

Nominet's Public Benefit 2018/19

Social Impact Report

Tech for Good. **For All.**



NOMINET

Public Benefit 2020

Improving the lives of 1 million young people through technology

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£1.7m

in grants made during
financial year 2018/2019

155,432

young people reached
this year

Foreword

Welcome to Nominet's first Social Impact Report. In the last year we've embarked on an ambitious journey to transform our approach to Public Benefit. This report marks the progress we've made in the first 12 months and the plans we have in place to take us to the end of 2020.

As one of the pioneers of the Tech for Good community in the UK we wanted to ensure that our efforts were not only positively impacting directly on young people, particularly those that are facing disadvantage or vulnerability, but also demonstrate how grant making in Tech for Good can transform the efficiency, effectiveness and reach of those working towards better outcomes for young people.

The first twelve months of our Public Benefit programme have been about building towards the future. We have struck a balance between supporting existing programmes such as The Prince's Trust Online and Nominet Digital Neighbourhood whilst investing in new initiatives that are being designed and delivered throughout 2019.

We're pleased to have made grants in financial year 2018/19 of £1.7m. This has helped us reach over 155,000 young people this year. And, because many of the grants made this year are helping partners design and build digital services for the future, such as the intelligent volunteer dashboard with the Samaritans, we expect this year's commitment to reach another half a million people in the next

twelve months as the services we have supported with funding are implemented by our partners.

We've come a long way in the last year but could not have achieved this without our partners.

From existing partners such as The Prince's Trust and Micro:bit Education Foundation, to new partners such as BBC Children in Need, the Scouts and Samaritans we'd like to thank them all for their dedicated work to provide support and opportunities on some of the most important digital issues facing young people today.

What we are trying to achieve

We know that technology can provide limitless opportunities for young people. In a society that is increasingly digital-by-default, it is essential that young people have the access, the skills and the confidence to find their place in the digital age. This is why Nominet is committed to ensuring that technology works for every young person. By the end of 2020, we will be improving the lives of 1 million young people each year.

As a leading Profit with a Purpose company operating at the heart of the internet, Nominet is uniquely placed to harness the potential of tech and create lasting change. As a pioneer of the Tech for Good movement, we have invested over £47 million in this area since 2008.

In 2018 we unveiled our new Public Benefit strategy. Our programme, running until December 2020 is focused on helping a million young people aged 8-25 in the UK. It provides support and opportunities on some of the most important digital issues facing young people today

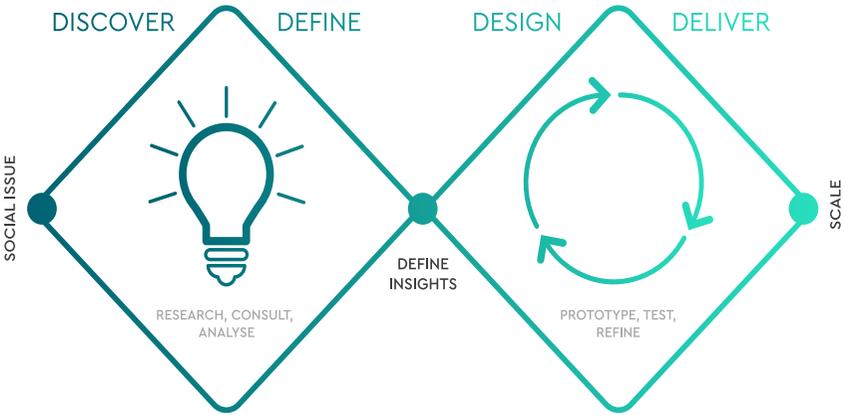




Cutting edge programmes through design thinking

Operating at the intersection of technology and social impact we apply design-led thinking, to address the issues facing young people and their relationship with technology.

For the social themes we tackle – we explore the real-life issues and barriers affecting young people before designing and building initiatives that can make a positive and lasting difference.





1 Connected

"We anticipate that the impact of Nominet's support will open up our services to people who would never have thought to come to Samaritans for help, and allow us to respond to many more contacts. With a growing number of people experiencing suicidal distress today, work on these tools, which is due to start imminently, comes not a moment too soon."

Gareth Germer
COO, Samaritans

The issue: Access to the internet

In the UK, 1 million young people do not have appropriate, affordable access to the internet and hardware, which considerably limits their educational growth and opportunities.

Our Goal

Provide access to 50,000 young people and their families by 2020.

Our current Partners and Programmes



The issue: Access to critical services

With the increase in reported mental health issues, technology must be harnessed to provide user-centric and efficient services.

Our Goal

We aim to reach at least 500,000 young people in need of support by 2020.

