parts of NOISE analysis, the next step is to identify clusters of ideas from each quadrant that may seem like they belong together. These clusters divide the ideas into different themes. During this process, it may be noticed that there are certain ideas that do not fit into any of the groups. Such ideas are unique and can be just the breakthrough that the company needs in order to set it apart from the others.

After these steps, there is a process of voting on which cluster everyone deems as most important. Once the most crucial cluster has been identified, a proper improvement plan is designed and then later implemented after gathering feedback from all the team members. It is important to do this analysis regularly so as to make sure that the improvement plan that is being followed is not outdated.

CURATED RESOURCES

Communications Planning 101: What Every Nonprofit Needs to Know Warns National Cybersecurity Coordinator

by Vanessa Chase Lockshin

Excerpt: "Unlock innovation effortlessly with CloudScale365's managed IT services, offering efficient scalability to turn groundbreaking ideas into reality and cost-effectiveness that frees your team to focus on impactful tasks. Gain unparalleled data access, break down borders, and ensure confidentiality and security, empowering nonprofits to thrive in a digital era."
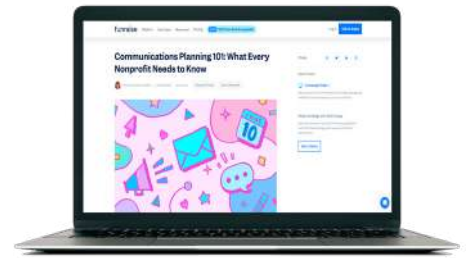
Description: The article discusses 8 methods to improve the communications strategy for your nonprofit organization, to assist you in creating the most effective strategy yet. By providing the appropriate material to your target audience and coordinating goals and content, a strategy can help you become more productive. You will see the broad picture and understand why you're doing what you're doing when you have a communications plan.

6 Digital Marketing Strategies for Non-Profits

by Digital Marketing Institute

Excerpt: "Crafting a stellar communications plan begins with a thorough audit, assessing the past 6 to 12 months across channels. Subsequently, set SMART goals, identify targeted audiences, develop key messages, build a tactical plan, create a comprehensive calendar, allocate a budget, and establish key performance indicators to ensure a strategic and effective approach."

Description: This article discusses the different digital marketing strategies for Non-Profits. To connect with potential customers, you can make use of social media, email marketing, and other low-cost methods.

5 Ways Managed IT Services Can Transform Your NGO

by Yoana Riskova

Excerpt: "Empower your non-profit organization's growth with strategic digital marketing. Leverage backlinks and influencers for enhanced online reach, create impactful video campaigns to inspire donations, utilize PPC advertising with Google Grants for exposure, implement retargeting to re-engage potential donors, harness the cost-effective potential of email marketing, and embrace the transformative power of AI for personalized and efficient outreach."

Description: Solutions like cloud computing have a wide range of advantages that are always expanding. And to back up that claim, the article listed five ways managed IT services can improve your company.

INTERVIEW

Scalable Solutions through Co-Creation: Advancing Smallholder Agriculture

Q: **What events or advocacies have led you to found The Sustainable Smallholder?**

A: "A couple of events have led me to do this in 2021. So first of all, I've been working in agriculture and predominantly smaller agriculture for the last 18 years across Africa and Asia. And while doing so, **I really deeply understood that it's a very big segment that is actually underserved**. So only in the last few years, agriculture, especially smallholder agriculture, has become a sexy topic. Because all of a sudden, unfortunately, we have a lot of pressure from a climate change perspective, a reduction of emission pressure, and so forth. But before five years, nobody was talking about smallholder farmers.

But I already felt that it was very much an underserved segment due to many, many factors and many challenges. I really wanted to do something about it. Then I've been working in different organizations, the private sector, governments, and NGOs, and I wanted to **combine all that knowledge and fully focus myself on solely working with and for smallholder farmers**. And that basically coupled with **my passion to [contributing] to make a change at the grassroots level**, has been basically the main driver for me to found this company."

Q: **How were your experiences helpful in advancing the "Human-Centered Design Approach" of The Sustainable Smallholder?**

A: "… **I think that one of the major gaps we have today is that the voice of the smallholder farmer is not being heard**. So if there is one thing that I would like everybody to take away from this article is that, **the smallholder farmer's voice is not being heard, not being heard at scale because these guys are not all the same. They're heterogeneous**.

So you cannot just say one smallholder farmer talks for a thousand or for one million. Or when you have these big conferences with millions of people, you just have to do the farmer interviews. That cannot be. Currently, **the smallholder farmer's voice is not heard. It's not heard at scale and it's not used for co-creation**.

Co-creation means we need to work with them to actually create innovation and create the way forward. So I see that as a huge gap that governments are having,

INTERVIEW

that NGOs are having, that the private sector is having. And that is as a consultancy, that is what we are trying to bring to them so that the work can be more effective and efficient and in the end, better results for a smallholder farmer."

Q: How does your organization mesure and evaluate the impact of human-centered design on the well-being and resilience of smallholder farming communities?

A: "Yeah, so that is a very good question and it's a very difficult question to answer because there are two components to this.

