doteveryone

2018/19 **Annual Review**

Championing Responsible Technology for a Fairer Future

Doteveryone is the responsible technology think tank.

We're fighting for better tech, for everyone.

We want to see a world where responsible technology is the new normal. We're working to change how tech is made and used so that it supports a fair, inclusive and sustainable democratic society.

So we don't just talk, we act.

We show businesses how to build technology that supports the best interests of people, communities and planet.

And we help policymakers set the terms for technology to be better for everyone.

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Welcome
from Chair and
Chief Executive

Responsible Technology became a headline-grabbing issue in 2018-19. We are delighted that Doteveryone's work helped to frame much of that debate. Our research into public attitudes created an evidence base, while our practical advice on Internet regulation was warmly received, and our methods for responsible innovation struck a chord with business.

Doteveryone has played an important role this year in translating the complex and fast-moving world of innovation into accessible language, and helping to show how technology is changing society. Our research touches on the everyday ways data and smartphone culture are changing the world, and has been a useful touchstone amid wider hype and speculation.

And importantly, we don't just describe. Our responsible innovation methods have been used this year by governments, charities, start-ups and global innovation businesses, and we have trained politicians, charity and business leaders in how to bring these to life.

We are grateful to everyone who has supported us this year: with funding, expertise, and by sharing our work and supporting our mission to make responsible technology the new normal.

Martha Lane Fox
Founder & Chair

Rachel Coldicutt
CEO

2018/19 impact

Doteveryone has become the go-to voice in the UK public debate about technology.

Our research also has won widespread media coverage *(BBC, Forbes, New York Times and Cosmopolitan)* and praise from both industry *(BBC, Salesforce, CogX, PWC and WeTransfer)* and policymakers *(DCMS, the Information Commissioner's Office, the Centre for Data Ethics & Innovation and NHSX)*.

Our founder Martha Lane Fox, CEO Rachel Coldicutt and Director of Policy Catherine Miller, have shared our research and responses to unfolding global events on national TV *(BBC, Channel 4, Sky),* on national and local radio networks, and in newspapers including *The Times, Financial Times*, and *The Guardian*.

As an influencing organisation, we often help make change behind the scenes. Some recent public achievements include:

- **Agenda-setting research** on public attitudes to technology that anticipated the public 'techlash'

- **Pioneering thinking on 'Regulating for Responsible Technology'** that has helped shape the Internet regulation debate and influenced policy in the UK and Europe

- **Training leaders and sharing practical responsible innovation methods** that are being used by governments, charities, start-ups and global technology businesses

Partners include:

nesta

OMIDYAR NETWORK

Innovate UK

LLOYDS BANK

bulb

Google.org

Department for Culture Media & Sport

BT

sage

accenture

GREATER LONDON AUTHORITY

BBC

Responsible Tech 2019:
The New Normal

On 31 January 2019, we held our inaugural conference on responsible technology. The sellout event brought together over 250 people from across business, policy and civil society, and featured 24 expert speakers in technology, policy, data and ethics to share practical ideas for embedding responsible technology into day-to-day practice.

Speeches included keynotes from Anne-Marie Imafidon, Co-founder STEMettes and DCMS Secretary of State, Jeremy Wright. Alongside panels and debates, we premiered a new agile event with over 30 delegates, and facilitated 13 three-minute lightning talks, providing members of the responsible tech community an opportunity to share the work they're doing to support the responsible tech agenda.

The event was sponsored by the *Omidyar Network, PwC* and *Lloyds. Bulb* sponsored the event's Accessibility Fund.

Couldn't be more timely. Thanks to Doteveryone for leading the way. Time for us all to follow.

Event attendee

#ResponsibleTech19

667 People tweeted

1819 Total tweets

2.8 million
Potential reach

Thank you Doteveryone for leading in the journey towards a new normal for technology. We are with you.

