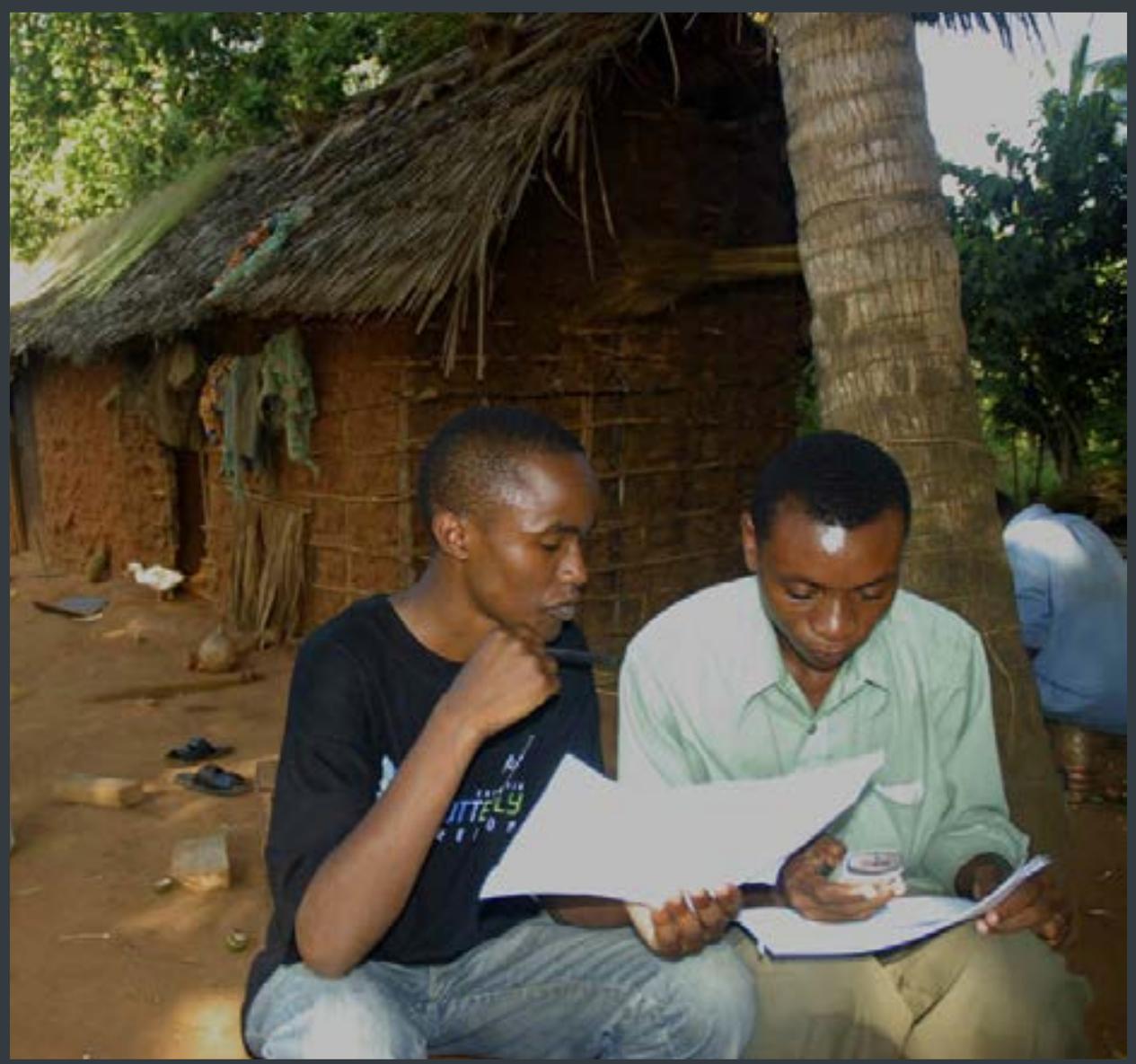


**YOTI**

# 2019 Fellowship Programme

Application Pack



# Welcome

Thank you for downloading this Yoti Fellowship Programme application pack and for your interest in applying. We hope you find this information helpful in guiding you towards submitting a strong application.

Through a global competitive process, each year Yoti invites applications for three 12-month Fellowships aimed at scholars, practitioners, journalists, technologists, social changemakers, policy makers and other public intellectuals interested in tackling an identity, or digital identity, challenge or issue within their country or community. Fellows conduct research, or develop solutions or policy recommendations, while interacting with other Fellows, Yoti staff and other members of the wider global digital identity community.

