

Digital  
Public  
Goods  
Alliance

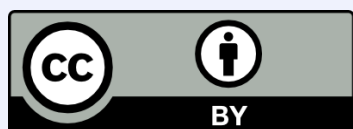
# **Working Together to Advance Digital Public Goods**

**The Digital Public Goods Alliance's Advocacy Strategy**

## About the Digital Public Goods Alliance

Established in 2019, the Digital Public Goods Alliance is a multi-stakeholder initiative with a mission to accelerate the attainment of the sustainable development goals in low- and middle-income countries by facilitating the discovery, development, use of, and investment in digital public goods. Digital public goods are open-source software, open data, open AI systems, and open content collections that adhere to privacy and other applicable laws and best practices, do no harm, and help attain the SDGs. To learn more, visit [digitalpublicgoods.net](http://digitalpublicgoods.net) or contact [hello@digitalpublicgoods.net](mailto:hello@digitalpublicgoods.net).

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## Summary

This advocacy strategy has been developed by the DPGA Secretariat as a tool for those who want to support DPGs to advocate effectively for the discovery, development, use of, and investment in digital public goods.

This strategy expressly outlines the overall goals of the DPGA to substantially move the needle on the advancement of DPGs plus tactics and key messages for collaboratively advancing the DPGA's strategic impact. This document is written for all stakeholders interested in DPGs, including governments (including their agencies); multilateral organisations (including UN entities); philanthropic foundations, funders, and think tanks; and technology companies.

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# Why We Advocate for DPGs

## Why we advocate for DPGs

DPGA community members working together can help address some of the world's most pressing challenges. Together, we have a unique chance to transform the world that we live in by accelerating the attainment of the Sustainable Development Goals through the use of open-source technology. Failure to act now will deepen global inequities and slow down development outcomes.

Here is why the community advocates for the development, discoverability, financing and use of DPGs for a more inclusive, sustainable and equitable digital future:

### Close the gap on digital progress

If high-potential DPGs, including software, data, and AI Models, remain inaccessible, underutilised or unsustainable, many countries will be left behind in the digital revolution. This widening gap, particularly accessibility of digital tools, will exacerbate inequalities in access to essential services like education, healthcare, and financial inclusion, leaving millions without the tools they need to thrive and for governments being unable to achieve the SDGs.

### Thriving private sector

Because digital public goods have shared codebases, they help create a fertile ecosystem for private-sector innovation. Local technology companies and entrepreneurs can develop tailored solutions matched with a country's priorities and contribute to existing solutions, fostering cross-border collaborations while fuelling job creation and local economies. This helps build capacity to support DPG implementation and maintenance, while also avoiding vendor lock-ins, ensuring the cost of change remains low.

## **Have more sustainable, safe, inclusive and interoperable digital public infrastructure**

Without sustainable DPG alternatives for foundational DPI, countries may rely on proprietary solutions that lock them into costly, opaque systems, eroding digital sovereignty and agency.

## **Build up local vendor ecosystems**

A lack of local capacity stifles innovation and the ability to adapt technology to meet national priorities, including financial inclusion and public service delivery. Because DPGs require local customisation, it pushes the expansion of local capacity, creating jobs and opportunities for local vendors, entrepreneurs and students.

## **Greater financial inclusion**

Digital public goods provide foundational digital public infrastructure like open-source digital payment platforms and digital identity systems that enable underserved populations to access financial services. By reducing costs and increasing transparency, DPGs foster innovation and competition in financial services, expanding access to banking services like loans, insurance, remittance services – and having a bank account – bringing millions of people into the digital economy.

## **Enhanced food security**

DPGs that include agricultural management systems, weather prediction tools, crop monitoring software, AI chatbots, and climate modelling empower farmers and governments alike with actionable data and information. This results in better resource allocation including supply chain management, better prices for crops, and allows farmers to better adapt to the changing climate. By making data accessible and interoperable, DPGs can improve efficiency

and resilience, and help ensure that food reaches vulnerable populations – even during crises.