One, there is the effectiveness of the method itself and then there is the **effectiveness of the method through the program implemented**. So say I'm working with a company, this company asks me, we need to co-create a new innovation, say in sustainable rice. So we want to, this is a very pragmatic and simple example, we want to cut emissions through implementing the AWD technique, which is an alternative wetting and drying technique. So once that is implemented, it is very difficult to then attribute the effectiveness of the program due to the method used or just because there was a gap in the market or because the programs are so well implemented.

So that's a very difficult question, but I can give you qualitative answers. So the way we believe it is better and more effective than

other methods, it's because the programs we have been working on actually achieve faster scale. We worked on a regenerative coconut concept with smaller farmers in Thailand and **within six months, we had 10,000 farmers adopting the concept and they had an NPS net promoter score of about one to 10**, a multiplier effect of another 10. And now when I talked to the organization, they told me that **90% of those people that were influenced by the initial farmers also took up the concept**.

So what we see, this is only one example, what we see is a very rapid scale. And I think that is because **once you do co-creation with these smallholders, they actually become your customer zero**. In other words, they become your first loyal customer. **Because when you co-create with somebody, you are already emotionally apt to adopt that solution because you developed it**. And if we do a good job at the sustainable smallholder, we also give all the credit back to the smallholder farmer. So **it's the smallholder farmer who feels empowered, who feels that they actually came up with this innovation and usually that works in the field because they came up with it and they know what works and they know what doesn't work**. And when it works after one season, then that's why you get such a high multiplier score, because they will tell everybody about it in their own community because they are so emotionally connected to what they have done. And that is the

basic theory of change behind this concept of smallholder co-creation in human-centered design."

Q: Could you discuss the scalability of human-centered design solutions that your organization employs and how could these be adopted in different regions or communities? You have said you have worked in the agriculture field for 18 years in Africa and Asia. Is this design also or have also been implemented in Africa or countries in Africa and Asia?

A: "I love this question. So actually, I would like to almost turn it around when I was reading it. I actually believe that it is the human-centered design and co-creation principle that makes the solution scalable. As I just explained, when you co-create with somebody, they become your customer zero and so the scale will be faster and bigger.

But to answer the second part of your question, yes, we work a lot as well with farmers especially in the central belt of Africa. So in West Africa, we do products in cashews in Benin. And then, well, more to the center, we have worked a lot in Rwanda on coffee, on sustainable coffee growers, sustainable coffee growing with women farmers, by the way. And what we have seen, as an initial insight that needs to be validated, it seems that **co-creation with women farmers is more effective than with male farmers**. And when I say more

INTERVIEW

⟩ ABOUT ERIKA BALZARELLI
Erika is co-founder and managing partner of The Sustainable Smallholder, a leading boutique advisory and capability-building studio dedicated to transitioning smallholder farmers to sustainable systems. The voice of smallholders and their eco-system is central to successful strategy and innovation design.

effective, what we see is, once you only take these women groups, they not only love it, but one way or the other, it's like an explosive fire across the community. And that's what we have actually seen in this project in Rwanda. Like within three months, 100% of the communities, all the women were actually starting to implement these sustainable practices when it came to coffee growing for 100%, which for me is unheard of because I always thought that the maximum penetration rate or adoption rate would probably be around 70-80% and that's super high already.

So yes, it works very nicely as well in some of the countries that we've been working with in Africa, definitely in Asia, we do a lot of work in India, Bangladesh, in all the countries in the world. We are now doing it in Cambodia with rice, and we are also starting a project in Brazil with indigenous farmers. I cannot tell you yet if it works, as we are designing it at the moment, but hopefully soon we will have an answer. But in my humble opinion, it will work because, see, if you look at the way farmer communities interact and how they actually know how to farm, it's actually because of co-creation. It's because as a community, they come together and they share knowledge. That is why they always say seeing is believing because they want to go to the neighbor field and then they want to talk about it. "What do you do?" "What worked for you?" And then they will maybe try the same. Many times they don't try the same.

They try for 80% the same and they tailor it a bit because, obviously, we always like to bring our own viewpoint to things."

· ·

Q: **What are your future plans and visions for expanding this approach among agricultural communities?**

A: "One of the things that we need to do is we need to expand our team. We need to grow our team because we have quite a bit of demand in terms of organizations coming to us, different types of organizations, some of them are big multinationals, some of them are local players, and some of them are grassroot players, like local NGOs, or local grower cooperatives… At the moment, we're saying no to probably 30% of the demand. So I'm working very hard to expand our team.

The second thing is that we are pushing ourselves to actually further refine our process of co-creation. And we are hoping that actually at a certain point, we can also refine it to a certain degree so that we can have some IP around it, so it becomes something that is a valued framework that others can use. This creates higher effectiveness over time, creating higher social impact.