Maria Axante, PwC

(from left to right) Tabitha Goldstaub, Co-founder of Cognition X, Check Warner, CEO of Diversity VC and Rob McCargow, Director of AI at PwC on stage at Responsible Tech 2019

Delegates networking in the foyer at the British Library

Making responsible technology the new normal

Technology is changing the world at a pace and scale that's unprecedented. How and whether to use technology are decisions that affect people's lives and the shape of society. It's vital that the people who have the power to make these decisions do so responsibly and are aware of the consequences they will have.

Unintended Consequences

Through our research we have identified six themes of unintended consequences (fig 1). We use these to prompt conversations within organisations about the consequences of the technology they are making and using.

These are complicated, hard problems that resist easy answers. They need debate and they need all of us to be involved and that is why we are so proud to support Doteveryone
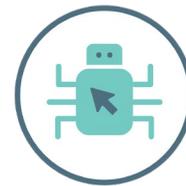
Sarah Drinkwater, Omidyar Network. speaking at Responsible Tech 2019

Fig 1 - Unintended consequence themes

Imbalance in the benefits of technology

Unforeseen uses

Erosion of trust
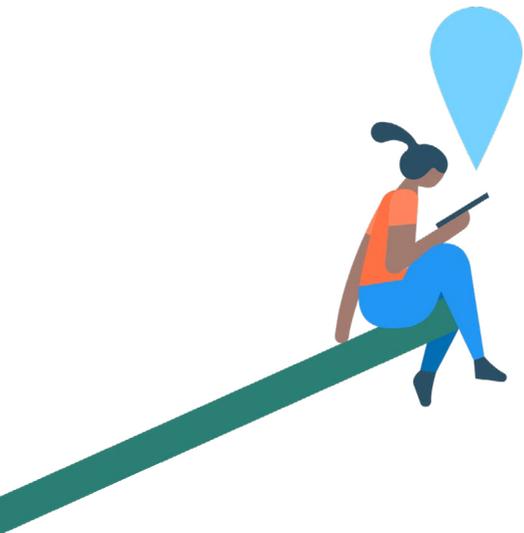
Impact on the environment

Changes in norms and behaviours
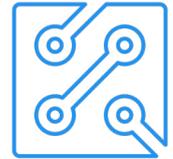
Displacement and societal shifts

Levers for change

For responsible technology to be the new normal, all parts of society must be able to understand and practise responsible technology.

We need:

Better business

We're creating new ways of working so businesses can make products and services that support the best interests of people and society.

Bold policymaking

We're helping policymakers ensure technology supports a fair, inclusive and sustainable democratic society.

Stronger society

Where people, communities and organisations are able to direct the impacts of technology

Better Business

Doteveryone wants responsible technology to become standard business practice

Throughout 2018/19 we've been working with organisations to understand the barriers they face to embedding responsible tech practices into the way they build and maintain products and services.

Research uncovered an appetite amongst self-identified 'responsible advocates' for tools, no matter how simple, that will allow them to improve the responsibility of their products and services.

We've now developed a set of new methods and resources to help businesses put responsibility at the heart of their business planning, design thinking and product management, in a new programme called TechTransformed.

We have been actively building a community of practice around these tools including:

- Partnership on AI

- Responsible AI Roadmaps Expert Group

- IBM Watson AI XPRIZE consultation on ethics component of judging criteria

- Tech Nation Applied AI Accelerator Programme Selection Committee

- Digital Catapult Machine Intelligence Garage Ethics Consultation

- CogX19 Festival of AI and Emerging Technologies Exhibitor and featured speakers

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Consequence Scanning

A time and process for addressing consequences

One of the practical resources within the TechTransformed programme is Consequence Scanning - an Agile event to help organisations consider the potential consequences of their product or service on people and society within the development cycle.

We published the first version of the manual (fig 2) and have run a taster sessions at events, introduced the practice to 55 charities and social enterprises, 26 start-ups, representatives of government departments and multinational companies.

The practice has received extensive and high quality media coverage and references including the YouTube series on 'How to Build an App' by Tom Scott (1.98m subscribers) and featured in 'From What to How: An Overview of AI Ethics Tools, Methods and Research to Translate Principles into Practices' by Jessica Morley, Luciano Floridi, Libby Kinsey and Anat Elhalal.