Outputs from the Fellow's activities can be anything from a technical platform, a report, a book, a policy paper, a website, a film or any other medium relevant to the proposal.

This document is made up of the following sections:

- 1. Yoti and social impact**
- 2. Background to our new strategy**
- 3. Application process**
- 4. Selection process and criteria**
- 5. Eligibility**
- 6. Ineligibility**
- 7. Thematic areas**
- 8. Financial support**
- 9. Length of Fellowship**
- 10. Conditions of award**
- 11. Equipment**
- 12. The project proposal**
- 13. Letters of recommendation**
- 14. Application checklist and submission email**
- 15. Selection panel**

**About Yoti**

# 1. Yoti and social impact

Yoti is a company committed to social change. Whether that be gifting our identity solutions to non-profits, giving staff paid days off to support causes they care about or assisting humanitarian organisations with identity needs in the developing world, we like to think that doing good is at the heart of everything we do.

As part of our ongoing efforts the Social Impact team have been busy carrying out [research](#) into digital identity needs, speaking to experts around the world and attending digital identity and humanitarian events to get a sense of who is doing what, where. Our findings have led us to develop an exciting user-focused, evidence-based Social Impact Strategy which we [launched earlier this year](#) along with an [updated section of the Yoti website](#).

# 2. Background to our new strategy

The primary focus of much of the digital identity sector is on the design, adoption and use of large-scale digital identity systems and how users interact with them. This includes national efforts, such as the Aadhaar ID system in India. Most of this research begins with the technology and works its way down to the people who use it, an approach which has given us something of a knowledge deficit.

What we're missing is an understanding of why people might want a digital identity, how they interpret or understand digital identity, their concerns and what tools and approaches might be missing in their local context.

While we know there are approximately 1.1 billion people around the world who would benefit from some form of (likely digital) identity, we know far less about their own personal motivations for wanting and using one. And without a fuller understanding of these kind of bottom-up issues, we have little chance of developing the most useful and appropriate solutions. We need to dive deeper and find out more if we want to increase our chances of adopting the right kind of identity – a [Good Identity](#) – in our sector.

While we remain committed to helping solve the problem of the 1.1 billion, our new Social Impact Strategy is designed to help us better understand digital (and broader 21st century) identity perceptions, motivations, challenges, opportunities and concerns among grassroots communities and migrants around the world.

With a particular focus on emerging markets, the Strategy is made up of a number of key activities, including the following:



- Helping local researchers, solutions developers and policy makers to better understand the opportunities and issues through our exciting new annual Fellowship Programme.
- Empowering local innovators and thought leaders by providing a support programme for developing world innovation hubs, universities and business centres.
- Running competitions and challenges in support of local innovation efforts.
- Providing an open-source digital identity solution that is simple to use, free and completely offline. This has been designed specifically for grassroots, last-mile non-profits and socially-focused groups.

Our strategy has one key purpose: to help further the positive social impact of digital identity solutions globally and to make sure digital identity becomes a force for good – for everyone, everywhere.

You can download a copy of our Social Impact Strategy (PDF) [here](#).

### 3. Application process

You can apply between 15 April and 15 June, 2019. We will review applications on a rolling basis and we will inform you of our decision by 15 July at the latest.

If you are successful we will send you an Award letter and terms which you need to review, sign and return to us by 1 August 2019. The Fellowship can then start any time between that date and 1 October. We will pay the first quarterly payment on commencement of your Fellowship.

### 4. Selection process and criteria

Applicants must satisfy the eligibility requirements set out in this pack. We will review applications in several stages which includes both internal and external evaluations by Yoti and external experts. Yoti senior management will approve the final decision for all Fellowship awards.

The basic criteria for selection are as follows:

- The proposal meets at least one of the thematic areas of the Fellowship defined in this application pack.
- Evidence of relevant achievement and qualities of the individual as an independent researcher, policy maker, thought leader or solutions developer.



- The quality and originality of the proposed activity or set of activities.
- The relevance and impact that the work will have in the community where the activities will take place.
- Quality of the proposal in terms of definition, organisation, clarity and scope. A clear description on what Fellows will learn from their activities. The hypothesis must be clear and summarise any methodology that will be used.
- Capability and achievements of the applicant and the likelihood that the Fellow will accomplish their proposed project. The proposal should demonstrate that you have the skills and know-how to drive this project and to reach a conclusion, which is not preconceived. The proposal should convince the reviewers that there is a real value and that the project will bring interesting and relevant results.
- Potential of the Fellow to actively contribute to society, environment and Yoti's social impact mission.