### **Faster crisis response**

During times when there is an emergency, such as natural disasters, pandemics, or refugee response, digital public goods help streamline data sharing and coordination. Tools including foundational DPI and specialised DPGs can help countries and civil society organisations respond with aid faster, with resources tracked effectively and efficiently, and those in need of aid identified swiftly.

### **Improved healthcare management systems**

DPGs support healthcare delivery that enable countries to quickly scale digital health programmes and ensure equitable access to care. They can assist in areas such as patient management, supply chain logistics, and monitoring disease outbreaks. Through interoperability with digital ID systems and data exchange systems, national health ecosystems are better prepared for both emergencies and day-to-day operations alike.

### **Better public services**

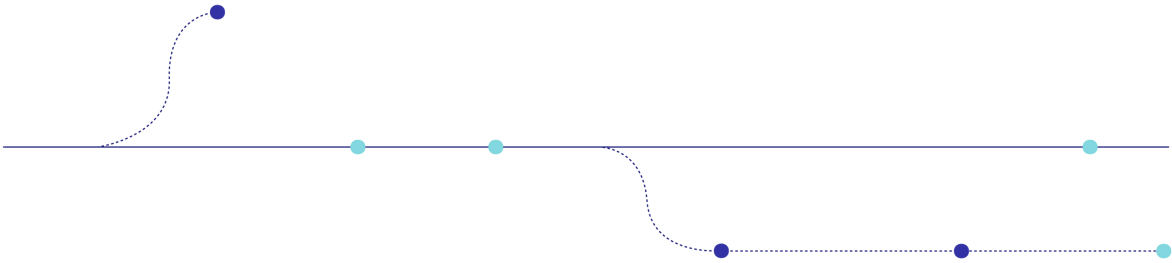
DPI built with digital public goods, such as digital ID, digital payments, and secure data exchange, along with DPG tools, can lead to more efficient and effective delivery of public services. DPGs allow countries to reduce costs through faster and cheaper implementation through collaboration on the technology, and improved efficiency, for example through targeted service delivery that reduces duplication and increased tax income. They make it easier for populations to access all e-government services including social welfare programs, health, education, and more while improving trust and accountability.

**Generate and provide solutions for climate change**

The challenges of climate change are more alike than different, demanding common tools for common solutions. The climate crisis demands collaborative, innovative solutions. Without DPGs to provide open, interoperable platforms for monitoring, mitigation, and adaptation efforts, global responses to climate change will remain fragmented and insufficient. This could result in catastrophic consequences for ecosystems, economies, and communities worldwide.

**Stop the erosion of trust in information**

In the absence of DPGs designed to combat misinformation and promote information integrity, societies will continue to face increasing polarisation, distrust, and harm from rampant information pollution. This not only threatens democracies but also undermines collective action needed to address global crises.





# What We're Trying to Achieve

## The DPGA's vision and objectives

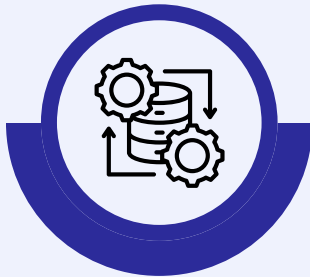
The DPGA Secretariat has defined the goals and targets of the DPGA to help align the DPGA community and identify areas of greatest impact.

The objectives of the DPGA, found in the five year strategy, are:

- Digital public goods with high-potential for addressing critical development needs and urgent global challenges are discoverable, sustainably managed, and accessible for government institutions and other relevant implementing organisations.
- UN-institutions, multilateral development banks and other public and private institutions that are of high relevance for supporting implementation of digital technologies have the knowledge, capacity, and incentives to effectively promote and support adoption of DPGs.
- Government institutions have the information, motivation, and capacity to effectively implement DPGs that address country needs, including to plan, deploy, maintain, and evolve their digital public infrastructure.
- Countries have public sector capacity and vibrant commercial ecosystems in place to create, maintain, implement, and incubate DPGs locally.

