Principles for Digital Development

Advisory Council

Terms of Reference

August 28, 2018

dial Digital Impact Alliance

Contents

Introduction & Overview

In 2016, the Digital Impact Alliance (DIAL) was named steward of the Principles for Digital Development (also known as the Digital Principles). As steward, DIAL is charged with facilitating dialogue among the digital development community, curating the exchange of new ideas and resources, and promoting adoption and new endorsement of the Digital Principles. In this role, DIAL seeks to foster community engagement and interaction; provide practical, relevant how-to guidance and resources for digital development practitioners, including implementing organizations (international development and humanitarian NGOs), donors, and country governments; and increase awareness about the Digital Principles themselves.

In 2018, DIAL will establish a Digital Principles Advisory Council, which will serve as a consultative body to DIAL, providing input into the Principles for Digital Development objectives and projects which DIAL chooses to invest in.

Background on the Digital Impact Alliance

DIAL originated to bring together the public and private sectors to realize an inclusive digital society that connects everyone to life-enhancing technology in developing countries. DIAL's role is to convene the community, discover what works and what doesn't work, generate insights to help strengthen ecosystem partners, and advocate for best practice recommendations. DIAL is positioned to serve as a neutral broker bringing together government, industry, and other development stakeholders to promote new solutions to old and emerging challenges.

Background on the Principles for Digital Development

The Principles for Digital Development emerged organically as a community-driven global good designed to advance the role of digital technology in development and to accelerate the end of global poverty.

With the emergence of accessible digital technology such as mobile phones and mobile internet more than a decade ago, international development organizations began including digital tools in their programming. These efforts were initially quite successful: rapid proliferation of connectivity enabled governments and NGOs in health, agriculture and other sectors to reach underserved populations to an unprecedented degree. However, many digitally-enabled programs failed, often for reasons that were both predictable and preventable.

In the late 2000s, representatives from large donor and multilateral organizations began discussing reasons for these failures. They found many similar challenges in scaling digital development programs and agreed that a set of best practice based on lessons learned would help other practitioners avoid these common missteps and realize greater success. UNICEF led this endeavor in 2009 with the launch of their Innovation Principles. The following year, 40 implementers and donors met to discuss best practices in ICT tools for international development, resulting in the publication of the Greentree Principles, reflecting similar ideas to UNICEF's original principles.

More organizations and governments began circulating guidance on digital development, yet implementers continued to struggle with integrating digital tools into their programs. To address this continuing problem, 14 international donors and multilateral organizations met in 2012 to discuss how to synthesize existing guidance, institutionalize lessons for using digital technologies for development, and create a common vision for what was becoming known as "digital development." This group formed a list of recommendations for success: The Principles for Digital Development.

A Principles for Digital Development Working Group launched in June 2014 to gather insights and feedback from development implementers and donor representatives on using digital technology for their programs. The Working Group was intended to enable those practitioners most likely to be impacted by, and directly influence, the implementation of digital development to interpret and define the Digital Principles. Over the course of a year, the Working Group met nine times to discuss each Principle in-depth, resulting in a shared understanding of what the Digital Principles mean in practice.

The Principles for Digital Development are intended to be neither static nor compulsory. They are a set of living guidance meant to help practitioners succeed in applying digital technologies to development programs. Over time, the Digital Principles may evolve to fit specific contexts and environments. The digital development community plays a key role in ensuring the Principles for Digital Development remain relevant and useful. More information on the Digital Principles can be found at https://digitalprinciples.org.

Advisory Council Objectives and Responsibilities

DIAL's role as steward includes providing updated, actionable guidance on using the Principles for Digital Development in technology-enabled development programs. Its priority is to listen and respond to voices of the community so that the content created is not produced "in a vacuum." To date, DIAL has engaged over 400 digital development practitioners in workshops, events, focus groups, interviews, and one-on-one conversations. Based on this experience, DIAL has realized the benefit of a dedicated group of professionals advising us on all aspects of stewardship of the Digital Principles, providing a more formal feedback structure to help us address the needs of the community with transparency and accountability.

