



itwillbe.org
efficient solidarity

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1. About it-willbe.org

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We are an international cooperation NGO that invests in **technological innovation to improve the social impact** of projects in the field of education, gender equality and human rights.

Mission

Contributing to ending poverty through efficient solidarity

Vission

A just world without poverty, where all citizens have access to and enjoy their fundamental rights.

Values

Transparency. Innovation. Efficiency. Collaboration.

1. About it-willbe.org

2008
it-willbe.org
is born and
established

2016
Launch of the first technological
project (Child PPa).

Elaboration of the Digital
Transformation Plan in
it-willbe.org.

2018
Implementation of PPa in India.

Arancha Martínez, founder and
president of it-willbe.org,
receives the Princesa Girona
Social Award.

2020
Participation in the design and
implementation of a platform for
traceability, management and impact
measurement.

EU women innovator Arancha Martínez

2009 - 2015
Financial and
technical support for
development
cooperation projects
in India

2017
it-willbe.org positions itself
as a benchmark NGO in the
field of social innovation.

Participation in the BBVA
Momentum programme

2019
Pilot and implementation of PPa
in Sierra Leone and Senegal.

Pilot project using machine
learning for volunteering
programme.

2022
Launch of the second technological
project (Entrepreneurship Platform).

First edition of the Digital Literacy
programme in India for our local
partner.

Launch of Ethical positioning of
digital rights.

1. About it-willbe.org

Experts collaborators network

At it-willbe.org we work with an extensive team of collaborators (volunteers, students, pro-bono collaborations) and a **network of alliances with impact communities and experts** that allow us to carry out our work on a daily basis.



Arancha Martínez Fernández
President and it-willbe.org founder



Celia Roca García
Director & Social Impact



Paula Torrens Madrigal
Digitalization and Digital Rights



Sofía Aranzana Fernández
Communication and Digital Marketing



Nerea Achucarro
Community & Alliances



Pablo Fernández Vivánco
Tech for Social & Innovation

2. Our mission

Why invest solidarity in technological innovation?

Find out [here](#)

2. Our mission

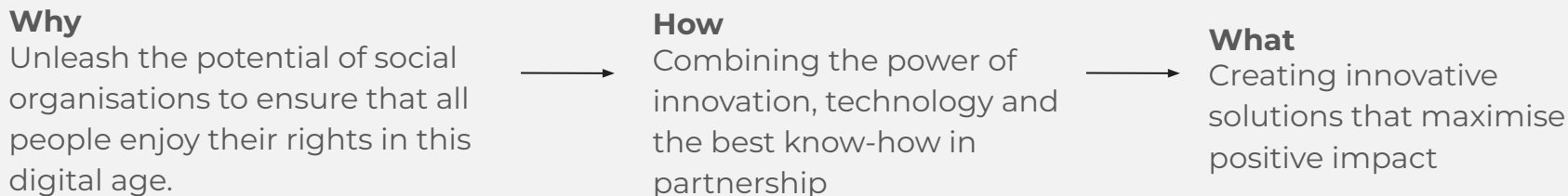
Contributing to ending poverty through **efficient solidarity**

The it-willbe.org model:

- **Data-driven management.** We put reliable impact data at the heart of our management to mobilise donors to make decisions based on transparent data.
- **Decentralisation and transparency.** We decentralise this data management to give more participation to all stakeholders. We are committed to new real-time and transparent digital experiences, which imply greater proximity and direct certification of the beneficiaries.
- **Social technology from the core.** We create technology from the third sector, for the third sector, ensuring that it is inclusive of the most vulnerable people.
- **Digital literacy.** We increase literacy action for all our stakeholders, reducing the social digital divide on the ground.
- **Digital Rights.** We act taking into account these rights to mitigate the risks in the digital world that the use of technology entails for our beneficiaries.
- **Vision for the future.** We bring solidarity closer to younger groups, who are not the usual target of the sector, but who will be its future.