These are complemented in the DPGA's strategic targets found in the following image:

# Digital Public Goods Alliance's 5-Year Strategic Targets



## 50-in-5 and Digital Public Infrastructure

By the end of 2025, 50 countries have:

leveraged digital public goods to design, launch and scale at least one component of their digital public infrastructure stack, in a manner that is safe and inclusive, and enables one or more priority use cases.



## Fighting Climate Change

By the end of 2025, sustainably maintained and highly relevant digital public goods:

- have enabled diverse groups of stakeholders to take action and improve collaboration to fight and adapt to climate change; and
- are enabling long-term action and collaboration to fight and adapt to climate change.



## Fighting Information Pollution and Restoring Trust

By the end of 2028, sustainably maintained and highly relevant DPGs:

- have enabled diverse groups of stakeholders to take action and improve collaboration to fight information pollution and enhance information integrity; and
- have enabled new norm-shaping technologies to scale that help restore trust and protect and advance human rights.



## Making DPGs the Norm for Preventing and Responding to Urgent Challenges

By the end of 2028, DPGs are part of the international community's default approach for rapidly empowering relevant stakeholders to prevent and respond to urgent global challenges, including through:

- a globally recognised and scalable methodology for rapidly establishing communities of practice to align on priority topics and help identify relevant DPGs for preventing and responding to urgent global challenges; and
- the establishment of one or more financing instruments to fund DPGs of high-relevance for preventing and responding to urgent global challenges.

# The DPGA Approach to Advocacy

## The DPGA approach to advocacy

Advocacy can be broad, and include any activities that aim to influence decisions within political, social, and economic institutions. It can take many different forms such as media campaigns, public speaking, commissioning and publishing research, lobbying, and much more.

To achieve the DPGA objectives, together we use tactics that embody the DPGA advocacy approach.

### The “DPGA way”

Collectively, we want to approach our advocacy efforts with integrity, openness, being inquisitive, and working collaboratively. Central to the DPGAs advocacy success is speaking in unison with other members.

This means we approach advocacy by:

- **Producing:** Creating usable information and ensuring that it's moved to where it will have the most impact, either through conversations, convenings, or other direct communication.
- **Communicating:** We act as “technical translators” – taking complex information and putting it into terms that target audiences understand, and for the use of any other DPGA members or other stakeholders;
- **Connecting and convening:** Leaning into our collective connecting and convening power: making introductions or bringing people together as an honest broker – even if we have no information or expertise ourselves – to accelerate action, for example through virtual roundtables, in-person workshops.

# Core Tactics



## Core tactics

The following tactics are how the DPGA works to further the development, discoverability, financing and use of digital public goods, with examples of how community members are deploying these tactics.

## Surface success stories & case studies

Real-world stories provide tangible examples of DPG impact, demonstrating how these solutions address critical challenges while inspiring trust and adoption among those interested in DPGs as solutions to their challenges in DPI, climate, or other challenges. Further using these stories for case studies in global fora helps build the case that DPGs are an effective alternative to proprietary solutions and reinforces many of the key benefits of DPGs (e.g. maintaining ownership and control of digital tools and data, reducing the cost of implementation, etc). Examples:

- Data Privacy Brasil [released a report](#) examining the role digital public goods (DPGs) and digital public infrastructure (DPI) could play in addressing and adapting to climate change. Several DPGs including CKAN, MOSIP, Met Norway and Hand-in-hand Geospatial Platform are included in the report. It also brings attention to prominent Brazilian initiatives, such as Cadastro Ambiental Rural (CAR), which, if it were to become a digital public good, could help advance public interest, transparency, and improve the effectiveness of environmental efforts.
- UNDP [released a report](#) showcasing five DPG case studies to demonstrate how an enabling ecosystem (comprising public-private players such as governments, funders, IT vendors, multilateral and civil society organisations) can help provide the necessary conditions for them to flourish and be replicated more easily.



