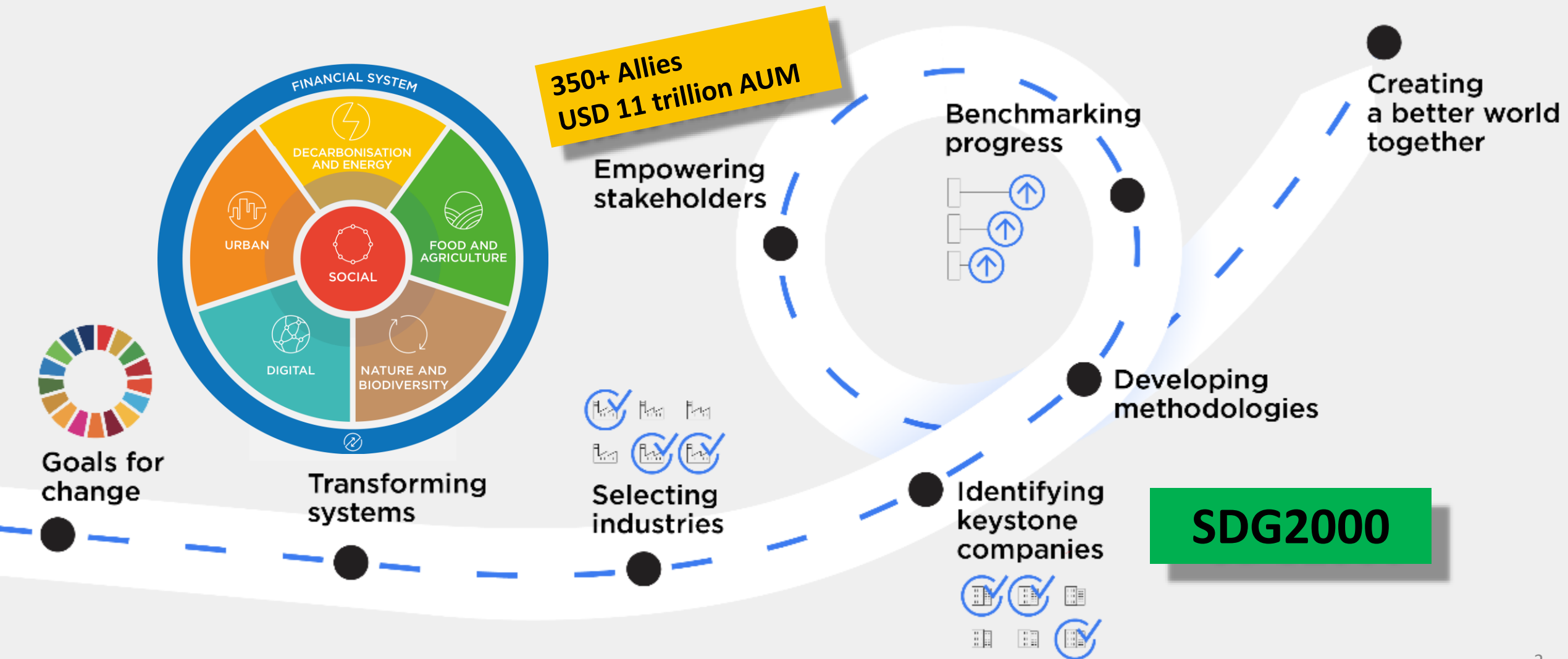




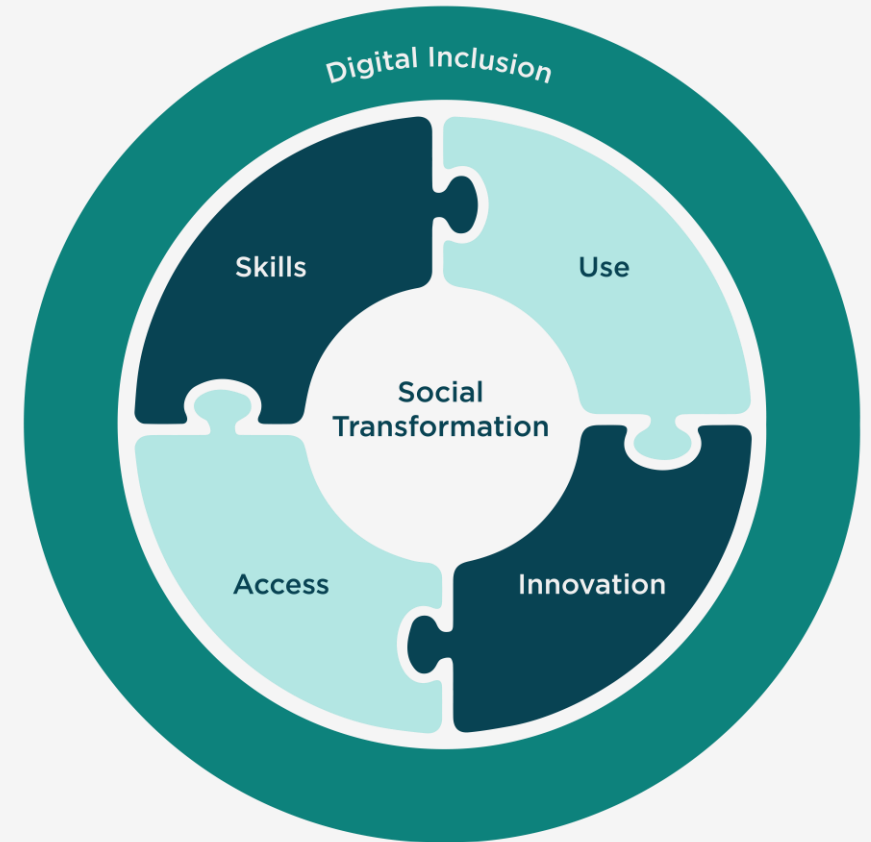
# 2023 Digital Inclusion Benchmark

# Benchmarking for a better world



# Digital Inclusion Benchmark (DIB)

- ❑ A race-to-the-top for **inclusive** and **trustworthy** digital transformation
- ❑ Evaluates company performance across four interrelated areas
  - ❑ Enhancing universal **access** to digital technologies
  - ❑ Improving all levels of digital **skills**
  - ❑ Fostering trustworthy **use** by mitigating risks and harms
  - ❑ Ensuring open, inclusive, and ethical **innovation**
- ❑ Incorporates social transformation
  - ❑ Respect human rights
  - ❑ Provide and promote decent work
  - ❑ Act ethically