Our current Partners and Programmes



2 Inclusive

The issue: Digital skills for the future

The future of work is going through transformational change. The importance of having a strong foundational understanding of digital skills for employability and entrepreneurship is essential to every young person's chance of succeeding in the future economy.

Our Goals

Provide foundational digital skills to at least 250,000 young people by 2020.

Our current Partners and Programmes



The issue: Digital Transformation

Building on our work supporting The Prince's Trust and Micro:bit Education Foundation to transform their service to disadvantaged young people, we recognise the difficulty and challenge frontline youth organisations face in embracing the potential of digital technology to increase their reach, efficiency and effectiveness.

Our Goals

Support front-line organisations working with disadvantaged young people to transform their services using the power of digital technology and the internet. Reaching 400,000 young people.

Our current Partners and Programmes



3 Secure

The issue: Countering Harm

Child sexual exploitation and abuse, and associated illegal activities are significant online threats. Measures to counter this abuse need to evolve rapidly and technological innovation needs to be embedded in our ability to respond to these threats.

Our Goals

We will help our partners make the internet a safer place for at least 120,000 young people.

Our current Partners and Programmes



The issue: Internet safety

Access to digital technologies comes with risks, particularly for young people. To make the internet safer, young people and their carers need to access support, guidance and advice in ways that really work.

Our Goals

We aim to reach and influence at least 150,000 young people by 2020.

Our current Partners and Programmes







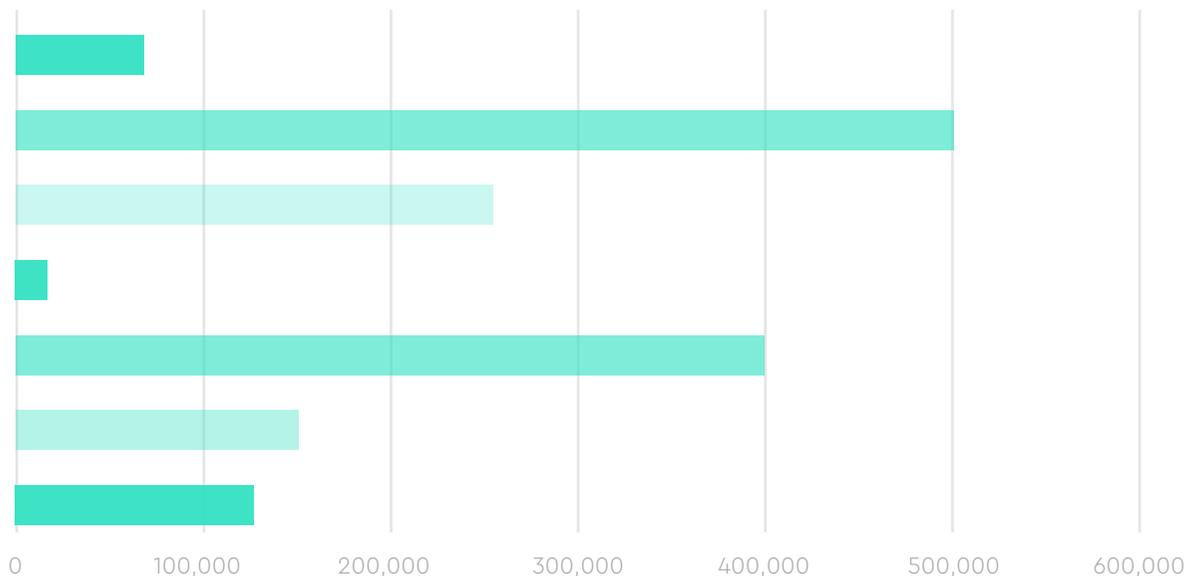
- Access to the internet
- Critical Digital Services



- Digital Skills for the Future
- Inclusive opportunities to Digital
- Inclusive opportunities through Digital



- Internet Safety
- Countering Harm



Our Targets

We are committed to reaching at least 1 million young people by the end of 2020. Where possible, we collaborate and build with others – from our peers in the tech sector, Nominet members, key government departments, researchers, funders and frontline charities – to deliver programmes and share our findings with the growing Tech for Good community to increase our broader impact.



How we want to achieve our goals - Our Theory of Change

Young people at the centre

All young people need support to thrive in a digital-by-default society. But also disadvantaged young people who are more likely to be excluded from, or feel the negative effects of, the digital world.

At-risk young people who need urgent mental health care and could benefit from critical digital services.