We love Doteveryone's new Agile approach for developing software: it forces us to look beyond just individual, user-focused security.

From CitizenMe's February newsletter

TECHTRANSFORMED
tech-transformed.org
Version 1 | April 2019

Consequence
Scanning

An Agile event for Responsible Innovators

Brought to you by: doteveryone

Fig 2

This deserves the widest possible readership amongst those designing and making products and services

**Tom Loosemore,
Partner at Public Digital,**

Delegates at Responsible Tech 2019 doing Consequence Scanning

Next steps...

In May 2019, we published *People, Power and Technology: The Workers' View* (fig 3) – the first research of its kind to uncover the views of over 1,000 UK tech workers and reveal a deep concern within the industry about ethical practice. It also showed a clear desire for more time and resources to consider the unintended consequences of the products and services they're making.

People, Power and Technology:

The Tech Workers' View

doteveryone

Fig 3

Commercial Director, Noor Mo'alla, who joined Doteveryone in August 2019 is working to establish and grow our Better Business programme and meet this clear demand from tech workers for practical resources to help tech workers consider the impact of what they make.

Tech workers that experienced decisions that could lead to negative consequences for people in society

Overall **28%**
Base: 1010

AI workers **59%**
Base: 192

Emerging Tech **43%**
Base: 221
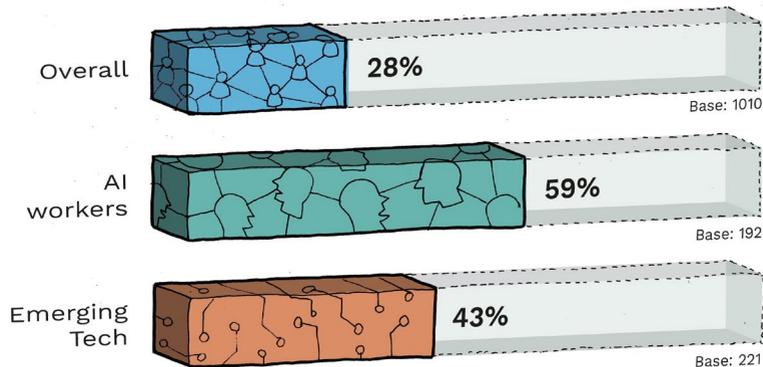
Bold policy making

Doteveryone is at the heart of an increasingly busy tech policy conversation, engaging in the development of the UK Government's Online Harms White Paper, the National Data Strategy and other initiatives.

Through 2018/19, our policy work has focused on helping to shape the UK Government's approach to technology regulation. This work has been well received and widely endorsed by a range of organisations and governmental bodies including *Tech UK, Which?, the Information Commissioner's Office, OFCOM* and *BEIS*.

Doteveryone's CEO Rachel Coldicutt speaking at the Global Agenda 2018, an event by The Economist

Regulating for Responsible Technology:
Capacity, Evidence and Redress

Published in October 2018, this report provides practical steps to help policymakers ensure the UK has a robust and flexible regulatory system that will thrive now and in the future.

The paper outlines our vision for a new independent regulatory body, the Office for Responsible Technology that will direct digital technologies for the public good and:

1. Empower regulators with the capacity to hold technology to account.

2. Inform the public and policymakers so that regulation is founded on an authoritative body of evidence about the benefits and harms of technologies and the public has a source of independent and understandable information.

3. Support people to seek redress from technology-driven harms by ensuring people's complaints are fairly handled.

Building on the report, in partnership with Resolver, we hosted a series of informal events bringing together organisations and individuals that promote the public's digital rights, and to find ways to better support people to seek redress in the online world.

Next Steps...

In late 2019, Doteveryone was announced as a finalist in Nesta's Legal Access Challenge to make legal support more accessible and affordable for individuals and small businesses through new technology.

We're developing a free and independent one-stop-shop for the public to understand and exercise their digital rights and access systems of redress when online services fail to respect them.

By April 2020 we will have a functioning prototype that gives a flavour of how it can be used to help people defend their digital rights in the real world.