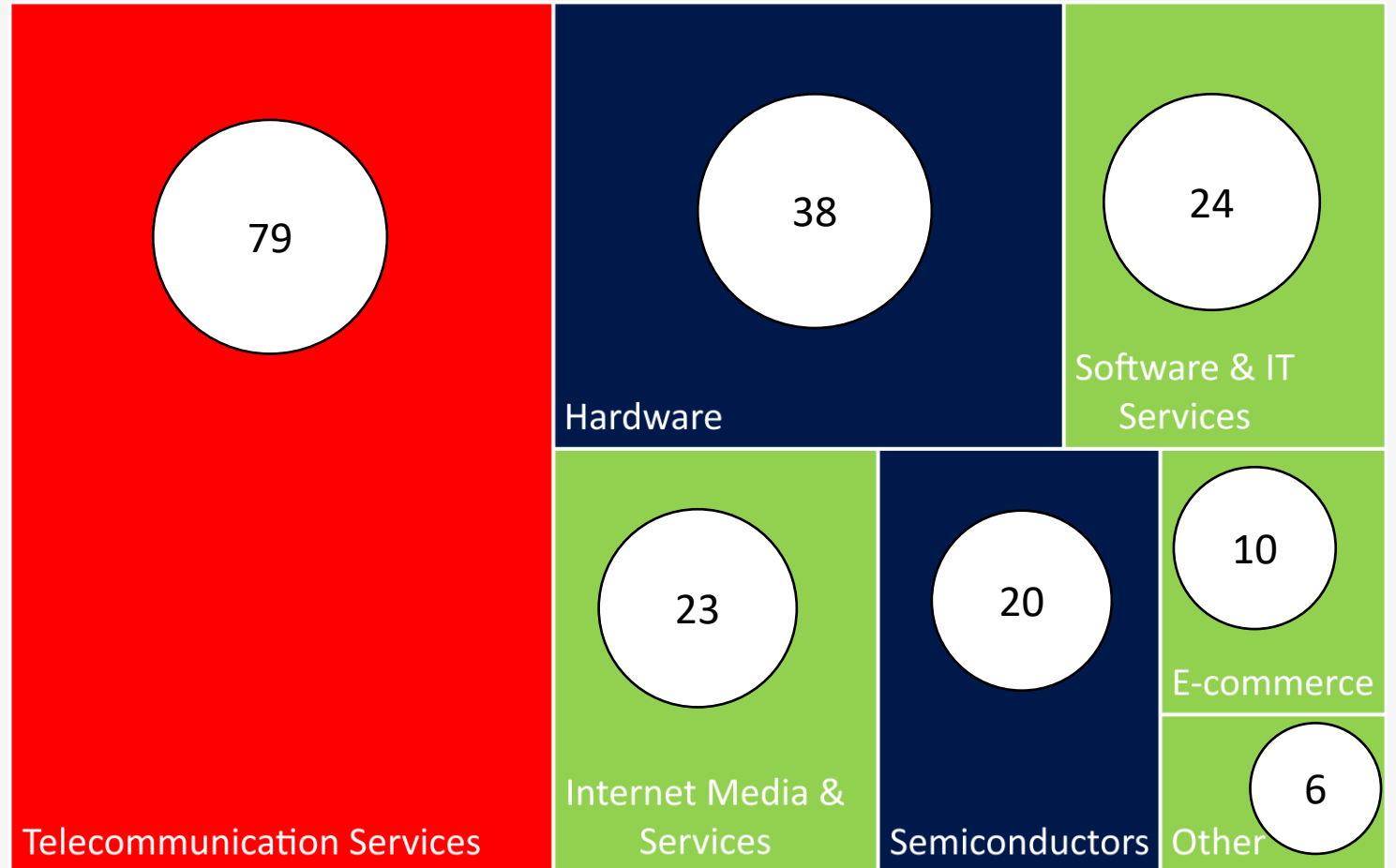
# The DIB 200

- Keystone companies with disproportionate influence on the structure and function of the digital system
- Categorized into three broad categories:

58 Hardware

79 Telecommunication Services

63 IT Software & Services



Other: Consumer Finance, Real Estate & Media & Entertainment

# Global reach



- DIB 200:
- HQ in 51 economies
  - > \$6 trillion revenue
  - > 13 million employees
  - Present in more than 175 economies