The final one is that there's still **a very large segment of farmers that is underserved – and that is subsistence farmers**. That's the farmer that only grows 90%

or 100% for their own food. The problem is with working. When the private sector wants to work with these farmers, there is no profit in these segments. And that is why it's so difficult. So we have The Sustainable Smallholder try to do some degree of pro bono work, either with governments that are trying to focus especially on that subsistence segment, or our NGOs. So we are working with an NGO in Myanmar, who work with subsistence rice farmers in the field, and trying to develop different approaches, for example, how they can make their own compost, so they do not need to buy synthetic fertilizer, the price of which has gone tenfold in the last three years. So we are working on very pragmatic approaches, whereby farmers can actually increase their livelihood very quickly. Probably the pro bono is 25% of our work. And ideally, over time, we expand that a bit as well. So those, I would say, are the three main focus areas for us."

THE SUSTAINABLE SMALLHOLDER

The Sustainable Smallholder is a leading consultancy on sustainable smallholder farming. We design and help implement sustainable solutions with and for smallholder farmers. Our mission is to help clients unlock sustainable growth supporting the smallholder farmer's transition journey to profitable, sustainable, and regenerative food & agriculture systems.

For inquiries, please contact:
ebalzarelli@the-sustainable-smallholder.com

2024

RENEWABLE ENERGY EXPO VIETNAM
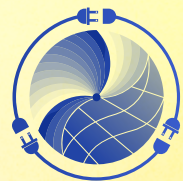
Onshore Wind | Offshore Wind | Energy Storage | Utility | C&I | Green Hydrogen | Distributed Solar | Biomass

20-21, March, 2024 | National Convention Center, Hanoi, Vietnam
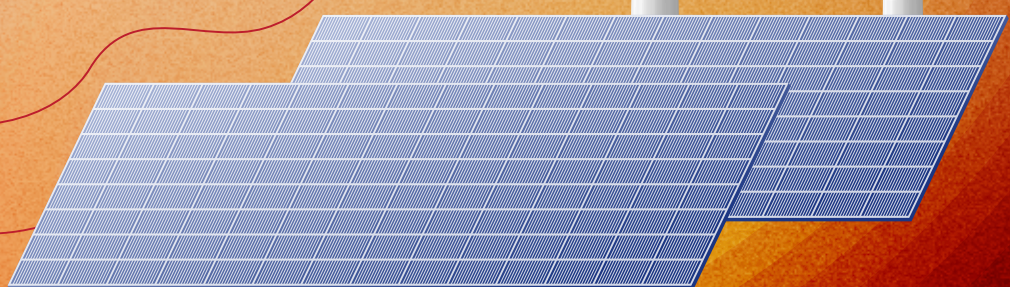
4000+
Visitors

20GW+
Projects

200+
Booths
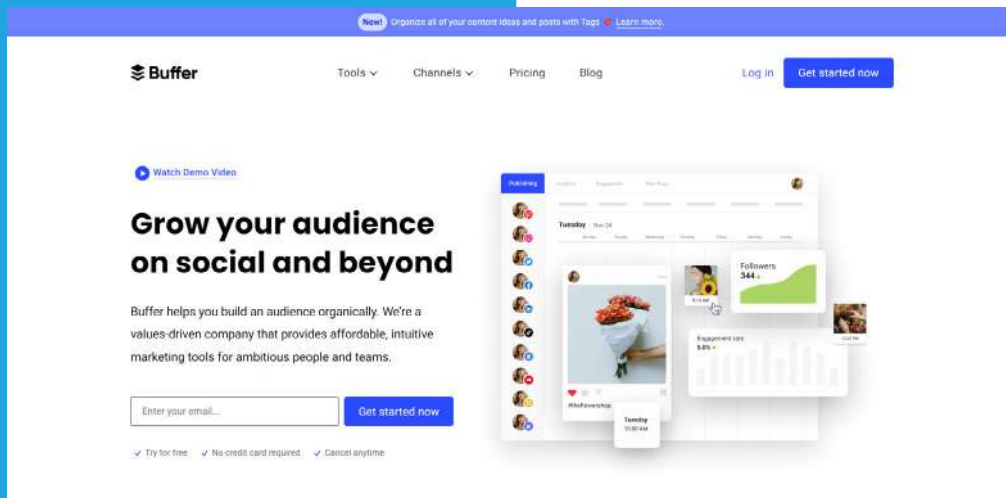
1000+
Conference Attendees

Pioneer a Greener Future: Meet the First & the Largest Renewable Energy Expo in Vietnam

Organized by NEOVENTURE

Get your 2-day RE expo/summit pass:nttps://www.neoventurecorp.com/vree-2024/
(only free for whom enrolls before February 29)

Partners for Progress

Buffer is an application that is used mostly by small businesses and new organizations in order to consolidate their social media presence and use different platforms like Instagram, Facebook, Twitter, Pinterest, LinkedIn, etc. with ease. In today's digital world where the most effective way to grow your business is social media, apps like Buffer are extremely important.

Buffer provides tools to build an audience digitally that will eventually translate into an actual audience who makes use of the goods and services that the company is providing. They have efficient marketing tools and strategies designed by experienced professionals- all at an affordable rate.

One of the biggest challenges facing a not-for-profit organization is the low reach that such organizations get. A higher reach not only means more people get aid, but it also opens up more funding opportunities for the organization which therefore helps it in continuing the work that it is doing. In order to increase this reach but at the same time not drain the already existing resources that the organization has, Buffer provides non-profit organizations with a 50% discount that applies to all products and plans that the company offers.