To that end, DIAL is forming a Principles for Digital Development Advisory Council. **The objectives of the Council are to provide expert advice and guidance to shape the evolution of the Digital Principles and to reinforce DIAL's accountability to the community**, to ensure DIAL is fulfilling its responsibilities as stewards and responding to the shifting needs in the digital development community.

The Advisory Council will be made up of representatives across different sectors, geographies, and organizational types. These individuals will have the respect and confidence of their fellow development practitioners in order to represent their multiple voices, needs, and desires for the Digital Principles.

Member Roles and Responsibilities

The Advisory Council serves first and foremost as a consultative body, guiding and providing input into the work that DIAL is either working on, or proposing to begin, related to the Principles for Digital Development. Advisory Council members will:

- Review and provide feedback on annual plans for the Digital Principles, including on priority areas for guidance materials and community engagement;
- Serve as champions promoting adoption of the Digital Principles to existing and new audiences in their respective communities;
- Lend expertise and provide recommendations on specific topics, as needed; and
- Provide hands-on collaboration on specific programs, such as identifying speakers for Digital Principles events, as needed.

Advisory Council members will participate in two semi-annual meetings as volunteers and without compensation (other than reimbursement for any required travel to the one in-person meeting held each year).

Funded by its donors to serve as stewards, DIAL will retain budgetary and programmatic oversight and responsibility of the Digital Principles. However, the Advisory Council will play a vital role in shaping the work DIAL chooses to take on in this role.

Advisory Council Chairperson

The Advisory Council will be facilitated by a Chairperson, who, in addition to his/her responsibilities as a member, will serve as meeting chair, working with DIAL to set meeting agendas and facilitating productive conversations. The Chairperson will encourage the Council to participate in healthy debates on strategy and substance, ensuring that these conversations conclude with clear and actionable guidance to the DIAL team. Additionally, the Chairperson will support follow-up as needed across the Council.

The Chairperson will meet regularly with DIAL's Digital Principles team, who will update and solicit feedback from the Chairperson on program developments. These regular meetings will also allow the Chairperson to bring questions or concerns to DIAL in a timelier manner than the regular semi-annual meetings may allow. To support DIAL in encouraging full participation by the Advisory Council members, the Chairperson will have the authority to recommend removal of a member should that person miss three consecutive Council meetings or is unable to contribute fully.

Council members will vote to elect their Chairperson, and the member serving in the role will change every two years or whenever a Chairperson steps down, whichever comes first.

Operations

To meet its objectives and to ensure active, relevant participation in Digital Principles programming, the Advisory Council will meet twice per year: once in-person and once virtually. These semi-annual

meetings will provide the opportunity for DIAL to bring business before the Council, and for the Council to raise concerns, provide feedback from the rest of the community, and give suggestions to DIAL related to the Principles for Digital Development.

The in-person Council meeting will last a full day and will be targeted toward more in-depth work planning and workshopping around the program. The in-person meeting will require Council members to travel to the selected meeting location; DIAL will reimburse all members for travel costs associated with attending the meeting (i.e. flights, meals, and lodging up to the allowable rate based on U.S. State Department regulations).

The annual virtual meeting will allow Council members to provide feedback or input into ongoing Digital Principles projects. This meeting is intended to be a mid-year touchpoint and opportunity for DIAL to pivot in its work if the Council identifies major issues or challenges. Members or the DIAL team may initiate additional virtual meetings on an as-needed basis. The duration of each virtual meeting will depend on the agenda, but will not exceed three hours each. These meetings will be conducted via an online teleconferencing program.

The Principles for Digital Development team at DIAL will remain accessible to all Council members as necessary to address their comments or concerns should they arise between meetings.

Advisory Council Membership

Composition
The Principles for Digital Development Advisory Council will be comprised of up to seven regular members, and one Chairperson – **totaling up to 8 people.** These individuals will be digital development practitioners with diverse representation of sectors, geographies, gender, and organization type. Broadly, the composition of the Advisory Council will be as follows:

- Two members from donor organizations;
- Four members from implementing organizations; and
- Two members unassociated with either (i.e. they can be sector influencers, private tech companies, social entrepreneurs, local country representatives, or independent consultants).