- DIAL's "[Unlocking Data for Climate Action](#)" report demonstrates the power of open data and strong data governance in helping to address solutions to the climate crisis.

## Represent DPGs at global events

As members of the DPG community, your leadership is critical to advocating for the adoption and scaling of DPGs globally – your voice is essential in building global momentum. Members speaking from their direct experience are key to shaping future strategies and partnerships. By sharing success stories and lessons learned, you help others understand the impact and importance of DPGs. Examples:

- [United Nations General Assembly \(UNGA\)](#): DPGA members UNDP, ITU and UNICEF have highlighted DPGs as critical enablers of the Sustainable Development Goals (SDGs), particularly through hosting SDG Digital Day and UNGA side events.
- [Global DPI Summit](#): DPGA members e-Gov Foundation and UN Women and DPG products Mifos, Mojaloop, MOSIP, OpenCRVS, and OpenSPP appeared on a panel to share how DPGs can positively influence DPI implementation within countries.
- [FOSDEM Public Code and Digital Public Goods Devroom](#): DPGA member Foundation for Public Code co-organised a multi-track event for everyone developing public code to share learnings on reusability, procurement, governance models, etc. that helps facilitate the development and usage of digital public goods.
- [The Tech We Want Summit](#): DPGA member OKFN brought together key voices including DPG products (Open Terms Archive, MOSIP, Decidim, Ushahidi, and Querido Diário) working on public interest technologies to start a collective conversation about new practical ways to build software that is useful, simple, long-lasting, and focused on solving people's real problems (aka DPGs).

- Open Source Summit Europe: DPGA member GitHub highlighted the potential for DPGs to serve public interests, including case studies of successful DPGs and the need for adoption, community support, funding, and sustainable growth.DPGs).

## Advocate for DPGs in relevant consultations

Advocacy from members in DPG-relevant consultations ensures diverse perspectives are heard, amplifies the DPG community's collective priorities, and strengthens the alignment of global frameworks with the needs and potential of digital public goods. Examples:

- Global Digital Compact (GDC): DPGA UN member states and multilaterals contributed to several rounds of GDC consultations, resulting in digital public goods being recognised as a key enabler of digital cooperation and to advance the SDGs.
- The Open Source Initiative's recent consultation to define open-source AI ran in parallel to the DPGA's AI Community of Practice, meaning participants in the community of practice were able to make submissions to the AI definition process aligned with each other.
- The African Union's Digital Compact consultations involved contributions from DPGA UN member states and multilaterals, and specifically highlights the promotion of "Digital Public Goods and Services" under pillar five of the compact itself – emphasising the development, sharing, and utilisation of open-source digital resources to elevate public service delivery and spur innovation.
- Code 4 GovTech's (C4GT) DPG State of the Community Report (DPG SCoRe) offers valuable insights into the evolving landscape of DPG communities while serving as an annual benchmark to track progress toward building sustainable, engaged, and thriving communities around DPGs.

## Develop user-friendly toolkits

DPGs can sometimes be difficult to wrap your head around when first exposed to them. Documents, infographics, and toolkits help simplify complex concepts, enhance accessibility, and empower decision makers to understand, adopt, and advocate for DPGs more effectively. Examples:

- DPGs Decoded: a set of materials including a video and slide deck, that aims to strengthen global advocacy efforts in support of digital public goods produced by the Bill and Melinda Gates Foundation and DPGA Secretariat. The assets focus on explaining DPGs and their benefits, as well as how countries can adopt and implement them to accelerate digital transformation, improve residents' lives, and drive economic growth.
- The Inter-American Development Bank recently published an open source policy guide to assist with the procurement and use of open source tools, including digital public goods.