To avail of the discount, the NPO must have official documentation which shows that it has been registered as a non-profit organization. After the documentation has been verified by the officials over at Buffer, they automatically provide the half-off discount to the organization and all return any extra payment if it's been made already.

This verification process requires the owner of the organization to fill out a simple and straightforward form.

Here is the link to the form, scroll down and you'll find it!: **https://buffer.com/nonprofits**

Happy Instagramming!

ARTICLE

Top 10 tools for Nonprofits for Project Management

Nonprofit organizations develop and implement various projects that translate their ideas and goals into action. Hence, project management (PM) is becoming increasingly crucial to the success of organizations. When faced with budget constraints and increased demands from stakeholders, several PM tools prove to be essential in achieving the desired outcomes. This blog post will explore the top 10 PM tools that provide NGOs with cutting-edge functionalities and cost-saving benefits.

Evernote Teams ▼

With Evernote, they can create, share, store, and edit documents for efficient collaboration in one platform. They can access various templates like charts, trackers, and business plans that can help improve project and workflow visibility. Teams can also create spaces that may be used as a virtual conference room where they can share and view project updates. Eligible nonprofits can avail of a discount upon request.

Asana ▼

Asana has collaboration and communication tools that can help streamline work and bring teams together in one place. It has lists, boards, calendars, Gantt charts, and other features that allow groups to organize and visualize project workflows flexibly. They offer a 50% discount for nonprofits where the paid plans start at $10.99

Trello ▼

Trello's intuitive boards, lists, and cards system simplify project organization and task tracking. Its key features include data filtering, progress meters, checklists, activity dashboards, collaboration tools, and more. Aside from the standard free plan, it offers nonprofits a 75% discount on paid plans that start at $10 USD.

ClickUp ▼

ClickUp is a versatile PM software with customizable features that can help teams plan, organize, and collaborate. Its centralized workspace has features for time management, integration, subtasks, and customizable tasks. It can specifically help nonprofits in tracking donations and sponsorships and creating applicationz forms. ClickUp offers a 35% discount to nonprofits, with the paid version starting at $5 per month per user.

ARTICLE

Looking for more such exciting content to help your nonprofit?
Visit our website for insightful blogs published every Monday!

www.theimpactmagazine.org

Monday.com ▼

Monday is a user-friendly PM software with a diverse list of features such as customizable forms, workflows, and automation to optimize work efficiency. It also has various nonprofit-specific tools for fundraising communications, donation tracking, volunteer recruitment forms, time tracking, and more that can aid nonprofits in accomplishing their goals. The Nonprofit plan is free for up to 10 seats monthly, with a 70% discount for every additional seat.

Airtable ▼

Airtable is a user-friendly and customizable PM software that allows easy sharing of project data and collaboration among team members. It offers PM templates, different views, storage, task management, collaborative workspace, and integration features that help organizations manage projects more effectively. Eligible nonprofits can receive a 50% discount off the monthly cost of paid licenses that start at $10 USD.

Smartsheet ▼

Smartsheet is a spreadsheet tool that can be useful in managing projects, automating workflows, and aligning teams. With Gannt charts, resource management tools, task trackers, customer relationship management (CRM) tools, and more, nonprofits can leverage this app as a PM solution with an accessible interface. Aside from the free plan, eligible nonprofits may receive discounts on annual paid plans that start at $7 USD during the purchase process.

Teamwork ▼

Teamwork has many features for improving teamwork, visibility, and accountability among team members. It simplifies task organization and tracking with its collaboration features, invoicing and billing, time-tracking, workload overview, and Kanban boards. Nonprofits may avail of discounts upon contacting their support team.

Zoho Projects ▼

Zoho Projects has an array of built-in apps for various nonprofit operations, such as the management of budgets, volunteers, donors, and fundraising events. Specific features include calendars, databases, dashboards, and automation. Nonprofit discounts are available upon request.

SamePage ▼

SamePage is a collaboration tool designed for nonprofits that allow for efficient management of multiple projects. It has a wide range of features, including communication tools, secure file-sharing, and task management, among others. They offer a 37% discount to nonprofits, with the standard license starting at $7.50 per month.

With the various resources available on the internet today, knowing how to choose and employ the appropriate tools for specific functions is a valuable skill. For nonprofits, this is especially applicable in dealing with the demands of managing projects. With the right tool and strategy, nonprofits can simplify their work, streamline their processes, and ultimately achieve their goals efficiently and effectively.

PROFILE - INTERNATIONAL ORGANIZATION

World Health Organization (WHO)

The World Health Organization is the agency of the United Nations that is responsible for public health. It is headquartered in Geneva, Switzerland. The main motive of this specialized organization of the UN is to ensure public health and deal with any stressors that might threaten it. WHO was formed in April 1948 as a successor of the health organization of the United Nations' predecessor, the League of Nations.

