Principles for Digital Development

Event Title
Principles for Digital Development

- Design with the User
- Understand the Existing Ecosystem
- Design For Scale
- Build For Sustainability
- Be Data Driven

Use Open Standards, Open Data, Open Source and Open Innovation
Reuse and Improve
Address Privacy and Security
Be Collaborative

Steward by Dial Digital Impact Alliance
digitalprinciples.org #DigitalPrinciples
The Principles
Digital Principles in Practice

- Design with the User
- Understand the Existing Ecosystem
- Address Privacy & Security
- Build for Sustainability
Digital Principles in Practice

Design with the User

Reuse and Improve

Be Collaborative

Be Data Driven
Nine “living” guidelines designed to help digital development practitioners integrate established best practices into technology-enabled programs.

Explore the Principles  
Join the Community  
Endorse the Principles
Knowledge Products – the Project Lifecycle

- Analyze & Plan
- Design & Develop
- Deploy & Implement

Cross-cutting: Monitor & Evaluate
Knowledge Products – Case Studies & Guides

Case Study: Springster


Principle(s) Addressed
Address Privacy & Security, Be Collaborative

Overview
Springster is a global mobile-first platform which builds vulnerable girls' confidence and skills online to help them fulfill their potential offline. Springster not only features content for girls, but also by girls themselves - including a mix of entertaining and educational content covering issues such as sexual and reproductive health, menstruation and building self-confidence. The location-specific content is aimed at 12 to 16-year-old girls worldwide who can be out of school, live in poverty, have married at a young age or have a disability. Springster helps girls find meaning and strength in each other’s experiences. In so doing, it creates positive change in girls' lives by building their knowledge, resilience and self-belief.

Springster is a digital brand within Girl Effect that is currently available in 66 countries in 17 languages and has 1.2m unique users each month. There are plans to expand the feature set to include more interactive tools.

Background
Since 2000, Girl Effect has been working with partners around the world to identify and understand the issues and challenges faced by vulnerable girls. We define vulnerable as a girl who is not enrolled or is behind in school, identifies herself as part of a marginalized ethnic or religious group, has married at a young age and is perhaps pregnant or already a mother; (has in poverty $5.30 per day or less as defined by the World Bank), has sustained a disability, or is not currently living with her parents.

Objectives
- Develop relevant, empowering, actionable and relatable content for vulnerable 12- to 16-year-old girls worldwide.
- Increase girls’ knowledge around health, education, finances and personal safety in a way that is culturally appropriate.
- Positively influence girls’ online and offline attitudes and behaviors towards the issues that they face most by providing resources, information and a safe place for girls to connect and share their stories.
- Ensure girls’ identity and data are secure and private to create a safe online experience that enables them to share their stories openly.

How to Choose a Mobile Data Collection Platform

Principle(s) Addressed
Understand the ecosystem, Be Data Driven, Ensure and Impose, Use Open Standards, Open Data, Open Source & Open Innovation

Overview
There are dozens of applications and platforms to collect data using mobile phones and other devices. Choosing the right mobile data collection (MDC) application or platform can save your program time and money, and it can help capture the right data at the right time to help make the best program decisions.

Description
Data is an integral part of many technology-enabled development programs. Various companies and organizations have developed mobile applications and platforms that can help collect and analyze data, and choosing the right tool can set your program up for success.

MDC speeds up the data collection and analysis process because data can be submitted in real time, becoming available immediately for viewing and sharing.

MDC tools often have features like skip logic and minimum or maximum value parameters that can lead to better data quality and reduce the time required to clean data. The tools also provide the option to capture other kinds of information, such as GPS coordinates and photographs.
Knowledge Products - Frameworks

This guide helps you measure the impact of your work and how far technology has contributed to its outcome and impact. It was written particularly with international projects using ‘inclusive’ (accessible, low-cost) technologies in mind but could be useful anywhere, in any kind of project.

You could use it as a minimum M&E standard for an organization or a project to follow at each phase of the program (recruitment, implementation, monitoring, evaluation, and dissemination of learning), or use elements of it as you need. And while this work is aimed at using M&E for technology projects, don’t forget to use technology for your M&E, and take advantage of the opportunities that technology and digital tools can provide to gain insight and real-time data on usage, uptake, satisfaction, or other critical questions.

What is monitoring and evaluation?
A monitoring and evaluation (M&E) process can help management to drive change. It can hold projects to account; provide lessons learned; create evidence about what works; inform future funding and program design; and examine how, and how far, technology contributes to wider programmatic goals.

Monitoring means tracking implementation in an ongoing way, informing day-to-day project management decisions and report on progress to donors and managers. Evaluations are snapshots of the ongoing activity and the progress of a project overall at specific points in time. They use systematic and objective assessment of an ongoing or completed project or program to look at its design, implementation, and results. Evaluations may also aim to determine the worth of an activity, intervention, or program.

Learning is also a critical element in which we ensure that the lessons learned from our M&E are used to improve our work, shared internally and wherever possible, shared externaly also as well, in easily-digestible formats.

Why create a framework for M&E of technologies in social change projects?
In technology for social change, we need more evidence of what works and what doesn’t, so that we can improve our practice and hold ourselves to account. Now best
Knowledge Products – Resource Library

**Guide**

**Principles of Digital Development Core Tenets**

The Principles for Digital Development are comprised of nine core tenets that are designed to help integrate best practices into technology-enabled programs. Download the one-pager handout below to for a...

[Download (pdf)]

**Report**

**The Digital Competence Framework for Citizens**

JRC research on Learning and Skills for the Digital Era started in 2005 with the aim to provide evidence-based policy support to the European Commission and the Member States on...

[Download (pdf)]

**Case Study**

**African Strategies for Health (ASH) Project mHealth Compendiums (Editions 1-6 & Infographic)**

The mHealth Compendiums document a range of mHealth applications being implemented primarily in Africa. This series was initially published in November 2012. The series contains case studies organized within five programmatic...

See 4 more
Digital Principles Forum
Advocacy & Endorsement
Your Role – How to Get Involved

http://forum.digitalprinciples.org
Digital Principles Team

Allana Nelson
Manager
anelson@digitalimpactalliance.org
+1 202-212-9916
@allana_nelson