A brilliant report on new ways to bring our rules for tech into the 21st Century

Liam Byrne MP, Shadow Minister for Digital on Doteveryone's Green Paper published July 2018

Stronger Society

Doteveryone's work explores how technology is shaping society and how the public can help direct the impacts of technology.

People, Power and Technology:

Research into the UK public's digital attitudes (fig 4) and understanding (fig 5)

This first of its kind research revealed a gulf between the perceived positive personal benefits and the negative societal impacts of technology and anticipated the 'techlash' that has followed.

This research has been widely referenced including by UK Government, parliamentary committees and many civil society organisations.

We plan to update this research to reflect the fast-changing landscape with a new People, Power and Technology survey in 2020.

People, Power and Technology pulls our relationship with digital into the spotlight and provides a platform for debate and action. The report is timely and hugely relevant.

Adam Micklethwaite, Good Things Foundation

Fig 4

Fig 5

How has the internet affected you as an individual?

50%
32%
6%

very positive impact | Fairly positive impact | Negative impact

How has the internet affected society overall?

12%
44%
20%

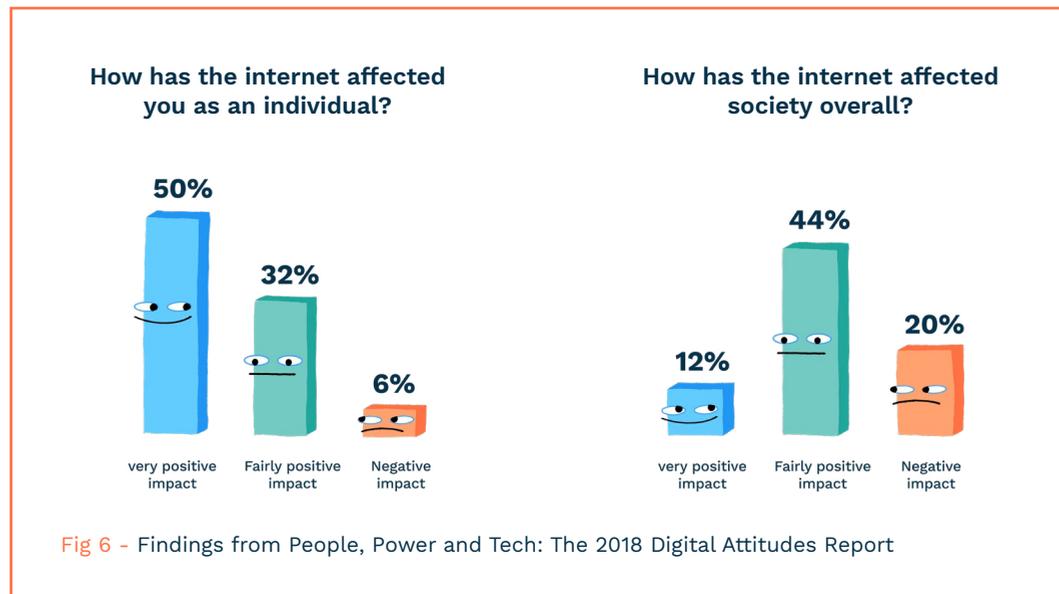very positive impact | Fairly positive impact | Negative impact

Fig 6 – Findings from People, Power and Tech: The 2018 Digital Attitudes Report

Be a Better Internetter

A pilot digital health campaign

We explored what it would take for people to be both engaged and empowered to improve their experience of technology. With creative partners *BETC* and media partners, *the Guardian*, *WeTransfer* and *Unruly*, we developed and ran a digital advertising campaign.

Stills from all three of the campaign adverts

Since then we've explored in more depth where and how the public can drive change and are working to demonstrate an alternative to traditional media literacy approaches.

We're proud to stand with Doteveryone and delighted to use our platform to help spread their message to 40 million creative minds around the world.

