

# ID 2020

## AT A GLANCE

**The ID2020 Alliance is a global public-private partnership setting the future course of digital identity, ensuring that digital identity is responsibly implemented and widely accessible.**

**The ability to prove who you are is a basic human right and critical to a life of dignity and opportunity. But most systems used for identification are archaic, insecure, lack adequate privacy protection, and for one billion people, are inaccessible.**

**ID2020 is addressing two converging challenges.**

1. More than **one billion people**, including nearly one-quarter of all children, live without any official record of their existence. Without proof of identity, an individual is hindered at every turn — unable to vote, access healthcare, open a bank account, or receive an education — and bears a higher risk of trafficking.
2. **Universally**, systems of digital identity — new and old — don't protect privacy, aren't portable, and commoditize individual data.

**We need to act fast. There is an urgent three- to five-year window to set the trajectory of digital ID.**

There is increasing international focus on closing the identity gap quickly, and by harnessing the power of information technology, to address it digitally. But addressing the first challenge while ignoring the second, exposes individuals to both the risk of exclusion and the risks associated with misuse of identity data, ranging from identity theft to genocide.

**The question isn't "if" digital ID will be implemented and ultimately supplant what we have today, it's already happening. The real question is how.**

**Alliance partners work together towards a shared vision of user-managed, privacy-protecting, and portable digital ID through three activities:**



Through our **Certification Mark**, shape the technical landscape to ensure that the digital ID solutions which are developed and adopted are user-managed, privacy-protecting and interoperable.



Provide direct program support, either through funding from the ID2020's **Catalytic Fund** or through **Advisory Services**, to accelerate the uptake of good digital ID programs and facilitate access to vital rights and services, particularly for vulnerable populations.



**Advocate** for ethical approaches to digital ID that prioritize privacy and user-control.

## **ID2020 Alliance partners believe that digital ID must be privacy-protecting, portable, recognized and trusted, and owned and managed by the individual to meaningfully improve lives.**

The United Nations recognizes identity as a fundamental human right and has included “provid[ing a] legal identity for all, including birth registration, by 2030” as one of its Sustainable Development Goals (SDG 16.9). Yet more than one billion people around the world struggle to prove their identity. Most of those affected are children and adolescents, and many are refugees, forcibly displaced, and stateless persons. For these vulnerable and underserved populations, the inability to identify oneself formally heightens personal risk and limits opportunity.

At the same time, more than half of the planet has access to the Internet. Still more have access to mobile devices. Increasingly, our relationships with institutions, and with each other, take place in digital spaces. While digital ID is, at its core, exactly what it sounds like — using digital technologies as a way to prove who you are — if you interact with any technology connected to the Internet, you have a digital identity.

Our present model for digital identity is broken. These siloed digital credentials don't empower individuals, as they rarely unlock access to vital services. Moreover, data is not under individual control, is often insufficiently secured, and is of significant value to bad actors who may exploit it for their own illegal, illicit, or unauthorized purposes.

Imagine, instead, that individuals could collect verifiable digital credentials — immunization records, vocational training certificates, proof of residency, etc. — and then granularly and selectively share these records to apply for a job, access financial services, or participate as a citizen or voter.

A young woman could present verifiable proof of her vaccines to enroll in school, even after having moved across international borders. A family of refugees could turn to an organization they trust to attest to their identities, limiting their reliance on their country of origin for proof of identity and potentially limiting personal risk. And a patient with a chronic condition could maintain a portable copy of her health records, facilitating care continuity between doctors and improving health outcomes.



Closing the identity gap is an enormous challenge. It will take the work of many committed people and organizations coming together across different geographies, sectors and technologies. But it's exciting to imagine a world where safe and secure digital identities are possible, providing everyone with an essential building block to every right and opportunity they deserve.

Peggy Johnson, Executive Vice President Business Development, Microsoft

### **We have defined four key characteristics required for digital ID to deliver on this promise:**

#### **Personal**

Your digital ID is unique to you and only you.

#### **Portable**

Your digital ID is accessible anywhere you happen to be. And critically, it is recognized and trusted wherever you go.

#### **Private**

Only you can manage your digital ID and associated data, selectively choosing what to share and with whom.

#### **Persistent**

Your digital ID lives with you from birth to death.

All of ID2020's work stems from this perspective. In 2018, ID2020 Alliance Partners, working in partnership with the United Nations High Commissioner for Refugees (UNHCR), drafted a formal articulation of our perspective on ethical approaches to digital identity. The landmark ID2020 Alliance Manifesto ([www.id2020.org/manifesto](http://www.id2020.org/manifesto)) lays out these shared principles and forms a starting point to guide the future of digital identity globally.

## **Digital identity provides a leveraged opportunity for impact across global development.**

Because digital systems underpin programs in global health, financial inclusion, refugee resettlement, and much more, digital ID offers a leveraged opportunity to invest in global development. Whatever issue you care about, going forward, an ethical, responsible approach to digital ID is step one.