An evidence base:

The focus on the target groups is informed by Discovery Research conducted by Nominet and our partners. For example

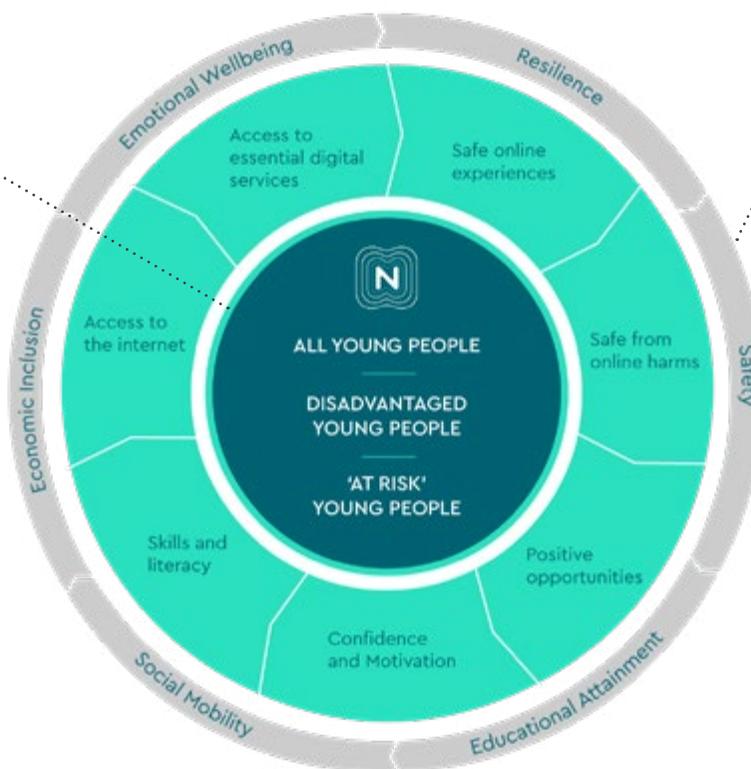
- The [Switched On](#) report explores exclusion factors, the impact of the lack of digital access on young people, as well as existing projects to address the issue.
- [The Charities, Young People and Mental Health Services](#) report offers a snapshot of the severity and scale of mental health issues for young people.

Sustainability:

The positive outcomes we want to bring about are interconnected and will lead to long-term improvements in six areas.

Framework design:

Research and practical tools in the area of digital inclusion also informed the design of Nominet's Public Benefit strategy's evaluation framework, such as the [Digital Inclusion Evaluation Toolkit](#) from the Department of Culture, Digital, Media and Sport, the [Digital Skills to Tangible Outcomes \(DiSTO\)](#) project from the LSE, and the [Digital Reach](#) report from the Social Tech Trust.



Our Partners

For the social themes we tackle – we explore the real-life issues and barriers affecting young people before designing and building initiatives that can make a positive and lasting difference. Then we select partners who are best placed to bring these initiatives to scale.

Samaritans is a charity providing support to anyone in emotional distress or at risk of suicide throughout the UK. The organisation is embarking on digitising part of its services, the development of an online self-help tool and an intelligent volunteer dashboard.

Digital Access for All (DAFA) is a taskforce initiated by the Learning Foundation and Nominet to address the needs of families of school-aged children who do not have access to the internet, either because they lack access to connectivity or a device.

Nominet Digital Neighbourhood (NDN) is delivered by Livity. After a short training programme, NDN connects young people with real businesses in their area, so when young people get experience, SMEs get digital.

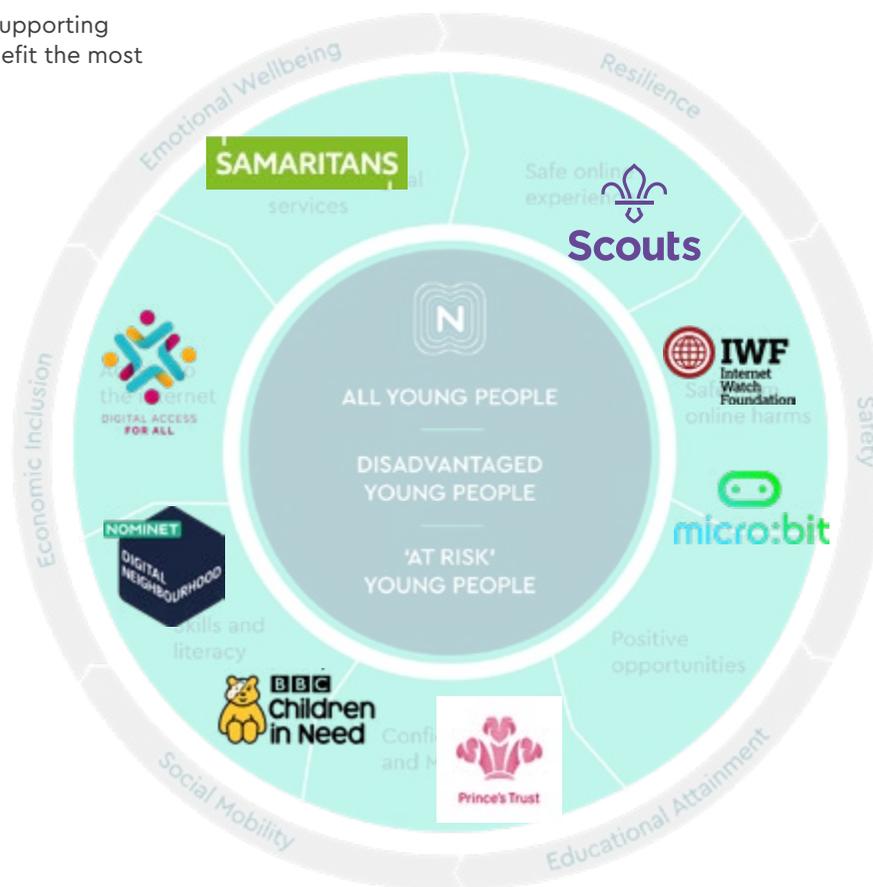
The Prince's Trust provides training, mentoring and personal development programmes to young people to improve their professional and educational opportunities.