The organization aims to make use of the many scientific developments that the world has seen in the area of public health in order to make a world that is safe and healthy. It brings together 194 countries to face the biggest health challenges facing humanity. These challenges mostly consist of epidemics that keep on emerging, the biggest ones being COVID-19, Zika, etc, transmissible diseases like HIV AIDS, tuberculosis, etc., and chronic illnesses such as heart issues, blood pressure issues, kidney-related diseases, cancer, etc. To date, the WHO's best achievements have been the eradication of smallpox, the almost eradication of polio, and the development of a vaccine for Ebola.

Among the many missions and programs of the World Health Organization, the most notable ones include:

- Ensuring Universal Health Coverage (UHC): Through this program, the WHO seeks to ensure access to health as a human right. This program includes ensuring access to primary and preventative health care, ensuring that people have the financial capacity to afford this healthcare, training the labor force so they can become healthcare workers, etc.
- Handling medical emergencies: This mission includes predicting and trying to prevent such emergencies, supporting countries facing these emergencies, especially those that are the least equipped to deal with them, ensuring access to required vaccines and medications, and providing on-site support to the vulnerable and the affected.
- Wellness: The WHO strongly believes that good health goes beyond identifying and treating diseases. Through wellness, the organization seeks to address physical, psychosocial, and environmental health risks. Factors that contribute highly to health include pollution-free air and water, proper nutrition, exercise, etc.

In order to carry out all these programs and initiatives, the World Health Organization completely relies on contributions from the 194 member states and any private donors who may want to contribute.

JOIN US ON FEB 27, 2024

www.theiecna.com

2ND EDITION
INFLUENCE
EXCHANGE
CONFEX & AWARDS

Connecting Marketeers, Influencers & Ideas

IN **SAUDI ARABIA**

EVENT MEDIA PARTNERS

ORGANIZED BY

INFLUENCE **E**XCHANGE **G**ROUP

القيادي alqiyady.com · ArabGamerZ · GULF MOMENTS · تم بلو · SOCIAL CAMELS · ليالينا layalina.com · MENA REWARDS · AI TIME JOURNAL

LAYALINA PRINCE · KSA MOMENTS · bayzatna · بابونج · UAE MOMENTS · DrivePly · BLOCK TIDES · FINTECHNA

Join us for for a one-of-a-kind event that will revolutionize the way influencers and marketers connect and collaborate. Following the success of **Influence Exchange Confex and Awards in Dubai**, we're thrilled to bring it to **Saudi on Feb 27**. With over 100 Marketeers and 100 Influencers, this unique platform promises exceptional networking, knowledge sharing, and business partnerships. Engage with industry leaders, benefit from keynote speeches, panel discussions, and workshops. Discover the future of influencer marketing and martech. Don't miss the opportunity. Visit our website www.theiecna.com for details.

Be part of the future of influencer marketing!

UNLOCK OPPORTUNITIES AND INSIGHTS!

MOHAMED SUHEL: E: mohamed.suhel@influenceexchangegroup.com | M: +971 565873505 | F: +971 4 5665795

POST EVENT HIGHLIGHT

AFES 2023 champions businesses' essential role in molding a sustainable future

BY ZOPHIA EMMANUELLE TENDIDO

Asian Institute of Management Ramon V. Del Rosario Sr. Center for Corporate Responsibility (AIM RVR Center) made a triumphant comeback to the in-person gathering events they have in store with the launch of the recently-concluded Asian Forum on Enterprise for Society (AFES) 2023 with this year's theme, "Boosting Innovation and Inclusion Together," held at Conrad Hotel, Pasay last September 26-27.

Through this two-day forum, AIM has solidified its reputation and vision as one of Asia's premier platforms for substantive discussions on corporate responsibility, innovation, inclusion, and sustainable business practices.

In the inaugural ceremony, AIM RVR Center Board of Advisers Chairman Ret. Ambassador Jose L. Cuisia Jr. commenced his opening remarks by highlighting the forum's rationale in "reimagining the role of business in societies with special focus on navigating in the post-pandemic landscape."

"Over the years, the Asian Forum has garnered a reputation as a platform for fostering crucial conversations and galvanizing change. […] Today, we gather once again, not just to continue this critical discourse, but to learn from everyone's experience and collectively build on each other's ideas to harness strength in facing the challenges," Ret. Amb. Cuisia Jr. said.

Furthermore, he also expressed his gratitude to the participants, sponsors, and everyone who made the forum possible and his emphasis on the significance of thoughtful conversations facilitated by visionary thought and business leaders in co-creating a brighter and more resilient future.

"[This forum underscores] the imperative of sustainable, ethical, and purpose-driven enterprise for societal betterment in an ever-evolving (and) increasingly complex world. […] Every Asian Forum is a testament to the resilience of our collective spirit in the face of challenges, showcasing the power of

POST EVENT HIGHLIGHT

collaboration, knowledge-sharing, and the unwavering commitment of individuals and organizations to recognize the profound impact that business, civil society, and government can have in our society and the world at large," he pointed out and concluded.

AFES 2023's Day 1 featured a diverse array of sessions, each delving into innovative solutions and sharing valuable insights. The keynote speaker, Nestle's Chairman Emeritus Peter Brabeck-Letmathe, set the tone for the event, highlighting the power of collaboration, knowledge-sharing, and unwavering commitment in facing challenges.