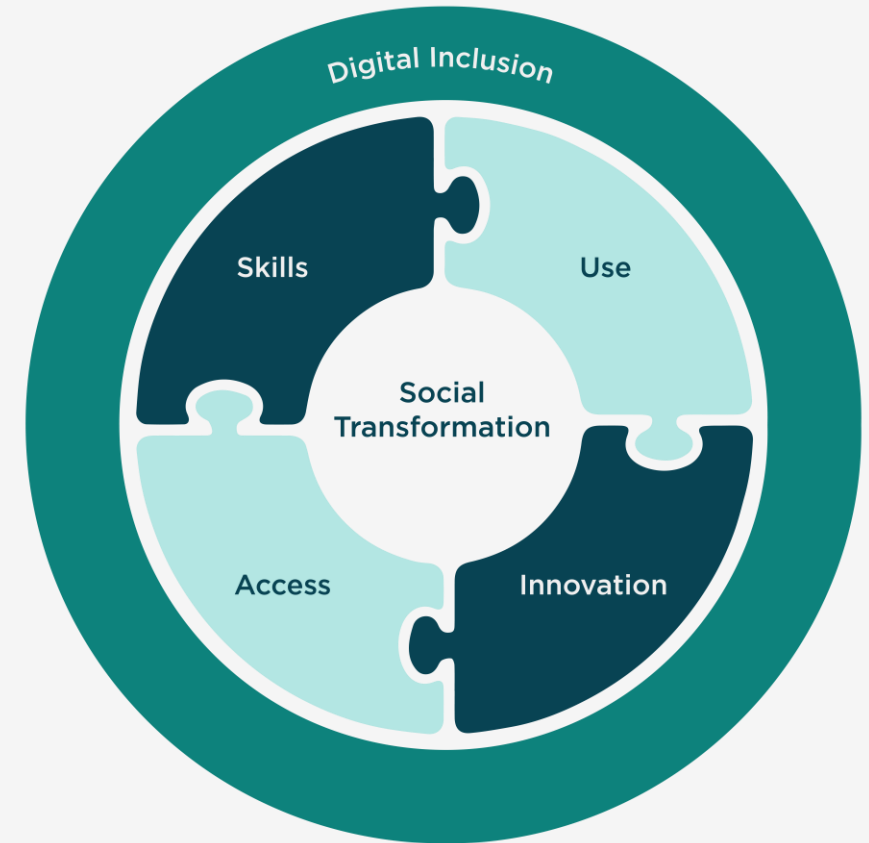
# DIB 2023: Key Findings

Website for more info:

<https://www.worldbenchmarkingalliance.org/publication/digital-inclusion/>

# Key finding 1: Social transformation critical to achieving digital transformation

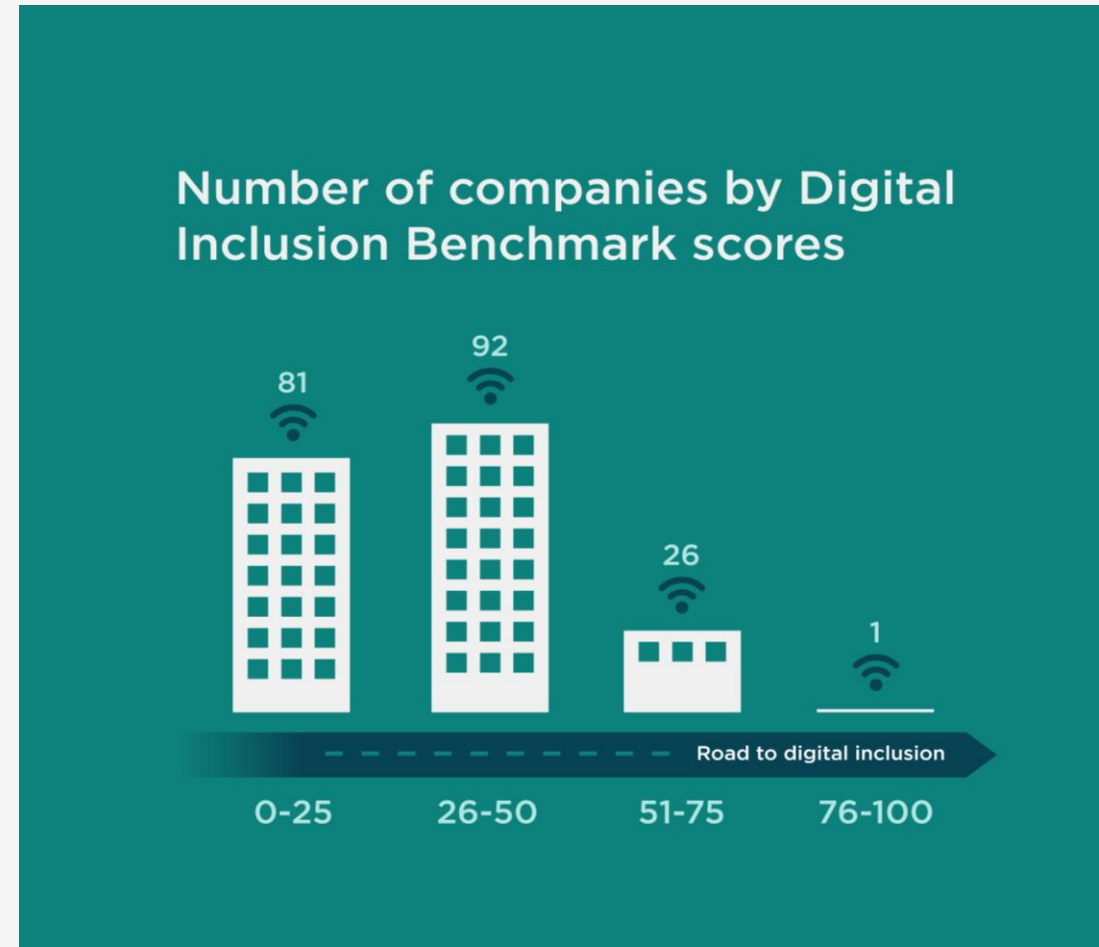
- The WBA social transformation indicators have been integrated into this year's Digital Inclusion Benchmark.
- A number of challenges for the tech sector—child digital rights, ethical Artificial Intelligence (AI) and data privacy—are at the core human rights issues.
- Encouraging companies to commit to human rights and assess their digital risks could have a significant impact on ameliorating some of the tech industries biggest problems.