The Internet Watch Foundation (IWF) is a charity that exists to make the internet a safer place for everyone through the elimination of online child sexual abuse images and videos.

Micro:bit Education Foundation provides a tiny programmable computer which teachers can use to introduce their pupils to computing in a fun and accessible way.

The **Scouts** and Nominet partnered to deliver and improve the Digital Citizen Staged Badge programme, which provides Skills for Life to young people.

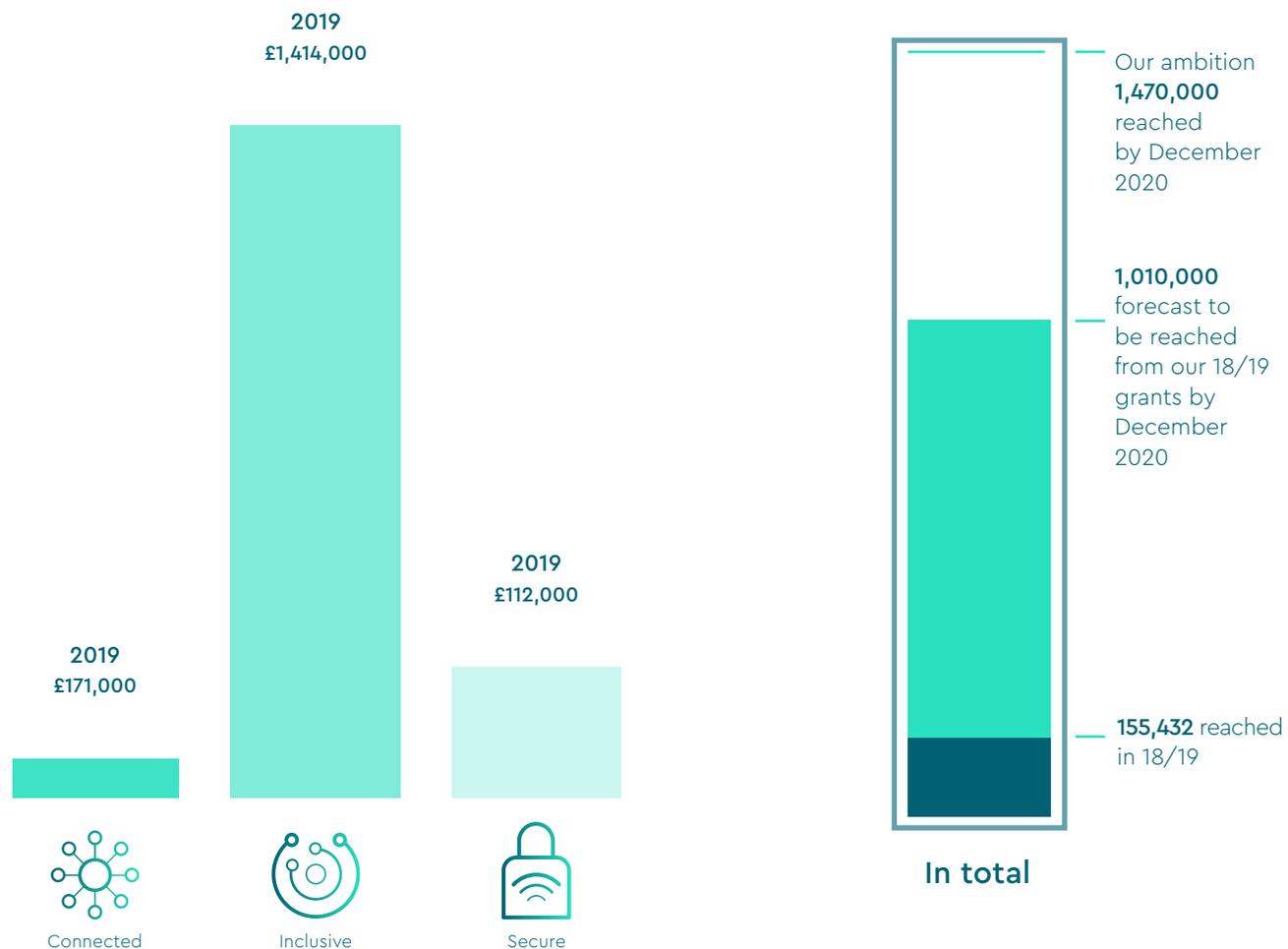
BBC Children in Need funds projects supporting vulnerable young people who can benefit the most from digital.