An organization can only have one member sitting on the Council at a time, but a member does not necessarily have to be associated with an organization or company.

The Advisory Council will be weighted towards the Global South perspective, reflecting the reality of where digital development programs take place, and to give voice to those that are usually underrepresented in conversations about global goods and development best practice. For this reason, the Council will only include a maximum of five members from the Global North (either by nationality or by physical location). Additionally, DIAL is a gender equality champion, and as such aims for gender parity wherever possible. For this reason, a target 50/50 percent ratio of female and male representatives on the Council has been established.

Appointment Process

Members of the Advisory Council will be nominated by their peers to serve in the role. Nominations will be submitted through the Principles for Digital Development Forum (https://forum.digitalprinciples.org), publicly, and with justification. The nominations will require consent of the person being nominated, a resume or CV and letter of support stating the reasons why the nominator is putting their selected candidate forward for the position. More than one person may nominate the same individual. Individuals may also nominate themselves, providing their resume or CV and an explanation of their interest in joining the Advisory Council. The nomination process will be open for six weeks.

When nominating an individual for the Advisory Council, consideration should be paid to the following:

- Commitment to promoting and adhering to the Principles for Digital Development;
- Experience working with technology-enabled development programming;
- Unique or specialized skills and expertise within digital development;
- Credibility and reputation within the digital development community; and
- Diversity of gender, sector representation, and geographic locations.

Once the nomination period closes, a five-person Selection Committee will review all candidates and determine who will sit on the Advisory Council. The Selection Committee will be comprised of two DIAL staff persons, and three independent digital development practitioners who are well-respected by the community. These individuals will be identified and announced publicly, and will recuse themselves from consideration to join the Digital Principles Advisory Council. The process of selection should take no longer than one month.

Selected Advisory Council members will be notified privately to allow them the opportunity to accept or reject their appointment, and to identify potential conflicts of interest. Should a selected member reject their appointment, the Selection Committee will revert to a short-list of alternatives, bearing in mind the need for balanced representation across membership. Once all Advisory Council members have accepted their appointments, DIAL will publicly announce the membership, including the process and rationale. Alongside the public announcement, DIAL will publish a brief overview of the process that took place, and how decisions were reached.

Tenure of Advisory Council Members

Advisory Council members are selected to their seat for a period of two years, with possible renewal up to two times. To avoid all members' terms expiring at once, terms for inaugural members will be staggered. That is, four of the initial members will be asked to serve three-years initially, whereas the remaining and all subsequent members will serve two-year terms.

Seats on the Advisory Council will be associated with the individual who fills the seat, and not their organization (i.e. if a representative from a given organization chooses to step down from the Council, someone else from that organization will not automatically fill their seat). Likewise, if an individual leaves his or her current organization, s/he may maintain the seat as long as their new role continues to align with the requisite composition of the Council (i.e. a Global South implementer must move to another

Global South implementing organization to maintain a seat). If s/he do not fit this requirement any longer, or if they choose to transition off the Council, their seat will become open for public nominations once again. This process will follow the same model as outlined above for selection criteria.

When a Council member reaches 18 months in his or her tenure, the open nomination process for his or her seat will begin again. This will allow for a transition period, so that the new Council member to fill the seat can attend the next semi-annual meeting with their predecessor.

DIAL's Responsibilities Facilitating the Advisory Council

DIAL's Digital Principles team will be responsible for financial management and program implementation, but will present plans, strategies, and products to the Advisory Council for feedback, structuring questions and discussions to enable productive conversations. DIAL also will support the Chairperson to form agendas in advance of the Advisory Council semi-annual meetings, circulating the agenda and any pre-reading documents in advance of the meetings. DIAL will coordinate all communications with the Advisory Council relating to and outside of formal meetings, and will manage all logistics related to Council meetings and calls.

DIAL will capture meeting minutes, comments, and follow-up action items from the meetings, circulating notes to members for response and corrections before publishing them publicly.