# Key finding 2: Slight improvement in overall performance but most companies still have far to go



- Only 27 companies out of 200 assessed have a passing score of 50 or above on the benchmark.
- Of the 150 companies that were included in last year's benchmark, the average company score in digital inclusion went up by 6.8% from 33 to 36 (out of 100).
- Huge progress needed in digital transformation by the remaining 173.





# Key finding 3: Global events affect company performance

- A number of companies had Corporate Social Responsibility (CSR) activities related to COVID-19 in the previous benchmark (e.g., providing internet access or laptops to underprivileged students so they could educate remotely or free access to education and health websites).
- Many discontinued these initiatives in 2021, resulting in lower DIB scores.
- The downturn in the global economy is now affecting digital companies reflected by many announcing significant employee layoffs.

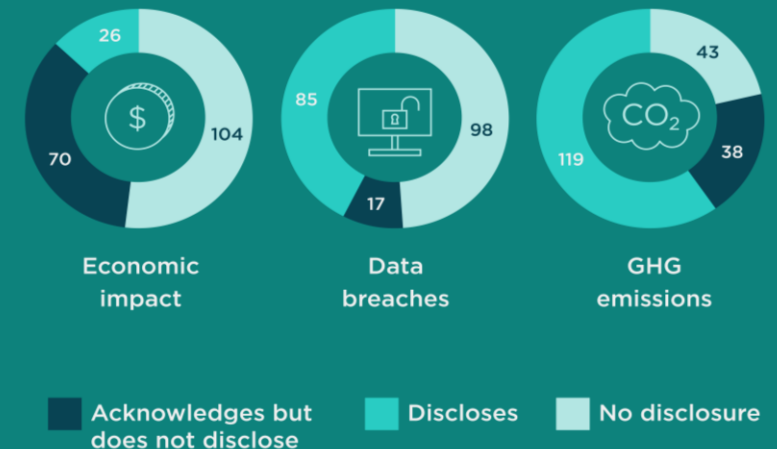
Companies continuing COVID-19 digital inclusion initiatives



## Key finding 4: Mind the data gaps

- While some digital companies are extremely transparent in their reporting, many are not.
- Opaqueness manifests itself in various ways. For instance, some companies suggest that they are providing a Global Reporting Initiative (GRI) disclosure but upon closer inspection, the response does not meet the requirement.
- Fortunately, there is a group of companies leading in the transparency of their reporting and going beyond simple compliance; through their disclosures these leading companies also push back on companies who claim the information is confidential.