What we are doing

Our financial commitment

In 2019, we invested £1.7m in building services that will have a lasting social impact.



Access to the internet

Our target

Provide affordable internet connectivity and devices to 50,000 young people and their families who lack access by 2020

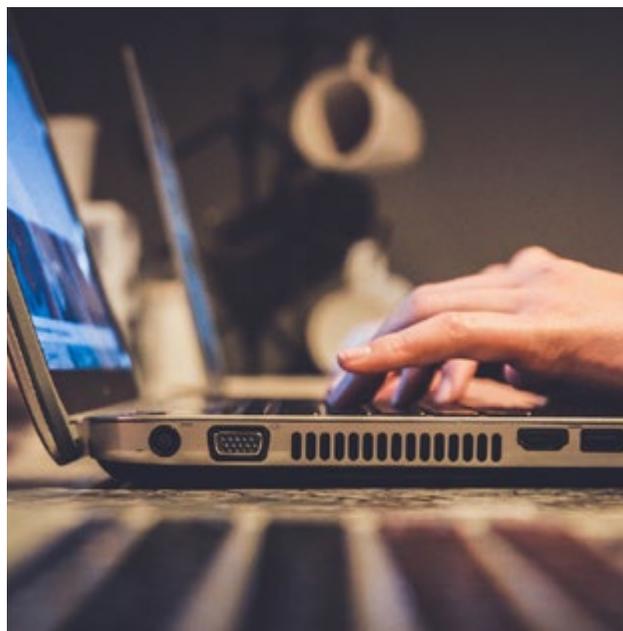
What we've done in 2019

In 2019, Nominet helped launch the taskforce Digital Access for All (DAFA) as a funding partner. DAFA's ultimate goal is to deliver a scalable programme, which will address the needs of 1 million families of school-aged children without adequate access to the internet. Starting in February 2019, DAFA has been working closely with service design partners to really understand end users. Through this grassroots, user-led approach, DAFA will be an inclusive scheme that works for all, not just for some.

Next steps

After testing and evaluating at least two pilots from July to September, DAFA will refine a delivery model and scale across the UK. To address the needs of future cohorts of young people, the model will be sustainable and continuous rather than a one-off 'drop'

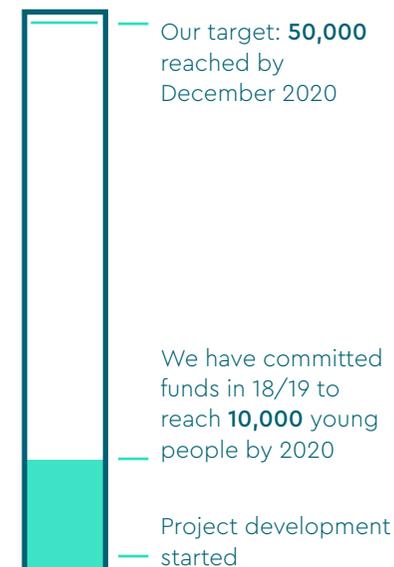
DAFA was born out of the idea that all young people should be able to develop their potential through the use of technology. Research from DAFA founding partners shows that limited access to the internet restricts opportunities for children and young people. DAFA was launched in February with partners spanning the private and public sectors, including Intel, Lloyds Bank, Microsoft, Argos, BT, Carnegie UK Trust and Good Things Foundation.



"Pilots and prototyping will come after we have understood intimately the circumstances, attitudes, beliefs and aspirations of the young people, their families, teachers and the support structure they may have elsewhere around them."

Chris Ashworth
Head of Public Benefit , Nominet

In numbers



Access to critical services

Our target

We aim to reach at least 500,000 young people in need of support by 2020.

What we've done in 2019

Nominet is providing Samaritans with financial and technological support to develop an online self-help tool. This service will help Samaritans better respond to young people's needs and increase the organisation's reach.

