



## A Brave New World?

Priorities and actions for an  
inclusive digital revolution

April 2017

In partnership with:

**accenture**strategy

Supported by:



**BARCLAYS**

**FUJITSU**

**McCANN**  
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# Priorities for responsible business in a digital age

**Business Priority 1**  
Protect, support and empower customers



## Simplify data practices

Make data sharing and privacy clear and visible from the start.

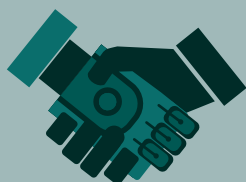
## Be inclusive

Build digital access, capability and confidence to allow all to benefit from the digital economy.

## Enable better choices

Develop solutions that help people to make more informed decisions on their health, education and finances.

**Business Priority 2**  
Embrace the changing nature of work



## Prepare employees

Provide digital skills and lifelong learning to create an adaptable workforce.

## Anticipate automation

Create new roles, where technology complements humans, and support communities to manage the transition.

## Extend employer responsibility

Provide security, job protection and benefits for the growing 'gig' economy workforce.

**Business Priority 3**  
Deliver innovative products and services that serve society



## Design with purpose

Ensure technology reflects human values and corrects for unconscious bias.

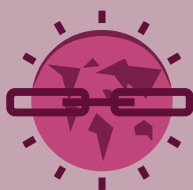
## Promote sustainable consumption

Transition to new business models that cut waste and increase asset productivity.

## Partner to solve

Work cross-industry to design and scale solutions that will benefit society.

**Business Priority 4**  
Drive a transparent, inclusive and productive value chain



## Empower suppliers

Provide digital solutions and training to achieve minimum social and environmental standards across the value chain.

## Click green

Minimise the environmental impact of operations, committing to 100% renewable energy and zero e-waste.

## Track, trace and resolve

Use digital technology to address corruption, exploitation and environmental harm.

To access our toolkit, including company examples that demonstrate each action, please go to [www.bitc.org.uk/digitalrb](http://www.bitc.org.uk/digitalrb) or [#DigitalRB](https://twitter.com/DigitalRB). Also available is a PDF of the business priorities and actions, the 'A Brave New World?' report and infographic.

# Protect, support and empower customers



“Technology can be used to help customers make better decisions. The first step is to educate on digital safety, so that people understand the T&Cs they are signing up to. Technology is a great enabler, but we need to ensure that no one gets left behind.”

Ashok Vaswani, Chief Executive Officer, Barclays UK

## Simplify data practices

### Make data sharing and privacy clear and visible from the start

- **Sedicii** has developed a technology designed to make customers and businesses safer online. The ‘Zero Knowledge Proof Protocol’ stops the transmission and storage of user data during the authentication process, therefore reducing identity theft.
- Nine in ten internet users in the UK and the US would avoid doing business with companies that do not protect their privacy.<sup>1</sup>

## Be inclusive

### Build digital access, capability and confidence to allow all to benefit from the digital economy

- **Barclays’** ‘Digital Eagles’ are 16,000 specially trained employees who help improve people’s digital skills and confidence by hosting free sessions, including how to stay safe online. The Eagles also host ‘Code Playground’ taster sessions for young children and their families.
- In Great Britain, 11% of households do not have internet access, while 16% of adults do not have the required basic digital skills to buy goods or services from a website.<sup>2</sup>

## Enable better choices

### Develop solutions that help people to make more informed decisions on their health, education and finances

- **Citymapper** is a smartphone app that provides users with a complete view of how to travel to their destination. The app uses transport data released by the Greater London Authority and has been well received, with an estimated 50% of iPhones registered in London having downloaded it.<sup>3</sup>
- Using open data to generate new and sustainable solutions to key social challenges returns 5–10 times more value to the economy than the investment cost.<sup>4</sup>

1. TRUSTe, A Booming Market for Mobile Commerce Where Trust is Essential, 2013.

2. ONS, Statistical bulletin: Internet access – households and individuals, 2016; Go ON UK, Basic Digital Skills UK Report, 2015.

3. UK Digital Strategy, Department for Culture, Media and Sport, 1st March 2017.

4. Open Data Institute, Investment in Open Data Challenge Series could see 5 to 10-fold return to UK economy over 3 years, 2015.



“Business needs to step up in addressing job instability driven by the digital revolution, including anticipating the types of jobs that will emerge as roles are automated and providing the opportunity for skills development and lifelong learning.”