"Inclusive capitalism places people at the heart of economic progress, prioritizing their well-being over profit. It's imperative to embed responsibility throughout the entire supply chain, ensuring that every link in the economic ecosystem contributes to a fair and equitable society," Mr. Brabeck-Letmathe stated.

AFES 2023 served as a platform for thought-provoking discussions, encouraging businesses to adopt innovative strategies that prioritize both profitability and social impact. The first day's sessions featured industry pioneers and industry leaders as speakers on the panel. Discussions covered are inclusive fintech services, co-created nature-based systems for promoting food security, shaping the landscape for sustainable tourism, guiding micro, small, and medium enterprises (MSMEs) toward circularity in their operations, and the discourse on

mandatory or voluntary supply chain due diligence requirements for companies.

For instance, the second session on co-created nature-based systems featured prominent figures such as 2012 Ramon Magsaysay Award Foundation Awardee Romulo Davide, ListenField's Organic Agriculture Specialist Pannee Samerpak, and Transnational Diversified Group Director and Kai Farms Head Karla Delgado. The discourse on this topic circled on how agriculture and farming can heal people, planet, and communities, exploring sub-areas in food security, creativity, culture, and various best practices and challenges across countries.

Other than the aforementioned, the forum featured renowned speakers from companies/organizations such as BDO Unibank, Bangko Sentral ng Pilipinas, NextPay, Sentinel, Masungi Georeserve, and many others. The delegates from all across Asia also shared their experiences and learnings, fostered enlightening dialogues, and drew inspiration from the panel's profound insights and expertise.

The second day brought the collaboration even further as the momentum continued with engaging panel discussions, cutting-edge insights, and global networking opportunities. The theme of shaping a better future for enterprise and society resonated throughout the day as all also networked during breaks and explore potential partnerships and knowledge. Featured companies include Takeda, and Collins

Aerospace. Riot Games Asia Pacific, Villgro Philippines, ASEAN Business Angel Alliance, YouthLed PH, Ayala Corp., and many others.

Covering the last run of topics in new generations at work, inclusive workspaces, women in business, youth as catalyst for positive social change, public sector and government transparency and accountability, and artificial intelligence, the event served as a pivotal milestone in advancing innovative business strategies and social impact in the dynamic Asian landscape, with the closing session wrapping up on what makes a company a responsible actor across industries and societies.

"From AI, food security, and sustainable tourism to inclusive fintech, supply chain due diligence, and diversity and inclusion in the workforce, our discussions have been marked by a profound depth of knowledge and a commitment to discovering innovative solutions to complex challenges," AIM President Dr. Jikyeong Kang summarized, leaving a call to action for the delegates for the forum to serve as a torch in championing sustainability and positive social change in their communities and advocacies.

AFES 2023 brought together over 400 diverse spectrums of participants, including global corporations, visionary thought leaders, enterprising entrepreneurs, and influential policymakers, inspiring businesses to embrace their role as value creators and agents of positive change.

ARTICLE

Workplace Giving and the Transformative Power of iGiv-XN

BY VISHAL NAIK, CEO METTA SOCIAL

In a world where corporate identity transcends profits, workplace giving emerges as the cornerstone of purpose-driven organizations. Here's an insightful Q&A, on how workplace giving shapes a company's identity, influences talent acquisition & retention, and contributes to fostering purpose-driven cultures within organizations:

What makes a company successful when it comes to social impact?

A company's success in social impact is intricately tied to its ability to embed philanthropy into its organizational DNA. Beyond mere financial contributions, success lies in fostering a workplace culture where employees are not only encouraged but inspired to contribute meaningfully to social causes. This involves aligning workplace giving initiatives with the company's core values, creating a symbiotic relationship that resonates with employees and extends a positive impact to the broader community. Successful companies recognize that social impact is a collective effort, driven by a shared commitment to making a tangible and sustainable difference.

From your perspective, how does engaging in workplace giving contribute to shaping and amplifying a brand?

Engaging in workplace giving goes beyond corporate philanthropy; it becomes a powerful vehicle for shaping and amplifying a brand. It transforms a company from a profit-centric entity into a socially conscious brand with a purpose beyond financial success. The act of giving back becomes a defining characteristic, showcasing the company's commitment to social responsibility and community well-being. This, in turn, resonates with consumers who increasingly seek out businesses that align with their values. Workplace giving becomes a narrative that not only shapes the brand but also amplifies its impact, differentiating it in a competitive landscape and fostering long-term loyalty.

How does workplace giving impact talent acquisition and retention?

Workplace giving plays a pivotal role in talent acquisition and retention strategies. In a competitive job market, prospective employees are not only seeking fulfilling roles but are also drawn to organizations with a strong commitment to social responsibility. Workplace giving becomes a tangible expression of this commitment, serving as a compelling factor for top talent. Beyond recruitment, workplace giving contributes significantly to talent retention by fostering a positive workplace culture. Employees who feel part of a community dedicated to making a meaningful impact are more likely to stay and contribute to the long-term success of the organization.

