

# CLOSING THE ID GAP: ID CODE OF CONDUCT

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**WOMEN**  
IN IDENTITY

# THE PROBLEM

- **Over 1.1 Billion people worldwide** cannot prove their claimed ID.
- That is a lot of people unable to access basic services. It causes distress for people living in a developed nation and emerging economies.
- McKinsey research has estimated **3-13% growth in GDP** could potentially be realised if ID Systems were inclusive. That is unrealised revenue for ID companies, banks and other sectors.

# Who We Are

- ❖ Women in Identity (WiD) is non-profit membership organization registered in the US and the UK
- ❖ Our purpose it is to promote parity with respect to opportunity, reward, recognition, and professional mobility
- ❖ WiD aims to achieve these things with respect to diversity meaning gender, race, ethnicity, sexual orientation/identity, creed, social status, or intersectionality

# Who We Are

- ❖ WiD is governed by a global executive board of directors, volunteer team and an advisory board.
- ❖ To achieve these high reaching goals, WiD relies on corporate support through sponsorships
- ❖ In an effort to reduce barriers to participation WiD membership is free
- ❖ To be able to work on these complicated issues we look to companies to both recognize the importance of diversity and be willing to stand up for it by putting money towards supporting meaningful work and change in the identity industry

# VISION

“Digital identity solutions  
built  
for everyone are built  
by everyone.”

# MISSION

“ To drive the digital identity industry to build solutions with diverse teams to promote universal access which enables civic, social, and economic empowerment around the world. ”

# Women in Identity is largely a volunteer-run organization

2500+ 

MEMBERS  
AND  
SUPPORTERS

40

VOLUNTEER  
LEADERS

30+

MEMBER  
EVENTS  
ORGANISED

32 

COUNTRIES



# What We Do

- ❖ Foster new relationships among diverse groups of people in different areas of the industry
- ❖ Create opportunities for more diverse representation at industry events across gender, age, ethnicity, sexual orientation, social status etc. both as speakers and attendees
- ❖ To accomplish these aims we use research, partnerships, open communication, informative networking events across the world, and a collaborative environment





# How We Are Funded

To provide value to members, WiD relies on corporate support through sponsorships.



# What We Deliver



# ID Code of Conduct Research

## Closing the ID Gap



# Code of Conduct: Summary

- There is **little actual guidance** on how to tackle inclusion and bias in digital identity
- This work seeks to create a **practical and pragmatic guide** to adopting a more diverse and inclusive approach to product development
- **Focus area:** digital identity in financial services
- **Focus markets:** UK & Ghana