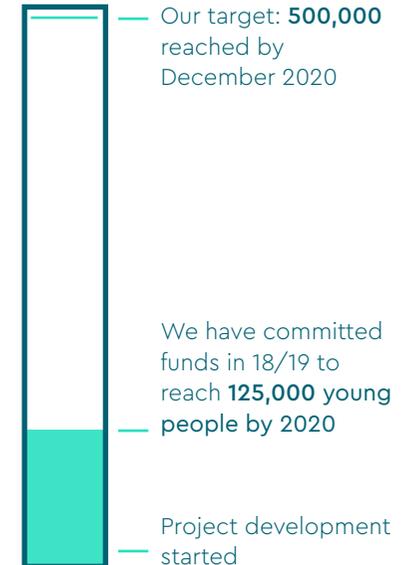
Next steps

In parallel to our continued Digital Transformation Partnership with Samaritans we will be launching a Digital Mental Health Services Fund in 2019 based on our Discovery Research.

Providing emergency support to people going through mental health crisis – the core of Samaritans' work, is critical at a time when suicide is the leading cause of death for young people. Currently, the organisation is facing two significant challenges: increasing demand for help, and growing need for a digital product. Last year, Samaritans' research showed that younger people, autistic people and people with social anxiety can find it more difficult to use Samaritans' helpline, and may prefer to access self-help materials online. The Self-help tool will provide users with resources to cope with suicidal thoughts and make an ongoing support plan so they can stay safe in a crisis – without the need to contact the helpline and speak to someone.



In numbers



Digital skills for the future

Our target

We aim to provide foundational digital skills to at least 250,000 young people.

What we've done in 2019

Nominet has supported two partners who help young people build digital skills for the future, Micro:bit Educational Foundation and Livity. As a founding partner of Micro:bit, it gives teachers a tool to introduce their pupils to computing in an immersive engaging way. Nominet Digital Neighbourhood, delivered by Livity, connects young people with real businesses in their area, so when young people get experience, SMEs get digital. We've published a full toolkit so any organisation can run a Nominet Digital Neighbourhood of their own.

Next steps

With the support of Nominet, Micro:bit is developing a digital skills and classroom management platform boosting access to computing skills for young people.

We have also invested in a reimagined approach to Nominet Digital Neighbourhood set to launch later in 2019.

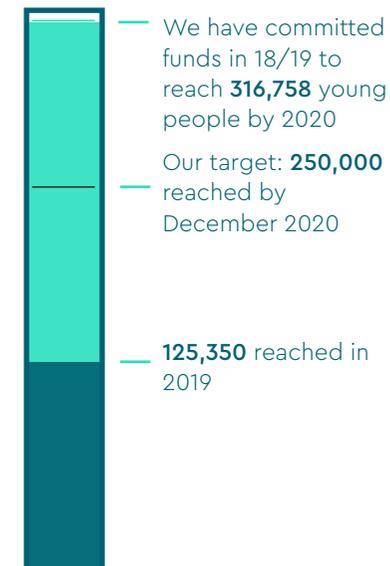
"The current project with Nominet will enable us to transform the micro:bit from a hugely effective educational product that is well received by digitally confident teachers to a complete and comprehensive educational platform for all teachers. With resources that support all teachers, whatever their digital skill level, to use the micro:bit, it will enable digital skills and physical computing to be applicable across all subject areas as they will be across all job sectors in the future."

Gareth Stockdale
CEO, Micro:bit Educational Foundation

"With digital media and platforms advancing at such a rapid pace, the only ones that have any chance of keeping up are those permanently immersed in this world: young people. However, despite inherent digital capability, they often lack networks and opportunities to professionalise their skills and obtain credible work experience."

Alex Goat
CEO, Livity

In numbers



*Nominet and its partners have agreed on a minimum number of young people they have to reach each year.

Digital transformation

Our target

We aim to help our partners reach 400,000 disadvantaged young people.

What we've done

Nominet has provided financial and technical support to two partners using digital to improve opportunities for disadvantaged young people: The Prince's Trust and Children in Need. With the help of Nominet, The Prince's Trust created a digital platform to deliver their Enterprise and Employability programmes

Children in Need received funding to implement a range of grassroots projects during which young people were able to develop their creative abilities and confidence using technology.

Our support for the Samaritans' Intelligent dashboard will help volunteers manage their time and the support provided more efficiently. Thanks to the dashboard, volunteers will be able to deal with the ever-growing demand for help while improving the quality of their services

Next steps

We will identify and work with leading youth sector organisations to help them transform their services through digital transformation. This includes supporting up to 500 small charities through a training and mentoring programme with Cranfield Trust. Our support for The Prince's Trust continues through the next iteration of its platform

Key successes for The Prince's Trust

75% of young people who engage with the Trust's programmes going on to training or jobs.

10,744 registrations to the platform and an average of 600 monthly sign-ins with a peak of 944 sign-ins, in January.