Yoti welcomes all candidates that are passionate about identity and/or digital identity and are motivated to address key identity-related issues in their countries and communities. Activities must be human- and problem-centric. Fellows are encouraged to interact with the Yoti community, other Fellows, and any other stakeholders working on similar issues.

Outputs from the Fellow's activities can be anything from a technical platform, a report, a book, a policy paper, a film or any other medium relevant to the proposal. Whatever the output, Fellows must make the case that they are able and qualified to deliver on it.

Before submitting your proposal we suggest you ask someone familiar with you and your work to review it, in particular to check whether they think it meets the criteria and thematic areas outlined in this pack.

## 5. Eligibility

Fellows need to meet, and agree to, the following in order to be eligible for the Programme.

- Applicants will carry out their Fellowships from their home countries. However, holding a passport - or being able to get one if needed – would be an advantage in case you need to travel.
- Proficiency in written and spoken English is essential. You must also produce any written materials in English.
- Applicants must be able to provide evidence that they can deliver on their Fellowship proposal, either through a strong CV and / or links to previous (related) work.

- Applicants must be able to provide at least one reference – ideally two - from a qualified person such as a teacher, professor or former employer confirming that, in their opinion, the Fellow is able to carry out the activities proposed.
- The proposal must fit in with one or more of the thematic areas of the Fellowship Programme. Ideally, Fellows should be able to demonstrate a strong connection to the problem, opportunity or issue their proposal addresses.
- Applicants must have a bank account that can accept their quarterly payments using electronic transfer.
- Applicants must be able to work full time on their Fellowship over the course of the year.

## 6. Ineligibility

- Applicants working on a degree or any other Fellowship or award programme.
- Applicants with a full-time or part-time job who have not received permission from their employer to take a year off (through a sabbatical, for example), or who - for any other reason - are unable to commit to the Fellowship for the full year.
- Applicants without any kind of online presence which might make it hard for us to evaluate their ability to deliver on their proposal, and to verify their credentials.

## 7. Thematic areas

We are primarily interested in issues, challenges and opportunities for digital identity in a local context. We invite applications which focus on any of the following four thematic areas.

1. Unlocking the challenges of providing and managing identity solutions among refugee, migrant, marginalised or economically exploited communities or individuals.
2. Study of the difficulty experienced by indigenous communities in establishing and proving identity and claiming any state benefits they may be eligible for.
3. Unpicking what 'digital identity' and identity more broadly means to communities in developing countries, including those living in or close to the last-mile, and the NGOs and local organisations providing services to them.
4. Any other issues which warrant investigation which are not yet part of the wider digital identity debate.

## 8. Financial support

To give Fellows the financial freedom to focus all their time and energy on their project over 12 months, Yoti will provide the Fellow the sum of £30,000 (approximately US\$38,000) paid in quarterly installments and subject to Fellows successfully providing brief progress reports. We will also make available £5,000 (approximately US\$8,000) for local travel and other project-related expenses, subject to advance approval by Yoti.

## 9. Length of Fellowship

You must develop and deliver the work set out in your proposal within 12 months. You will share your progress through quarterly updates. On completion of your Fellowship you will present your final research (or other deliverable) to Yoti, either remotely or in person. If we request you to come to our London or India office Yoti will cover your travel costs.

## 10. Conditions of award

You must work full time on your Fellowship and may not accept any other assignment, job or major activity during the 12 months. You must notify Yoti if or when you receive or are offered other sources of support, including other grants or Fellowships. Yoti's Fellowship offer is subject to you agreeing and signing our Award letter following the offer, which states all of the terms and conditions set out in this application pack.

## 11. Equipment

You will need to have your own equipment (which includes hardware and any necessary software) to develop your project. This is particularly relevant if you are producing any media - a film, for example - or developing a piece of software or a website.

## 12. The project proposal

Your proposal should be clearly written in English and both understandable and accessible to individuals working outside of your own field. The proposal should be a PDF and be no more than three pages. You can include a cover page and a maximum

of two further pages if they contain supporting photographs, images or graphs. You can include links to other material but only to support your application. Do not assume the selection panel members will have the time to read through significant other pieces of work.

Your proposal should include the following elements, in any order:

- A summary of the main topic, challenge or opportunity - including its implications for those affected or impacted.
- Your personal connection or interest in the problem, and why it is important to you.
- The originality of the topic. We will consider areas yet to receive significant attention as stronger than those tackling something already well documented.
- What the Fellowship will deliver, for example, a research paper, policy document, a piece of technology, a book, a film, website, and so on.
- The methodology to be used. An overview of specific key activities and objectives.
- A brief explanation about why you want to be a Fellow.
- The names, positions and email addresses of your referee(s). Send in PDFs of the actual references with your application. See below for more details.
- How this Fellowship might contribute to any future work or career ambitions.
- Anything else you'd like to add in support of your application.