Damian Bradfield, CMO and President, WeTransfer

Empowering civil society to shape technology

Society in the Loop

In September 2018, in partnership with the Ada Lovelace Foundation and Civil Society Futures, Society in the Loop Live brought together over 30 speakers at a standing-room only event to take the tech ethics debate out of the industry echo chamber and into real-world concerns, including justice, poverty and democracy. We continue the conversation with monthly newsletters.

Charity as a Platform - a digital prototype to strengthen the social sector

In partnership with design agency, Snook, and on behalf of the Wellcome Trust's Public Engagement team, Charity as a Platform is a concept designed to make it easier for charities to reduce their operational costs and build a common infrastructure for the social sector.

Responsible technology leadership for charities and social enterprises

In early 2019 we held digital leadership workshops with 55 senior charity leaders, funders and trustees across the country in London, Bristol, Birmingham and Manchester to help make responsible technology part of the operations of a growing and thriving organisation.

Through the programme we trained four local co-facilitators to deliver the workshops and who helped reach people outside Doteveryone's existing networks.

Better Care in the Age of Automation

In late 2018 we began research with people on the front line of the care sector to understand the current impact of technology on social care and its potential to shape the future.

The final outcomes included a written report (fig 7) and accessible dissemination of our findings and recommendations with a short documentary and a sci-fi style film, '2025: a Future of Care' (fig 8), that explores a possible future of the care sector.

Fig 8 - A screenshot from '2025: a Future of Care'

The final report reveals:

- The **data** collected within social care has critical gaps and often goes unused

- People need **skilled help** and flexibility for technology to work for them

- A **culture** of suspicion and fear inhibits people from taking advantage of new innovations.

Fig 7

Next Steps...

Realising better work in the gig economy

In 2017/18 we looked at possible solutions to make it as easy as possible for gig economy workers to export and transfer their own reputation data from one platform to another.

And in 2019 we're researching with gig workers to get an in depth understanding of the issues. These will lead to prototype solutions to help workers address challenges, alongside policy recommendations to address the root causes of precarious and insecure gig work.

People & values

Martha Lane Fox founded Doteveryone following her Dimbleby Lecture in 2015 where she called for a new organisation to help us shape our digital world and navigate the moral and ethical issues it presents. From that vision, we've grown into a small and dedicated London-based team that pulls together to achieve more than the sum of our parts.

Our values

Using our own Responsible Leadership process on ourselves, we've established the following values:

- We value people's time and experience, and are impatient for change

- We turn complex ideas into accessible conversations

- We challenge the obvious and state the unsaid

- We respect the power of our voice and influence and try to use that to support and challenge others, as appropriate

- In turn, we welcome both support and challenge for our own work

- We are useful:

  o We describe problems that others can't see yet - in a timely way

  o We understand how to make change, and create artefacts that help others to do so

Living our values

Values that work well are ones that give everyone in an organisation a clear and shared direction they can live by.

This year, for example, in the spirit of 'valuing the power of our voice and influence', we've offered 12 one of our Fairer Tech Events grants to help those who are running tech events make it easier for people who are often excluded to take part.

Event images from Fairer Tech Grant recipients: One HealthTech (left) & Glitch (right)

Meet the Doteveryone team

Alao Abiola
Researcher

Alex Mecklenburg
Responsible Leadership
Associate

Astrid Spegel
Office Manager

Dr Laura James
Technology Principal

Lil Patuck
Prospect Researcher

Louise Marston
Managing Director

Catherine Miller
Director of Policy

Hannah Kitcher
Communications Manager

Jacob Ohrvik-Stott
Senior Researcher

Lydia Nicholas
Programme Manager

Noor Mo'alla
Commercial Director

Rachel Coldicutt
CEO

James Barclay
Designer

Joe Massey
Research and
Engagement Intern

Kapila Perera
Director of Research
and Engagement

Sam Brown
Programme Lead

Governance

Doteveryone was founded by Martha Lane Fox at her Dimbleby Lecture in 2015 and she is now the Chair of Trustees.

In October 2019 we were pleased to welcome three new Trustees to the board. They bring with them a wealth of experience in charitable fundraising, marketing and communications and technology leadership.