"Through financial support and guidance, Nominet are helping The Prince's Trust remain relevant and valuable to young people. As young people increasingly look to digital channels and support available online to determine their best source of help and learning, The Prince's Trust needs to continuously adapt and improve our online support to young people. We have learned a huge amount from our early steps in digital delivery and look forward to increasing our impact together in partnership with Nominet."

Ben Marson
Director of Partnerships, The Prince's Trust

"Funding to the value of £223,850 has made a demonstrable positive difference to the lives of disadvantaged children and young people by supporting 9 projects to reach 1,803 children and young people with technology and digital inclusion programmes."

Gabrielle Chalk
Partnerships Manager, Children In Need

In numbers

Our target:
400,000 young people reached by December 2020



We have committed funds in 18/19 to reach **438,342** young people by 2020

15,838 reached in 2019

*Nominet and its partners have agreed on a minimum number of young people they have to reach each year.

Countering harm

Our target

Through our partner organisations, we aim to develop services and programmes that eradicate content that puts vulnerable young people at risk. We will help protect at least 120,000 young people by the end of 2020.

What we've done in 2019

In 2019, Nominet has been providing support to the Internet Watch Foundation (IWF) to conduct research looking at language differences in search terms used by those conducting child sexual abuse and exploitation. This will allow IWF to find new ways to disrupt and/or intervene when offenders attempt to find images and videos showing the sexual abuse of children.

Next steps

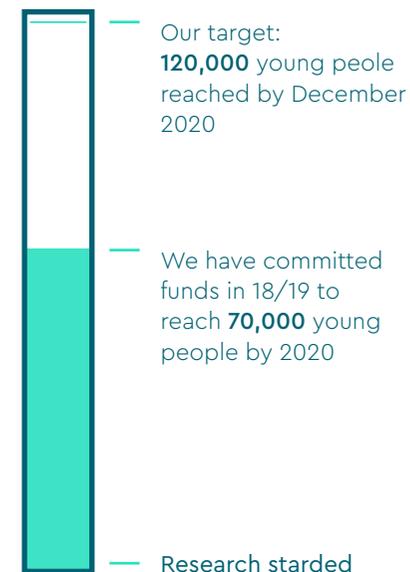
We will be developing, with key partners a comprehensive funding and technical support programme to combat child sexual abuse and exploitation.

The Internet Watch Foundation (IWF) is a UK-based organisation dedicated to creating a safer internet experience for children and everyone. To identify child sexual abuse content hosted anywhere in the world and non-photographic child sexual abuse images hosted in the UK, IWF uses two methods: an anonymous reporting portal, where anyone who stumbles across child abuse content can report it to the hotline, and sophisticated tracing techniques implemented by its staff. After localising the content, IWF analyses it and engage a removal procedure when suitable.

The newly-identified language-specific keywords/terms will help make the internet a safer place. IWF will be more effective when we proactively search for this content with the aim of removing it. And those new keywords and terms will also be added to the IWF Keyword List. This is distributed to our industry partners, through their IWF membership, to disrupt access to this material across their platforms.

"The internet is a wonderful human invention, but it is also used for harmful, criminal activity such as the distribution of child sexual abuse material. The amazing support from Nominet enables us to use technology as a force for good in the fight against online child sexual abuse as together we strive to create a safer online world for everyone."

Emma Douglas
Development Director, IWF



Internet safety

Our target

We aim to reach and influence at least 150,000 young people through our partners' programmes.

What we've done in 2019

In 2019, Nominet partnered with the Scouts Association to deliver their Digital Citizen Staged Badge programme. This has involved an immersive four month research process into what digital citizenship means to young people and how it has evolved. We have also commissioned research with our partners NPC to explore children and young peoples' online safety. This research will be available in July 2019.

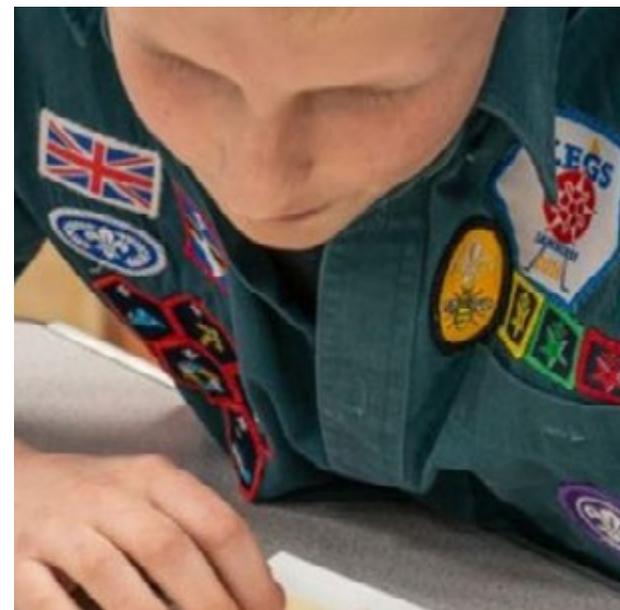
Next steps

Nominet will continue supporting the Scouts Association in the delivery of their programme and will work with other partners to develop new ways of engaging young people, parents, carers and teachers based on the Discovery research currently underway.