Take, for example, the challenge of providing financial services to the world's 1.7B unbanked individuals. Given rigorous (and necessary) Know Your Customer and Anti-Money Laundering regulations, banks cannot offer financial services to individuals without a verifiable identity. Similarly, organizations working to address poverty (SDG Goal 1), hunger (SDG Goal 2), global health (SDG Goal 3) or education (SDG Goal 4), are often stymied because they don't know how many people they're actually trying to serve, nor can they accurately measure progress. While digital ID alone cannot solve these issues, it provides a path to individual empowerment while providing accurate population-level data that amplifies ongoing global development work.

## The ID2020 Alliance drives impact through three distinct activities.

### 1) Technical Market Shaping: transforming markets to make user-managed, privacy-protecting, and portable digital ID the norm

In January 2019, the Alliance launched the ID2020 [Certification Mark](#) at the World Economic Forum in Davos. ID2020's Technical Advisory Committee (TAC), made up of leading experts on digital ID and its underlying technologies, established a set of functional, outcomes-based technical requirements for user-managed, privacy-protecting and portable digital ID.

The resulting Certification Mark gives direction to companies' product development roadmaps, steering the market towards ethical, inclusive technologies. Certification also allows companies meeting our technical requirements to market themselves as-such and gives those implementing these technologies confidence in adopting certified solutions. Heavily weighted in these requirements is a focus on modularisation, open standards, open APIs, and the portability of data between component systems, each of which is critical for interoperability, portability and avoidance of vendor lock-in. Alliance partners share a commitment to key principles for digital ID, but remain technology- and vendor-agnostic.

### 2) Program Support: accelerating the uptake of good digital ID programs, facilitating access to rights and services

Through ID2020's [Catalytic Fund](#), the Alliance supports organizations advancing high-impact digital ID programs. Many of these organizations are located in areas where identification coverage is low and where there is the greatest potential for digital ID to promote inclusive growth and personal opportunity. Ideal candidates for funding are organizations poised to self-fund their programs in the long-term, but who first need to establish proof-of-concept and need external funding to do so.

Beginning in 2020, the Alliance will also provide [Advisory Services](#) to governments, companies and NGOs considering implementing a digital ID program. ID2020's support will ensure that an ethical, user-managed approach to digital ID is enshrined in the early design of the program and carries through in technical procurement, program implementation, and ecosystem development.

Across both types of program support, ID2020 prioritizes programs where there is a clear potential for scale and replicability, and particularly those where we believe the partner organization is a key fulcrum for systemic change. For example, ID2020 is working closely with Gavi, the Vaccine Alliance to develop replicable programs linking immunization and digital ID, recognizing that nearly 60% of the 1.1B people without an identity are children under 18, and critically 89% of children and adolescents without identity live in Gavi-eligible countries.

ID2020 has developed rigorous processes to evaluate prospective digital ID programs for scalability, replicability, and interoperability, and to ensure that each program we support contributes towards a robust, comprehensive evidence base.

### 3) Joint Advocacy: building public awareness and stakeholder support for good digital ID

The Alliance has established a respected, trusted voice in the digital ID ecosystem due to our ethics-based approach, our breadth of experience, and the technical expertise of our partners. The Alliance can coordinate messaging to reach our partners' diverse audiences, amplifying our shared perspective on the potential risks and opportunities of digital ID.

The Annual ID2020 Summit brings together diverse voices from across the digital ID ecosystem, including executives from multinational companies, senior UN and government diplomats, technologists, and civil society, to discuss the ethics of digital ID and chart a shared roadmap forward.

**Across these three activities, ID2020 is focused on four thematic areas where we believe there is significant unmet need and a window for outsized impact.**



#### Cities

As government entities at the front-lines of social service provision, city governments can lead the way for best practices in digital ID.



#### People on the Move

With displacement rising globally, millions of refugees, forcibly displaced, and stateless people lack the requisite documentation to access vital services.



#### Financial Inclusion

Digital ID can play a significant role in expanding access to formal financial services for the 1.7B people currently unbanked.



#### Maternal and Child Health

Successful immunization and public health programs are a viable avenue towards ensuring universal birth registration and access to digital ID.

**As a collaborative effort of global partners, the Alliance is taking an approach that is holistic, market-based, and which is solving for scale at day one.**

No government, company or agency can solve this challenge alone. Setting the future course of digital ID and navigating the associated risks is a challenge that requires sustained collaboration.

Launched in 2017, the ID2020 Alliance has grown rapidly over the past three years and now includes over thirteen partners.

## Founding Partners



## General Partners



## ID2020 is unique in its philosophy and transparent governance.

ID2020 is building a new global model for the design, funding, and implementation of digital ID systems and technologies. There is no other multi-stakeholder effort focused on user-managed, privacy-protecting, and portable digital ID.