Martha Lane Fox
Executive Chair

New Trustees

James Wise
Partner at
Balderton Capital

Mel Exon
Former Group CEO of
Sunshine and Managing
Director of BBH.

Sarah Hunter
Director of Public
Policy at X

Trustees

Dido Harding
Baroness &
Businesswoman
(Trustee 2016 - May 2019)

Tom Wright
Chief Executive,
Guide Dogs
(Trustee 2016 - Oct 2019)

Sabrina Clarke-Okwubanego
Strategist and
Managing Director
of Build Global

Richard Lackman
US certified public
accountant

Funding

Funder	Amount	Funding for
Accenture	£1,921	Unrestricted donation
Altran Technologies	£1,500	Responsible tech workshop
BT	£200,000	Principal partner donation
Bulb	£3,000	Responsible Tech 2019: New Normal event - accessibility sponsorship
CAST (Centre for Acceleration of Social Technology)	£10,000	Enhancing digital capacity of UK charities
DCMS	£34,500	People Power & Technology: Industry Attitudes Survey
DCMS Digital Leadership Fund	£69,062	Digital Leadership
Electromagnetic Field (EMF Camp)	£1,500	Fairer Tech Events
GLA	£25,000	Digital leadership training

Funder	Amount	Funding for
Google.org	£92,130	Better Care Systems
GSMA	£18,000	Data-driven power shifts literature review
Guardian	£10,000	Better Internetter Campaign
House of Commons	£9,960	Support on digital ways of working with European Statutory Instruments Committee
Innovate UK TV	£5,000	Industry Attitudes Survey
Lloyds Banking Group	£6,000	Responsible Tech 2019: New Normal event sponsorship
Nesta	£12,500	Space Invaders (later Ctrl+F)
Omidyar Foundation	£374,156	Responsible Tech tool and public awareness raising
PWC	£12,000	Responsible Tech 2019: New Normal event sponsorship
SAGE	£200,000	Principal partner donation
The Wellcome Trust	£25,000	Helping the public shape the impacts of tech

Income

Income	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
Donations	-	-	-	300
Grants and corporate donations	-	-	937,565	784,077
Service provision	-	-	165,238	132,369
Total Charitable activities	**656,491**	**446,312**	**1,102,803**	**916,446**
Deposit account interest	663	**-**	663	155
Total Investments	**663**	**-**	**663**	**155**
Event ticket sales	23,063	-	23,063	-
Book sales	1,424	-	1,424	-
Other trading	21,940	-	21,940	-
Total Other trading activities	**46,427**	**-**	**46,427**	**-**
Speaking engagements	250	-	250	400
Other income	3,956	-	3,956	1,000
Total other income	**4,206**	**-**	**4,206**	**1,400**
Total income	**707,787**	**446,312**	**1,154,099**	**918,301**

Expenditure

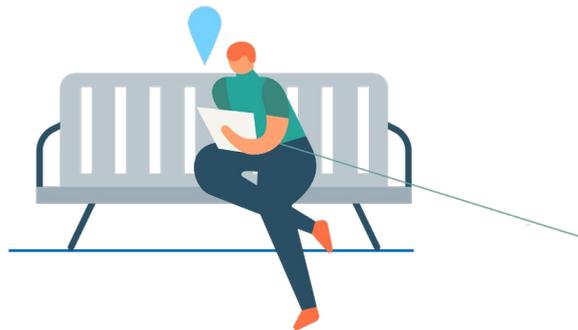| Expenditure	Unrestricted funds £	Restricted funds £	Total 2019 £	Total 2018 £
Raising Funds	118,874	-	118,874	42,643
Charitable Activities	596,694	391,691	988,655	1,107,895
Total expenditure	**715,568**	**391,961**	**1,107,529**	**1,150,538**
Net income/expenditure	(7,781)	54,351	46,570	(232,237)
Fund balances at 1 April 2018	286,322	119,236	405,558	637,795
Fund balances at 31 March 2019	278,541	173,587	452,128	405,558

www.doteveryone.org.uk