The Digital Citizenship Badge programme: After completing a set of activities and challenges aiming at giving them foundational digital skills and knowledge of security issues online, young people receive a Digital Citizenship Badge as a reward for their efforts. Through this strategic partnership, Nominet ensures that the resources used remain relevant and engaging. Since September 2018, Scouts have delivered 18,703 digital citizenship badges.

"By partnering with us on the Digital Citizen Staged badge, Nominet is helping The Scouts providing Skills For Life to our young people. Having the support of an expert in digital to support such an important strand of our programme will ensure the resources and activities we provide to our members are creative, relevant and engaging. From the very start of our collaboration, both the Scouts and Nominet are showing their commitment to bringing best outcomes for young people by launching research which is inclusive of Scouts, adult volunteers and digital experts perspective"

Mark Hislop
Development Director, Scouts



We have committed funds in 18/19 to reach **120,000** young people by 2020



Our target: **150,000** young people reached by December 2020

18,500 reached in 2019

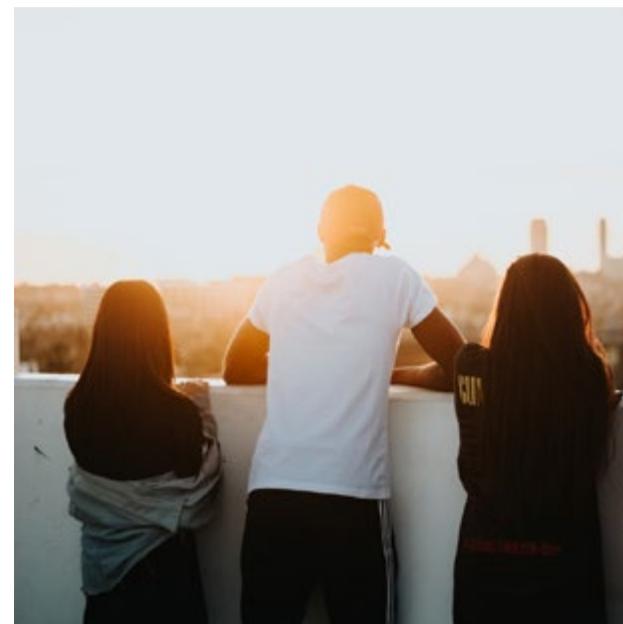


Our research

At Nominet, we believe that Discovery Research is essential to improving how we address the most challenging social problems, particularly those that have emerged in a society becoming digital by default. As one of the UK's leading Tech for Good organisations, we are publishing much of our research and want others to have access to the insights and thought leadership we are developing with our partners.

We have the following reports available in the public domain:

- The [Switched On](#) report, authored by Carnegie with the support of Nominet and the Learning Foundation, explores exclusion factors, the impact of the lack of digital access on young people, as well as existing projects to address the issue.
- The [Charities, Young People and Mental Health Services](#) report, authored by New Philanthropy Capital and sponsored by Nominet, offers a snapshot of the severity and scale of mental health issues for young people. It also provides advice to funders on how they can provide support to organisations with extensive expertise on mental health.
- The [Livity Nominet Digital Neighbourhood](#) toolkit.
- The [Report and recommendations for Digital Citizen curriculum](#), authored by Unthinkable for the Scout Association, which examines the concept of Digital Citizenship and identifies key outcomes that Scouting could help young people achieve.



Moving forward

This year has laid important foundational work: in undertaking discovery research to understand critical issues facing young people in today's digital society and in securing six new partnerships and strengthening two existing ones from the year before.

To make sure we have a positive and meaningful effect on young people's lives, Nominet will be reporting on the Public Benefit programmes' impact each year, comparing to our key targets and sharing lessons learnt.

The impact measurement cycle will ensure that we keep the focus on improving the lives of young people. The cycle will mirror our design thinking approach to ensure that we learn and adapt as time goes by. All our partners will be collecting their own data, which our impact reporting partner will aggregate and synthesise for reporting in 2019/2020.



Our public benefit work is supported by the proceeds of our core business providing a trusted online home for millions of businesses and keeping over 11 million domains ending in .UK safe and secure with our cyber security services. To date, we have donated over £47m to tech-for-good initiatives that have helped and supported over 10 million people.



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