## Convene globally and regionally relevant groups

Coming together to discuss common challenges, approaches and solutions fosters collaboration, facilitates knowledge-sharing, and builds consensus on strategies to scale and sustain DPGs across diverse contexts that are represented by DPG community members, and learn and share best practices from others in the ecosystem. Examples:

- Digital Public Goods Alliance Annual Members Meeting: This annual gathering of the DPG community brings together an international group of members, product owners and community to develop relationships, connect, learn and inspire progress for digital public goods. The energy, ideas, and collaborations that emerged reaffirmed the incredible potential of this community to drive transformative, positive change through digital public goods. These are co-hosted with DPGA member countries, and past events have been hosted by Singapore, Ethiopia, and Norway.

- OSPOs for Good hosted by the UN Secretary General’s Special Envoy on Technology (OSET) helped shape the conversation around how open source program offices (OSPOs) are enabling new forms of global cooperation around open source for good in countries, and featured speakers from several DPGA members including Bangladesh, Dominican Republic, Estonia, OSET, Open Forum Europe, Singapore, UNDP, and UNICEF, plus hosted side events from members DIAL and Open Forum Europe to help emphasise the role of DPGs in the open source community.
- 50-in-5 Milestone Event: On September 23rd, high-level representatives from countries participating in 50-in-5 gathered in New York City to celebrate and showcase the positive impacts that participating countries are fostering through the implementation of safe, inclusive, and interoperable DPI – with DPGs mentioned by 14 of the 15 countries featured in the event as a key enabler of DPI.
- MOSIP Connect is an annual gathering of countries, implementing agencies, and developers to help foster collaboration on inclusive digital identity systems and the DPGs that can unlock the potential of those systems.

## Build partnerships & relationships

The power of DPGs is unlocked when members work together to build, implement, and maintain DPGs. Collaborating with other DPGA members allows you to strengthen global networks, develop shared resources, and collectively advance the use of digital public goods for social, economic and climate progress. Examples:

- DPGA members Github and the Inter-American Development Bank partnered together to develop a data driven solution of where to build new schools based on population density, growth, and need in Brazil.
- The Govstack initiative is run by DPGA members DIAL, Estonia, GIZ (German Development Corporation) and ITU to help build sustainable digital infrastructure and help governments create human-centered digital services that empower individuals and improve well-being.

# Key Messages to Strengthen DPG Advocacy

## Key messages to strengthen DPG advocacy

Ensuring that the DPG Community is aligned on what we say helps with consistency, clarity, and impact in communication. When everyone conveys the same core messages, we can speak with a unified voice that reinforces a cohesive message and underscores the potential impact of DPGs. It avoids confusion from mixed messaging that can dilute the narrative and create misunderstandings that can weaken advocacy and outreach efforts. Clear, consistent messaging from all of us across different platforms helps messages resonate with different audiences, and it will drive change by motivating stakeholders to make meaningful action.

### What are digital public goods?

Digital public goods, or DPGs, are open-source software, open standards, open data, open AI systems, and open content collections that adhere to privacy and other applicable laws and best practices, do no harm, and help attain the Sustainable Development Goals (SDGs).

### What is the Digital Public Goods Alliance (DPGA)?

The Digital Public Goods Alliance is a multi-stakeholder initiative that accelerates the attainment of the sustainable development goals by facilitating the discovery, development, use of, and investment in digital public goods.

### What's unique about DPGs?

Digital public goods have met the DPG Standard, meaning they have clear documentation, open licenses, and follow standards and best practices that make them easier to adopt and adapt.

## Where can I discover DPGs?

The [DPG Registry](#) is where to find open-source software, open data, open AI systems, and open content collections that have been assessed against the [DPG Standard](#) and are certified as digital public goods.

## Why should individuals consider using DPGs before building from scratch or choosing proprietary solutions:

DPGs are open source and accessible, meaning that anyone can freely adopt and adapt them for their specific needs.