ARTICLE

ABOUT VISHAL NAIK
Vishal Naik leverages 20+ years of global expertise in digital leadership and deep-tech implementation. Committed to fostering systemic social change, he pioneers impactful models while harnessing exponential technologies for greater efficiency and transparency in large-scale social initiatives.

What inspired the creation of iGiv-XN?

iGiv-XN was conceived from a visionary belief in the transformative potential of technology to drive positive social change. The inspiration stems from a recognition that workplace giving, a powerful force for social good, needed a modern and accessible platform. We envisioned iGiv-XN as more than just a technological solution; it is a commitment to democratizing philanthropy, making it accessible, engaging, and impactful for organizations and their employees. iGiv-XN is driven by the belief that every contribution, regardless of its size, has the potential to create a meaningful impact and contribute to building a better world.

What challenges do employees face in contributing to workplace giving, and how does iGiv-XN address them?

Employees often encounter challenges in contributing to workplace giving, ranging from a lack of awareness to complex processes and time constraints. IGiv-XN addresses these challenges by providing a user-friendly platform designed for accessibility and flexibility. We recognize the importance of comprehensive awareness campaigns to educate employees about the impact of their contributions. By removing barriers and simplifying the donation process, iGiv-XN strives to create an environment where workplace giving is not just an obligation but a positive and accessible experience for all.

In what ways does iGiv-XN contribute to a purpose-driven culture within organizations?

iGiv-XN actively contributes to fostering a purpose-driven culture within organizations by aligning workplace giving with organizational values. We facilitate customization, allowing companies to tailor their giving programs to reflect their unique mission. Recognition features within iGiv-XN celebrate employees for their contributions, reinforcing the idea that giving back is an integral part of the organizational culture. Through active engagement and a platform that allows individuals to connect with causes that resonate with their personal values, iGiv-XN contributes to building a workplace culture where each contribution adds to a collective sense of purpose and impact.

Metta Social, a Tech-for-social-good company, drives collaborations enabling journeys towards becoming a 'Purpose-led Business.' Our all-encompassing solution seamlessly integrates Global ESG principles, DEI initiatives, Workplace Giving, Employee Engagement, CSR, Corporate Citizenship and more into a unified platform. Anchored in trust and transparency, our collaboration enables Brand Amplification, Top-Talent Acquisition, and Employee Engagement. Holistically, we envision creating a space of Purpose and Positive, Lasting Impact, driven by technology. Together, Metta is committed to 'Build a "Better Tomorrow" with You!'

CHRIS' CORNER

Youth and Digital Skills for Inclusion

BY CHRIS MORRIS

> " **Wow, can you believe it? It's already 2024 the festive season has zoomed by in a whirlwind of activity.... for those celebrating a belated welcome to the New Year.**

As I sat down to write this article, I wanted to make sure I tapped into the pulse of what's capturing the attention of young "digital minds" today. So, I dove into the vast ocean of information available at my fingertips (well a Google search, nothing too scientific!) to find out what youth are truly passionate about and what challenges young people facing in our digital age. Brace yourself because the results were both alarming and eye-opening. You'd not be surprised to learn, that mental health issues and the ever-growing digital divide are top concerns for our young generation. From cyberbullying to the overwhelming pressure of social media and digital overload, these challenges can dim our spirits. But fear not! I refuse to let pessimism

put you off reading on…. In fact, I'm here to tell you that amidst the chaos, there's an abundance of reasons for young people to be hopeful. **The widespread advancement of digital skills among global youth is paving the way for exhilarating and ground-breaking developments worldwide.** Plus, we're witnessing awe-inspiring opportunities emerging from the latest evolution, and sometimes disruptive changes, of the industrial revolution. So, let's dive in and explore the electrifying possibilities that await us! Welcome to Chris's Corner, where I wear my optimistic lens so the future is bright, and the excitement is contagious.

Digital skills are crucial for young people to participate fully in the digital world. These skills

encompass various capabilities that allow individuals to engage with digital platforms, tools, and resources for different purposes such as communication, networking, problem-solving, and online transactions. **However, we must acknowledge that not everyone has equal access to these skills and opportunities.**

The digital divide refers to the gap between those who have access to digital technology and those who do not. In 1995 just 1% of the world's population had access to the internet; by 2000 this was 8%, in 2018 the figure had risen to 50%, and with 5% new access each year it was predicted by 2028 to have 100% global coverage (the pandemic and slower global economy has certainly

CHRIS' CORNER

delayed this a few years). Things are not even however, in the USA 97% of school-age kids have home internet access, however globally 2.2 billion— or two-thirds of children and young people aged 25 years or less do not have access at home. This digital divide can be influenced by factors such as income inequality, education systems, geographical location, attitudes to technology and age, and it is important for young people to be aware of this divide and do their part to bridge it.

One way to bridge the digital divide is by helping older generations who may struggle with digital skills. Many elderly individuals are missing out on important services and experiences due to their lack of understanding or trust in digital technology. By being sympathetic and assisting them, young people can make a positive impact on their families and community.