## 13. Letters of recommendation

You must submit at least one letter of recommendation - two if possible - with your application. All referees should be familiar with you and your work, and be able to give an honest opinion on your ability to deliver the output set out in your application. Wherever possible this person should be someone with a professional qualification such as a lawyer, teacher or professor, but can also be a former employer or contact made through your work. We would prefer referees who have an online profile. This will help us in our due diligence process which will help with your application.

Your referee should specifically comment on their relationship with you, and comment on your suitability as a Fellow, the relevance of your proposal and your ability to deliver on it. Referee(s) should send you their reference so you can submit them at the same time as your full proposal.

## 14. Application checklist and submission email

Before submitting your application, please check that you have included the following.

- A PDF of your project proposal (see section above for requirements).
- A PDF of an up-to-date CV (no more than three pages).
- PDFs of your reference(s).

Please email these as attachments in an email, and send them to [social.impact@yofi.com](mailto:social.impact@yofi.com) with the subject 'Fellowship Programme application'. We will confirm we have received them within three days. We will ignore incomplete applications. If you do not receive confirmation please check your submission and if everything is correct please email the same address to check whether we have successfully received your earlier message.

Finally, please note the deadline - **we cannot accept applications after this date.**

## 15. Selection panel

Yoti staff will check applications to make sure they are complete and meet the various requirements set out in this application pack. We will share applications that pass this first check with a panel of experts who will independently select the three applicants to be offered Fellowships.

The selection panel is made up of the following individuals:

### Jaideep Prabhu

Jaideep Prabhu is Professor of Marketing, Jawaharlal Nehru Professor of Indian Business and Enterprise, and Director of the Centre for India and Global Business at Judge Business School, University of Cambridge. He has appeared on BBC News24, BBC Radio 4 and Bloomberg BusinessWeek, and his work has been profiled in BusinessWeek, BBC World Service, The Economist, The Financial Times, Le Monde, The New York Times and The Times. He is the co-author of *Jugaad Innovation: Think Frugal, Be Flexible, Generate Breakthrough Growth*, described by The Economist as "the most comprehensive book yet" on the subject of frugal innovation.

### Chrissy Martin

Chrissy Martin Meier has ten years' experience in expanding inclusive digital financial services working with a diverse set of stakeholders ranging from MNOs, social enterprise, donors, non-for-profits, and multilateral institutions. She currently works with The World Bank's Identification for Development (ID4D) initiative; CGAP, an independent financial inclusion thinktank housed at the World Bank, and Microfinance

Innovation Exchange (MIX). Recent publications include the Role of Identification in Agriculture: Emerging Applications (ID4D, 2018) and “6 Things You May Not Know About Biometrics” (CGAP Blog, 2018).

## **Nighat Dad**

Nighat Dad heads the Digital Rights Foundation, Pakistan, a researched based advocacy not-for-profit geared towards ICT to support human rights, democratic processes, and digital governance. She is an accomplished lawyer and a human rights activist and is one of the pioneers who have been campaigning around access to open internet in Pakistan and globally. She is the only Pakistani fellow for Young Global Leaders 2018 supported by World Economic Forum and TEDGlobal Fellows for 2017, and has been listed as a Next Generation Leader by TIME. She also received the Atlantic Council Freedom Award and Human Rights Tulip Award.

## **Tim Unwin**

Professor Tim Unwin is Emeritus Professor of Geography (since 2011) and Chairholder of the UNESCO Chair in ICT4D (since 2007) at Royal Holloway, University of London. He is also Honorary Professor at Lanzhou University in China. He was Secretary General of the Commonwealth Telecommunications Organisation (CTO) from 2011-2015, and was Chair of the Commonwealth Scholarship Commission from 2009-2014. Recent publications include an edited book, Information and Communication Technologies for Development ( Cambridge University Press, 2009) and Reclaiming ICT4D ( Oxford University Press, 2017). Most of his research and writing currently focuses on the inequalities caused by ICTs and what needs to be done to make sure that the poorest and most marginalised people can also benefit from them.

## **Erik Hersman**

Erik Hersman is the CEO of BRCK, a Nairobi-based company that creates rugged wireless WiFi devices designed and engineered in Kenya for use throughout emerging markets. In 2010 Erik founded the iHub, Nairobi’s innovation hub for the technology community, bringing together entrepreneurs, hackers, designers and the investment community. He is also a co-founder of Ushahidi, the free and open-source software for crowdsourcing crisis information. He also established afrigadget.com and whiteafrican.com as key online communities promoting creative solutions entrepreneurship and development challenges across Africa. He is also a general partner in the Savannah Fund, and sits on the boards of Gearbox, Akirachix, the Kijabe Forest Trust, PopTech, and the Whitaker Peace and Development Initiative (WPDI). Erik is also a Senior TED Fellow and a PopTech Fellow.