DPGs give adopters greater control over how they build and enhance their digital tools.

DPGs are customisable and adaptable, enabling adopters to create more inclusive digital solutions tailored to their unique context. This can also help build long-term ownership and agency of implementing countries.

DPGs are often cheaper and faster to implement than proprietary solutions, allowing countries to avoid vendor lock-in and high costs associated with proprietary software licenses and updates.

DPGs catalyse local tech ecosystems, leading to economic growth, job creation, and multi-stakeholder collaboration on tech development.

DPGs are designed to be secure

- Because DPGs are open-source, it means they can be independently reviewed by third parties. This enhances security around the use of DPGs.
- Technical communities help to identify and address any issues with DPGs at an early stage
- This can create a culture of continuous improvement and trust around DPGs.

DPGs are collaborative, meaning any users of a particular DPG can collaborate and share best practices, as is the case in most communities of practice. Adaptations and iterations in countries can be supported by open-source communities, meaning new features and best-practices developed by implementing countries can be merged into the generic DPG.

DPGs ensure that transparency and accountability are built in, thanks to the open-source licensing of DPGs that means that their code base can be independently scrutinised and audited. This also facilitates accountability and public discourse around issues such as incorporating best practices and designing DPGs with the aim of doing no harm.

## What are the benefits of DPGs for countries?

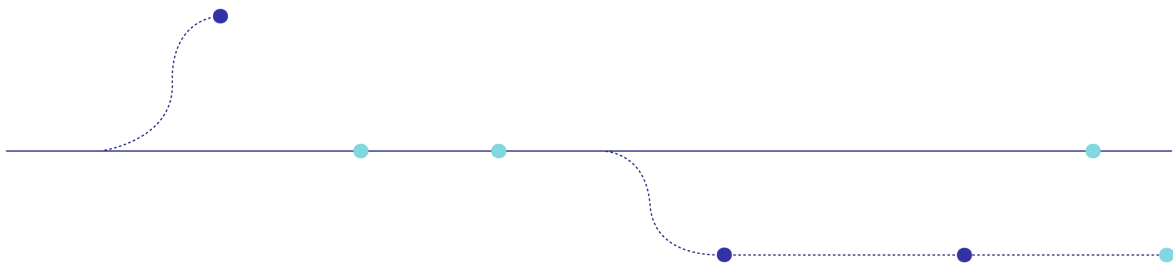
There are a number of benefits to using DPGs, below outlines some of the most commonly cited benefits and provides some examples of those benefits in action.

### **DPGs can enable countries to leapfrog conventional development paths and drive progress on the SDGs:**

- DPGs support marginalised and vulnerable communities
  - OpenG2P is a DPG that facilitates large-scale digital government to person cash transfers, enabling governments and humanitarian organisations to deliver critical social benefits directly to those who need them.
- Adopting DPGs in digital education has the potential to transform learning in low- and middle- income countries
  - The freely accessible e-learning platform NotesMaster, is a DPG that provides access to quality lessons in 31 countries, authored by local teachers and based around the local curriculum.



- DPGs are integral to achieving financial inclusion
  - On the African continent alone, if countries remain on the same trajectory in terms of payments technology adoption, there is a risk of leaving behind the 350m unbanked adults, most of whom are excluded from the formal economy
- DPGs will be critical to helping countries mitigate and adapt to the impact of climate change
  - PRISM (Platform for Real-time Impact and Situation Monitoring) is a DPG that assesses the potential risk and impact of extreme weather events on the most vulnerable communities, helping them to design risk reduction activities and target disaster responses.
- DPGs have an important role to play in increasing cross-border cooperation and unlocking economic potential for entire regions
  - As Africa moves closer towards becoming a single market, DPGs can help to build a frictionless, pan-African payment system that boosts cross-border trade for all.