SPONSORS

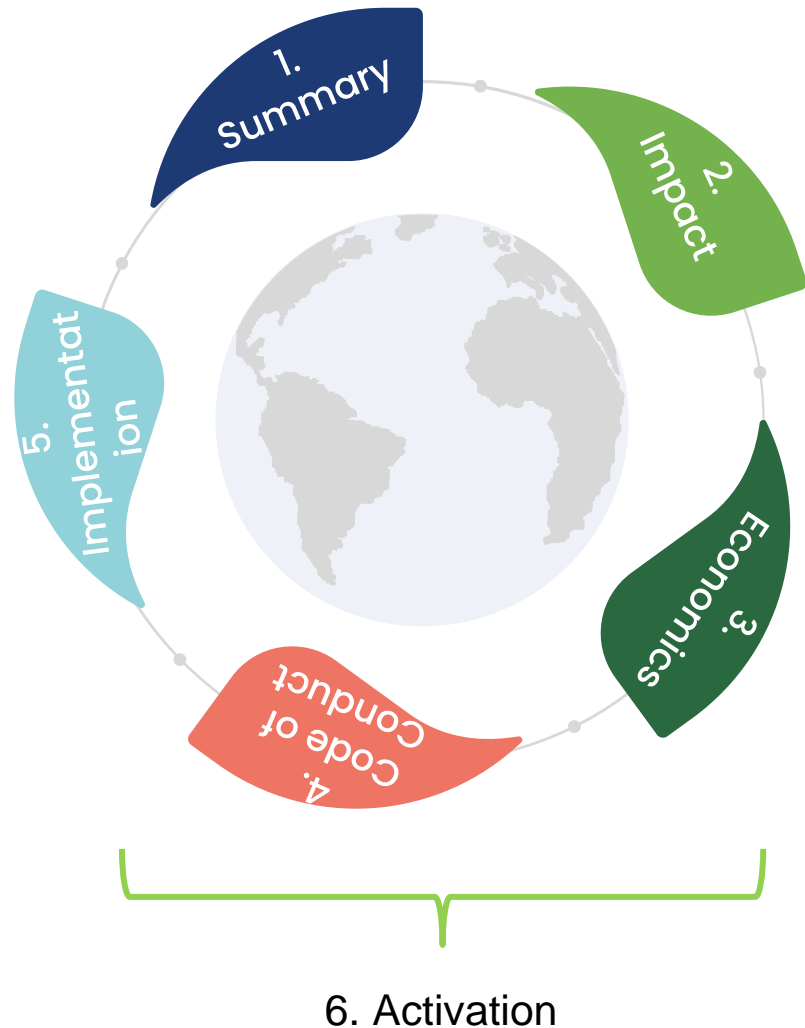


# THE POTENTIAL

- ❖ An estimated **6 Million** people in the position of being unable to obtain a digital identity **in the UK (based on OIX ID Inclusion & Datasets Report 2021)**
- ❖ The GDP of the UK in 2022 was £2.2 Trillion British pounds
- ❖ Multiply the lower 3% potential growth by the proportion of people in just one of country affected by the ID Gap
- ❖ That comes to about £2.266 Trillion (2,266,000,000 GBP)
- ❖ If we could include these people, it would **increase GDP in the UK** alone by about **£66,000,000** in one year

-Multiply the potential GDP Growth of all the nations affected by the ID Gap

# Code of Conduct: Progress to date



- 1. Summary of Problem Statement & Evidence - in progress
- 2. Human Impact of ID Exclusion - completed
- 3. Literature Review - completed. Publication 30 May 2023
- 4. Code of Conduct - 2023
- 5. Economic Value, Growth and Investment Opportunity - 2023/24
- 6. Implementation Framework - 2024

# LITERATURE REVIEW

## DIGITAL IDENTITY - EMERGING TRENDS, DEBATES and CONTROVERSIES

- **Builds on** the Human Impact Research
- Looks at the rapid development in the digital identity industry since 2021 which supports the ID Code of Conduct Research
- **Authors:** Kimberley Fernandez (University of Pennsylvania) and Dr Eve Hayes de Kalaf (University of London)





# LITERATURE REVIEW

## DIGITAL IDENTITY - EMERGING TRENDS, DEBATES and CONTROVERSIES

- Summarises the emerging trends, debates and controversies surrounding digital identities.
- Offers examples of **how digital identity is working in practice**, and reiterates the requirements for inclusive and equitable solutions that work for all
- Download on the Women in Identity website:  
**[Womeninidentity.org](https://www.womeninidentity.org)**



# CALL TO ACTION

- **Join us** and sponsor the ID Code of Conduct.
  - Next phase are round tables
  - We need experts to join us develop a set of guiding principles
- **Sponsor us** and benefit from in-depth research and help drive the identity ecosystem to become more inclusive
- **Become a member or volunteer** and help our identity community grow

# CALL TO ACTION

- In 2024 the **ID CODE OF CONDUCT Economic Impact Report** will quantify the potential impact on a far more granular scale than has been done to date.
- If you would like to sponsor this research and benefit from the results, please contact us

Kay Chopard – [kay@womeninidentity.org](mailto:kay@womeninidentity.org)

Dr. Sarah Walton – [sarahw@womeninidentity.org](mailto:sarahw@womeninidentity.org)

# Corporate Sponsors

## SILVER



## GOLD



## PLATINUM



# THANK YOU!

**Kay Chopard**

US Ambassador and Global Board Member

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