## **Renata Avila**

Renata is an international human rights lawyer and digital rights expert. She is the Director of the Smart Citizenship Foundation, an international NGO that aims to strengthen Latin American democracies through the innovative use of technology. As part of her long-standing advocacy work in the field of Internet and Human Rights, from 2013 to 2015 she co-lead with World Wide Web inventor Sir Tim Berners-Lee a global campaign to uphold human rights in the digital age in more than seventy-five countries. Renata sits on the Board of Creative Commons and is a member of the Coordinating Collective of Diem25. Her publications include Women, Whistleblowing Wikileaks ( OR Books). She is currently writing a book on Digital Colonialism, regularly writes for several international newspapers, and is a member of Yoti's Guardian Council.

## **Joumana al Jabri**

Joumana al Jabri is co-founder of Visualizing Impact. She is a lifelong researcher in the realm of self-awareness, co-existence and their impact on society. She co-curated TEDxRamallah 2011 and co-founded Febrik. Through living in Beirut, Dubai, Amman, Riyadh and her ties to Damascus, she attempts to mend geographic divides imposing identities of otherness. She is influenced by her upbringing in Saudi, and education in the US, RISD, as well as Europe. Joumana has contributed to multiple publications including Al Manakh: Gulf Continued, and Creative Refuge. She was named a Synergos Arab World Social Innovator Fellow in 2014 and took part in the Wellbeing Project between 2016 and 2018.

## **Emrys Schoemaker**

Emrys is a researcher and strategist with a background in international development programming. Emrys' research interests are on the use of social media in resource constrained environments, and the social implications of their use. Emrys is currently writing up a PhD thesis at the London School of Economics in International Development that looks at the relationship between mobile social media use and identity, specifically religious and gender identity in Pakistan. Emrys has a Masters in Conflict Management from the Department of Peace Studies, Bradford University, and has been involved in community development initiatives, and co-founded startups, that provide software solutions to development organisations.

# About Yoti

**Yoti** is your digital identity. A global identity platform and free consumer app that puts your ID on your phone. It's the simplest, safest, fastest way to prove your identity online and in person.

Founded in 2014, Yoti began a mission to become the world's trusted identity platform. We're committed to doing things differently to other tech companies – like promising to never mine or sell your data; Yoti is designed so that we couldn't even if we wanted to.

With Yoti, you're in control of your data. The Yoti app combines your ID document with your biometrics to create a single, secure, verified digital identity which you control using your phone. With a verified Yoti, people can prove their age on a night out, check out faster with age restricted goods in a supermarket, and save time and money proving their identity to businesses or individuals.

Yoti is reinventing the way you sign up and log in to websites, too. Web forms and passwords no longer protect user accounts and data. That's why Yoti uses your unique biometrics to stop fraudsters from getting their hands on your data, as well as removing the inconvenience of having to remember passwords for all the websites and accounts you use.

For businesses, Yoti is an identity platform which provides a faster, simpler and safer way to verify the identity of their customers for know your customer (KYC) purposes. It's also a multi-factor authentication system, helping to keep businesses' websites and customer information secure and compliant with new and updated privacy laws.

It takes just minutes to create a Yoti. Download the free app for iOS or Android, verify your phone number and secure your identity with a 5-digit PIN. After that, you'll prove you're a real person – recording yourself saying three randomly generated words, which also generates a photo. And lastly, use the app to scan an ID document, like a passport or driving licence. Our NIST-approved facial recognition technology and checks by a trained team of humans in a secure Security Centre verify that your document matches the photo from registration.

Once set up, proving your age, or who you are, takes seconds. Whether you're buying or selling something on a classified site, verifying someone you met on a dating site, proving your age accessing age-restricted online content, at a nightclub, bar or the cinema – Yoti makes the things you do every day safer, simpler and faster. It's free and available to use with an approved ID document.

The private keys needed to unlock and use your digital identity are stored on your phone, putting you in control of your data. Even Yoti can't see the details you add to your Yoti once verified. That's because Yoti encrypts each individual piece of personal information using separate cryptographic keys that are further encrypted with a master key that only you own and control.

Brought to you by the Social Impact Team at Yoti  
[www.yoti.com/impact](http://www.yoti.com/impact)