# **Additional DPG Advocacy Resources**

## Additional DPG advocacy resources

Ensuring that the DPG Community is aligned on what we say helps with consistency, clarity, and impact in communication. When everyone conveys the same core messages, we can speak with a unified voice that reinforces a cohesive message and underscores the potential impact of DPGs. It avoids confusion from mixed messaging that can dilute the narrative and create misunderstandings that can weaken advocacy and outreach efforts – which is especially important for a technical topic like digital public goods. Clear, consistent messaging from all of us across different platforms helps messages resonate with different audiences, and it will drive change by motivating stakeholders to make meaningful action.

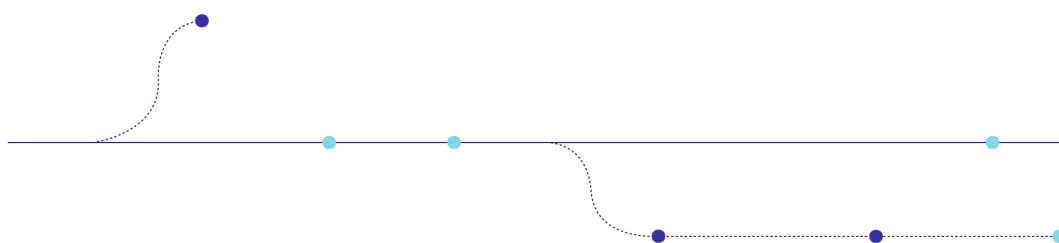
- DPGs Decoded: a set of materials including a video and slide deck, that aims to strengthen global advocacy efforts in support of digital public goods. The assets focus on explaining DPGs and their benefits, as well as how countries can adopt and implement them to accelerate digital transformation, improve residents' lives, and drive economic growth.
- DPG Registry: View a list of all the approved digital public goods and learn about them by visiting the DPG Registry. This registry also has the ability to search by DPG type, country of origin, and SDG relevance.
- DPG Definition: Learn more about the definition of digital public goods, including the history of DPGs, why they matter, and how they are being used across the globe.
- DPG Submission Guide: All digital solutions appearing in the DPG Registry are assessed by the Digital Public Goods Alliance's technical review team to ensure they meet the requirements of each indicator of the DPG Standard. The information needed when applying for a digital solution to be recognised as a digital public good is listed in this guide.

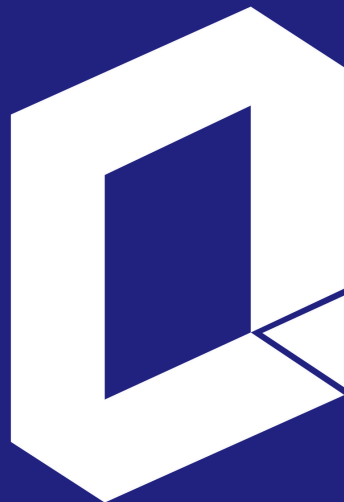
- 50-in-5: this country-led campaign aims to have 50 countries design, launch and scale at least one layer of their foundational digital public infrastructure in the next five years in a safe, inclusive and interoperable way. Countries collaborate with each other to share learnings and best practices, share technologies as digital public goods, and advocate for a whole-of-government approach to DPI.
- DPG Application FAQs: Explore what people have been asking regarding submitting a DPG application and how you can answer similar questions to those asking you.
- DPG Application Toolkit: A collection of links to relevant resources that individuals can look to when preparing their application to receive digital public good recognition, or interested in contributing to the DPGA's efforts.

## Conclusion

As we advance towards our ambitious goals within the next five years, the strength of the DPGA lies in the collective efforts of our members, product owners, and global community. Your work is vital to shape a more equitable, sustainable and inclusive digital future, and we want to hear from you. Please let the DPGA Secretariat know [here](#) what resonates in your advocacy, what you're working on, and how the DPG community can support your efforts.

Together, let's continue to work together and amplify our impact by sharing resources and overcoming challenges with each other – and build a movement where DPGs are the foundation for tackling the world's most pressing challenges.





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