**Tech for Social Impact, Craig Parker (Microsoft)**

Craig’s role is to support largest organisations – enterprise level. Not everyone in this audience has access to that level. Therefore, Craig is going to give insight into the work they are doing, have a discussion with members about what that might look like for us. Eg, what does ‘good look like?’

‘Empower *every* person and every organisation on the planet to achieve more’ – Microsoft mission

A new blueprint for corporate responsibility is needed. Microsoft has a big legacy in philanthropy. Bill Gates started as a philanthropist and the drive to remain philanthropic continues, but there is a recognition of the need for a new philanthropic model.

Microsoft - If digital transformation is changing the landscape across all sectors, why is the voluntary sector not changing at the same rate? Why is the money we input not driving this change. (£650m last year.)Are we providing the right business expertise, the right support?

Is GDST a charity or an education organisation? Is Anthony Nolan a healthcare or a charity organisation? Hit and miss about targeting and identifying where the need was and providing the solutions.

Tech for Social Impact was born out of these questions. 4 goals:

1. To put skills, tech and resource into the sector.
2. Think about the way MS does business with the sector. Rationalise not-for-profit enterprise agreement, standard discounting (60-75% off).
3. Partner eco-system – partners support and drive customer journeys. 27,000 partners in the UK alone. Wanted to build and refine the partner eco-system to improve interaction with the sector.
4. Think about core products – are they fit for purpose across the sector? Yes. Are there core challenges that could be addressed centrally, and provide open source content to deliver content.
5. Keep the Tech for Social Impact team within MS.

See the change in the way their giving is changing. Cloud Donations exceed onPrem software for the first time. This is in response to the feedback from the sector – people want cloud.

Tech for Social Impact vision = Bring the power of technology to every non-profit and humanitarian organization to accelerate social change.

Building a Total Social Impact Plan:

* Integrated business model
* Tech intensity
* Scale through global partner ecosystem
* Strategic social partnerships

British Heart Foundation – worked with them on a project re the defibrillator network in the UK. 90,000 around the UK, only know the location of around 20,000 of these. Looking at using cloud IOT to map where defibrillators are, then work with ambulance call handlers to divert cardiac emergency patients to the nearest defibrillator. Can also include CPR training via corporate partners to ensure they are all trained. Lobbied Government with them and worked with education to implement first aid training in schools. This is now much more than a tech project – has developed into a much wider project.

Craig was asked how MS have determined that voluntary sector isn’t moving at the same digital transformation rate as the commercial sector. It was argued that funding is being cut, but that’s not a measure of digital transformation success. It was suggested that level of IT investment doesn’t match that of the commercial sector. Technological investment might be lagging, but the impact is not lagging.

Craig – we are competing with commercial sector in terms of compelling individuals to spend their $ with us.

If tech money-bags eg Microsoft feel that the sector is financially lagging behind, can MS help invest to support the innovation and creativity within the sector. Laura explained that media reporting and assumptions can change how government behaves towards the voluntary sector.

Can MS demonstrate that IT leaders in the commercial sector are delivering more in the tech space than IT leaders in the voluntary sector space. This is in danger of lumping together *all* vol sector organisations and *all* commercial sector organisations, but they are nuanced and varied. Cannot really make such broad assertions.

Digital transformation for greater impact:

How does technology transform organisational ability to:

1. Engage donors, volunteers and beneficiaries
2. Empower employees
3. Optimize operations
4. Innovate for impact

MS offering solutions and partnerships to drive these four areas. Where can technology be an enabler of the digital workplace? How can it drive digital change. How can it help to inform data-driven insights.

Operation Smile – machine-learning app and data links to support more effective surgical procedures in developing countries to repair cleft palates.