Julian David, Chief Executive Officer, techUK

### Prepare employees

#### Provide digital skills and lifelong learning to create an adaptable workforce

- **Microsoft** has launched a programme to provide free digital literacy training in the UK. Specific initiatives include ‘Cloud Skills’, which will train 500,000 people in advanced cloud technology skills by 2020, along with a scheme to upskill 30,000 civil servants in a range of digital technologies.<sup>1</sup>
- The digital skills gap is costing the UK economy an estimated £63 billion a year in lost additional GDP.<sup>2</sup>

### Anticipate automation

#### Create new roles, where technology complements humans, and support communities to manage the transition

- **Airbus and Accenture** have introduced smart glasses to the A330 aircraft manufacturing process, combining augmented reality and 3D viewing to transform the efficiency and safety of factory workers. The error rate has reduced to zero and workforce productivity has increased by 500%.
- An estimated 15 million UK jobs are at risk from automation by 2035.<sup>3</sup>

### Extend employer responsibility

#### Provide security, job protection and benefits for the growing ‘gig’ economy workforce

- **allpay**, the online payments company, is committed to paying all employees, including self-employed and temporary staff, a living wage. The first employer in Herefordshire (one of the lowest paid counties) to make this commitment, allpay has increased engagement and access to talent.
- People who do irregular work for a decade suffer an average cognitive decline of 6.5 years compared with those who have regular hours.<sup>4</sup>

1. UK Digital Strategy, Department for Culture, Media and Sport, 1st March 2017.

2. House of Commons, Digital Skills Crisis, 2016.

3. Haldane, Labour's Share, 2015.

4. BMJ, Chronic effects of shift work on cognition: findings from the VISAT longitudinal study, 2014.

## Deliver innovative products and services that serve society



“The biggest challenge for smaller businesses is how they can make an impact. Partnering with companies across different industries to trial and scale technology gives potential to solve much bigger social and environmental issues than going alone.”

Eleanor Bradley, Chief Operating Officer, Nominet

### Design with purpose

#### Ensure technology reflects human values and corrects for unconscious bias

- **Mozilla** is committed to ensuring the internet works for all. This includes strong privacy and security, but also the promotion of openness, interoperability and transparency. All Mozilla's software is open source, enabling organisations to access code and use it to develop their own products.
- In 2016, Google returned six times more high-income job ads to men than to women.<sup>1</sup>

### Promote sustainable consumption

#### Transition to new business models that cut waste and increase asset productivity

- **Peerby** is a world-leading sharing platform which allows their 250,000 users to rent and borrow £800,000 worth of products on the site. Its members save an average of £80 when they borrow or rent and owners make up to £400 per month renting out their products.
- Companies that transition to circular economy business models could together create an estimated £3.5 trillion value by 2030.<sup>2</sup>

### Partner to solve

#### Work cross-industry to design and scale solutions that will benefit society

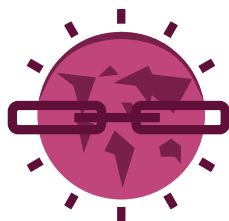
- **UbiGo** is a single app that provides access to public transit, car sharing, taxis and bicycles. Users receive a single invoice for all services and receive discounts when they use sustainable modes. AB Volvo and the Viktoria Institute collaborated to build the range of services.
- 1.6 billion people will have access to e-health by 2030, generating £165 billion in sales for the health sector, as well as £50 billion for the IT sector.<sup>3</sup>

1. FTI, Tech Trends Report, 2017.

2. Accenture Strategy, Waste to Wealth, 2015.

3. GeSI and Accenture Strategy, SMARTer 2030, 2015.

## Drive a transparent, inclusive and productive value chain



“Digital technology provides us with the opportunity to build stakeholder trust by enhancing the transparency of how we do business. With better understanding of the impact of operations, it’s possible to optimise existing systems and reduce resource intensity.”

Peter Simpson, Chief Executive Officer, Anglian Water

### Empower suppliers

#### Provide digital solutions and training to achieve minimum social and environmental standards across the value chain

- **Unilever’s** ‘Marcatus Mobile Education Platform (MMEP)’ is a collaboration between Unilever, Oxfam and Ford Foundation to train smallholder farmers in rural areas. 63% have adopted the group video screenings, achieving increases of 20% in average yields and 24% in net income.
- Smart agriculture can increase crop yields by 30% on average, creating global additional farm revenues of £1.5 trillion by 2030.<sup>1</sup>

### Click green

#### Minimise the environmental impact of operations, committing to 100% renewable energy and zero e-waste

- **Renault** operates a circular supply chain, with its products and components re-manufactured, repaired or refurbished at their end-of-life, enabled by IT tools that keep track of products. Renault has reduced energy use by 80%, use 88% less water and 92% less chemical products.
- IT has the potential to enable a 20% reduction in global carbon emissions by 2030.<sup>2</sup>

### Track, trace and resolve

#### Use digital technology to address corruption, exploitation and environmental harm

- **Blockverify** is a London-based start-up that uses technology to track, record, and verify products in a way that is permanently logged in the blockchain and cannot be counterfeited or compromised. Blockverify has been piloting solutions with pharmaceutical and beauty companies.
- 63% of consumers refuse to buy products and services from companies they do not trust.<sup>3</sup>

1. GeSI and Accenture Strategy, SMARTer 2030, 2015.

2. GeSI and Accenture Strategy, SMARTer 2030, 2015.

3. Accenture: Ethical Supply Chains, 2016.

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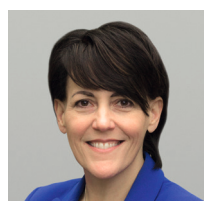
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