Digital skills for inclusion cover areas such as basic digital literacy, internet skills, communication, collaboration, information literacy, online safety and security, digital creativity, and problem-solving. These skills are essential for individuals to access information, services, and opportunities in the digital society.

However, it is not enough to just possess these digital skills. **We must also strive to make digital technology accessible and affordable for everyone.** This means ensuring that devices, internet access, and data plans are reasonably priced and available to individuals from all socioeconomic backgrounds.

In addition to accessibility, digital technology should be designed to cater to the needs of diverse users. User-centered design considers factors such as user interface, readability, and inclusivity. This ensures that digital platforms are easy to navigate and use for individuals of all backgrounds and abilities.

Furthermore, privacy and security are critical considerations in digital technology. User data must be safeguarded, and measures should be in place to protect individuals from online threats. It is important to build trust and confidence among users so that they can fully engage with digital platforms without fear.

Young people have already made significant contributions to the digital world through their innovative ideas and technological advancements. The contributions of young global icons such as Zuckerberg (Facebook), Page & Brin (Google), Gate (Microsoft), and Bezos (Amazon) have revolutionized the way we do things across the globe. The immense potential of youth to drive change, particularly locally, and shape the future through digital advancements, digital learning, and digital utilization has unprecedented potential. However, it is essential to remember that digital technology should be inclusive and benefit everyone. By understanding the digital divide and taking steps to bridge it, young people can bring about positive change and create a more inclusive digital society.

In our fast-changing world, the potential for youth to drive change and shape the future through digital advancements is unprecedented. **By acquiring digital skills and advocating for inclusivity, young people can make a lasting impact and ensure that no one is left behind in the digital revolution.**

I hope 2024 brings you and your loved ones good health, peace, and happiness.

Chris Morris
Advisor for ASSIST and iMPACT

RESOURCES

	TITLE OF ARTICLE	ORGANIZATION	WEBSITE
1.	News Roundup: NP & Group-IB's Cybersecurity Leap: Singapore's First TIDC to Arm Students and Start-ups Against Digital Threats	Group-IB	https://www.bbc.com/news/world-asia-india-66601996
2.	News Roundup: Empowering Minds: Indonesian Government Harnesses National Movement to Train Millions in AI through Digital Literacy	Antara Indonesian News Agency	https://en.antaranews.com/news/300489/govt-provides-ai-training-to-people-through-digital-literacy-movement
3.	News Roundup: India's Cyber Battleground: Double the Global Average in Incidents, Warns National Cybersecurity Coordinator	The Hindu	https://www.thehindu.com/sci-tech/technology/indian-cyberspace-seeing-incidents-at-higher-rate-than-global-average-national-cybersecurity-coordinator/article67550840.ece
4.	News Roundup: Indonesia's Digital Economy on Brakes: Profitability Push Slows Growth Trajectory	The Jakarta Post	https://www.thejakartapost.com/business/2023/11/09/ri-digital-economy-to-grow-on-slower-trajectory-amid-profitability-push.html
5.	This Caught Our Eye: Protecting Public Interest: Call for 'Golden Share' in DNB to Safeguard 5G Development	Malay Mail	https://www.malaymail.com/news/malaysia/2023/12/01/keep-golden-share-in-dnb-to-prevent-private-duopoly-of-5g-kian-ming-tells-finance-and-digital-ministries/105167
6.	This Caught Our Eye: Defending Digital Democracy: Rejecting Illiberal Cyberlaws	The Jakarta Post	https://www.thejakartapost.com/opinion/2023/12/06/no-to-illiberal-cyberlaw.html
7.	This Caught Our Eye: Unlocking Potential: Digital Literacy as a Human Right for Reintegration	Arizona Capitol Times	https://azcapitoltimes.com/news/2023/12/08/digital-literacy-not-a-privilege-its-a-fundamental-right/
8.	This Caught Our Eye: Bridging the Digital Divide: Nurturing Braille Literacy for All	The Business Journals	https://www.bizjournals.com/boston/news/2023/12/08/op-ed-importance-of-supporting-braille-literacy-i.html
9.	Partner for Progress: Buffer	Buffer	https://buffer.com/nonprofits
10.	Article: OpEd: The Technology Trends that Will Accelerate Impact for NGOs in 2024	PWC	https://www.pwc.co.uk/services/human-resource-services/insights/is-workforce-ready-for-ai.html
11.	Article: OpEd: The Technology Trends that Will Accelerate Impact for NGOs in 2024	Omdena	https://omdena.com/
12.	Article: OpEd: The Technology Trends that Will Accelerate Impact for NGOs in 2024	DigitalTransformation NGO	https://digitaltransformation.ngo/DigitalCapabilityReport2023
13.	Article: OpEd: The Technology Trends that Will Accelerate Impact for NGOs in 2024	Associated Press	https://apnews.com/article/volunteers-needed-nonprofits-data-000c119a4223f91f0fe24c066f2d3960
14.	Article: OpEd: The Technology Trends that Will Accelerate Impact for NGOs in 2024	ASEAN Digital Literacy Program	https://www.digitalclassasean.org/