Ad-hoc investments in single use-case projects (“business as usual”) will be insufficient to bring about the transformative impact required. Changing the flow of funds is necessary to re-align incentives. That’s why Alliance partners are pooling funds and collaboratively investing in programs that consider digital ID holistically, as a platform for diverse benefits, services, and use cases throughout an individual’s life.

Private sector engagement is critical for solving at scale. Alliance partners include technology companies with a collective footprint in the billions and a shared commitment to an ethical approach to digital ID. Decisions about how Alliance funds are administered, which programs to fund, and which technical standards to support are made jointly by Alliance partners through a transparent governance process, preventing dominance by any single institution or sector.

At Gavi, we recognize how important it is that technology used in development settings protect individual privacy. Our partnership with ID2020 allows us to better understand the rapidly evolving digital identity landscape, and the launch of the Certification Mark provides valuable shorthand that Gavi, other development organizations, and governments can rely on to ensure that privacy and data protection are never compromised.

Seth Berkley, CEO, Gavi

## ID2020’s Board and Leadership

**Blythe Masters (Interim Chair)** - CEO, Digital Asset

**John Edge (Founder, Chair Emeritus)** - Fintech Entrepreneur

**Dakota Gruener (Executive Director)** -

Forbes 30 Under 30, Brown Biology and Political Science,

Formerly with Gavi, the Vaccine Alliance

**Dr. Seth Berkley (Director, Gavi)** - CEO, Gavi, the Vaccine

Alliance

**Elana Broitman (Director)** - Senior Advisor, Office of Senator

Kristin Gilibrand

**Kim Cameron (Director, Microsoft)** - Microsoft Chief Architect of

Identity, originator of Seven Laws of Digital Identity

**Ann Cavoukian (Director, Privacy)** - Distinguished Professor at

Ryerson University, originator of Privacy by Design

**Chip Dempsey (Director)** - Chief Commercial Officer, Options

Clearing Corporation

**David Treat (Director, Accenture)** - Global Blockchain Lead,

Accenture

## Joining the Alliance

The Alliance is open to all partners aligned with the beliefs outlined above and cleared through ID2020's due diligence processes. The governance model is designed to avoid dominance by any single institution or sector.

- The tiered model is designed to ensure that partnering organizations contribute at a level appropriate for their skills and competencies, while recognizing the “bold bets” made by founding partners
- The two seats on the Board for representatives of private sector Founding Partners act as representatives of the pool of private sector Founding Partners. The same is true of the two seats for representatives of public sector Founding Partners.
- We recognize that our collective impact will be maximized through collaboration across sectors, and even with direct competitors. To that end, Alliance partners are actively working to involve their own “rivals” in the Alliance's work.

The Alliance is committed to open standards, open source technology, and organizational transparency. While Alliance partners are able to help shape the Alliance's work, the Alliance is in no way is designed to create monopolies or vendor lock-in.

Commitment	PRIVATE SECTOR		PUBLIC SECTOR		INDIVIDUALS
	Founding Partners	General Partners	Founding Partners	General Partners	
Initial Commitment*	Based on # of employees: <b>\$1M</b> (5,000+) <b>\$500K</b> (500 - 4,999) <b>\$200K</b> (50 - 499) <b>\$50K</b> (<50)	n/a			No financial contribution is required for participation of public sector organizations; however, all partners will be expected and required to participate in applicable ways through the contribution of human capital, intellectual property and/or goodwill. Public sector Alliance partners are also encouraged to help finance the work of the ID2020 Alliance to the extent that grants and donations are a core operational function of the partnering organization.
Annual Commitment*	Based on # of employees: <b>\$250K</b> (5,000+) <b>\$125K</b> (500 - 4,999) <b>\$50K</b> (50 - 499) <b>\$12.5K</b> (<50)	Based on # of employees: <b>\$100K</b> (5,000+) <b>\$50K</b> (500 - 4,999) <b>\$20K</b> (50 - 499) <b>\$5K</b> (<50)			
<b>Benefits</b>					
Logo on ID2020 Website	yes (featured)	yes	yes (featured)	yes	
Right to use ID2020 logo on partner website	yes	yes	yes	yes	
Participation in ID2020 events	yes (preference for speaking slots)	yes	yes (preference for speaking slots)	yes	
Organizational representative eligible for one of four (4) partner seats on the Executive Board	yes		yes		
Eligibility to directly nominate representatives to two (2) Advisory Committees	yes		yes		
Eligibility for Advisory Committee participation through the General Partner nomination process		yes		yes	yes
Eligibility for Working Group involvement	yes	yes	yes	yes	yes

\* Participation as a Founding Partner requires an up-front commitment as outlined above. The upfront commitment includes the first two (2) years of membership at the Founding Partner level. At the third anniversary of membership, Founding Partners are asked to contribute on an annual basis at the rate outlined above.