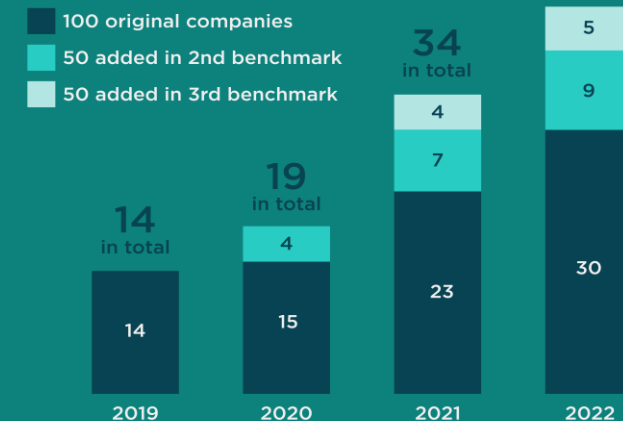
### Number of companies disclosing information based on global reporting standards



# Key finding 5: Stakeholders can influence company behaviour

- WBA Allies such as investors, civil society, think tanks, NGOs, international inter-governmental organisations and others have been instrumental in supporting the benchmark.
- The latter is notable as it is the focus of the Collective Impact Coalition (CIC) for Digital Inclusion. Investors in the Digital CIC have been engaging with companies to encourage them to make a commitment to ethical AI.
- In the first benchmark, the number of companies with publicly available ethical AI principles was 14. Today that figure stands at 44.

## Number of companies with publicly available ethical AI principles



# Top 20 digital companies in the 2023 Digital Inclusion Benchmark



World  
Benchmarking  
Alliance

Rank	Company	HQ	Industry	Year founded	Digital inclusion score	CSI Score	DIB Score
1	Telefonica	Spain	Telecommunications	1924	89.0	70.0	85.2
2	Orange	France	Telecommunications	1941	72.3	67.5	71.3
3	Deutsche Telekom	Germany	Telecommunications	1995	67.5	67.5	67.5
4	Apple	United States	Hardware	1980	64.8	57.5	63.4
5	Microsoft	United States	IT Software & Services	1986	63.9	57.5	62.6
5	Cisco	United States	Hardware	1984	63.3	60.0	62.6
7	Samsung	Korea, Rep.	Hardware	1969	62.9	55.0	61.3
8	Dell	United States	Hardware	1984	62.7	55.0	61.2
9	Verizon	United States	Telecommunications	1983	61.3	60.0	61.1
9	HP	United States	Hardware	1947	60.1	65.0	61.1
11	Telstra	Australia	Telecommunications	1975	62.2	52.5	60.3
12	Telia	Sweden	Telecommunications	1853	57.9	67.5	59.8
13	Telenor	Norway	Telecommunications	1855	60.2	40.0	56.1
14	Singtel	Singapore	Telecommunications	1992	60.2	35.0	55.2
15	SK Telecom	Korea, Rep.	Telecommunications	1984	55.7	52.5	55.1
16	IBM	United States	IT Software & Services	1911	57.0	42.5	54.1
17	Qualcomm	United States	Hardware	1985	55.1	50.0	54.1
18	AIS	Thailand	Telecommunications	1986	52.4	57.5	53.4
19	Vodafone	United Kingdom	Telecommunications	1991	54.7	40.0	51.8
19	Ericsson	Sweden	Hardware	1876	48.4	65.0	51.8

# WBA's Strategic Partners



climate arc



generation foundation



IKEA Foundation



MINISTRY OF FOREIGN AFFAIRS OF DENMARK  
**DANIDA** | INTERNATIONAL DEVELOPMENT COOPERATION



PORTICUS

the David & Lucile Packard FOUNDATION

GRANT RECIPIENT TIPPING POINT FUND ON IMPACT INVESTING

WALTON FAMILY FOUNDATION