3. How we do it

3. How we do it



Four lines of work:

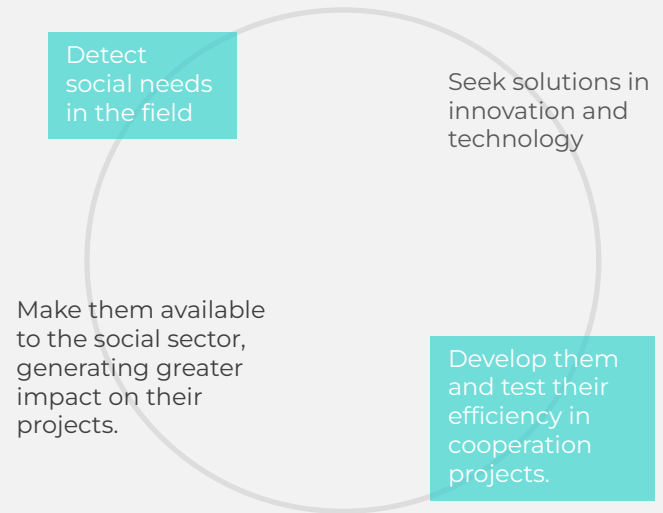
1. Technological developments
2. Digitisation of NGOs in the field
3. Digital Rights
4. Financial Inclusion

3. How we do it

1. Our own technological developments

We design and develop technological solutions for cooperation projects.

Thanks to our direct contact with communities on the ground, we detect their social needs. We study them and look for solutions in technology. We design and develop the tools taking into account all stakeholders and ethical aspects. We pilot, implement, validate and make them available to other organisations so that they can also use them.



3. How we do it

Child Ppa

Launched in 2017

[Video presentation](#)

Technological solution to provide digital identity to unidentified minors, allowing social organisations to register their beneficiaries with great precision and manage their data efficiently, transparently and securely.

The project began in 2016 with a need detected in the field. After a first phase of listening and co-design of the solution, we developed a first pilot with the first version of the tool, using three biometrics for the recognition of minors.

After field tests and trials, we are **now designing the second version, seeking to simplify the process and the tool to facilitate its scalability.**

[Here](#) for more project info

Digital ecosystem for entrepreneurs

Launched in 2022

[Video presentation](#)

A **digital platform created jointly with beneficiaries and other stakeholders to increase collaboration** among SHGs (local women's savings groups) and **bridge the digital gap** among beneficiaries by applying the principles of digital inclusion. This is a project in the listening and needs assessment phase, following a problem identified in women's savings groups in India.

The objective is to **facilitate access to the digital economy for these women and their enterprises** (reducing the digital gap and growing their businesses to improve their lives).

The design and implementation of the first pilot will be carried out during the course of this year.

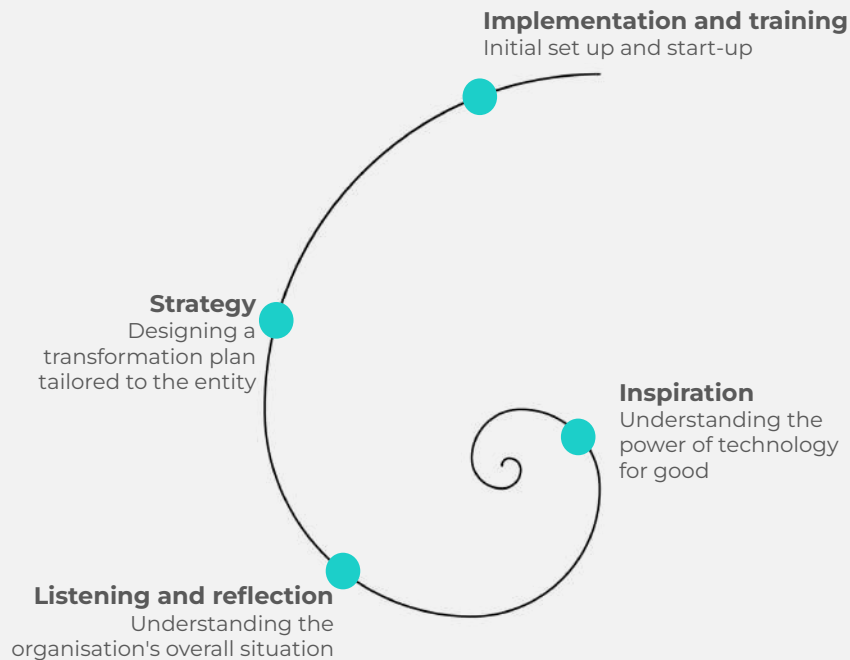
[Here](#) for more project info

3. How we do it

2. Digitalisation of NGOs in the field

We accompany NGOs in their digital transformation and culture processes, based on our experience, learnings and mistakes since we started ours in 2016.

We put special focus on ethical reflection along the way, avoiding negative impacts and involving all parties.

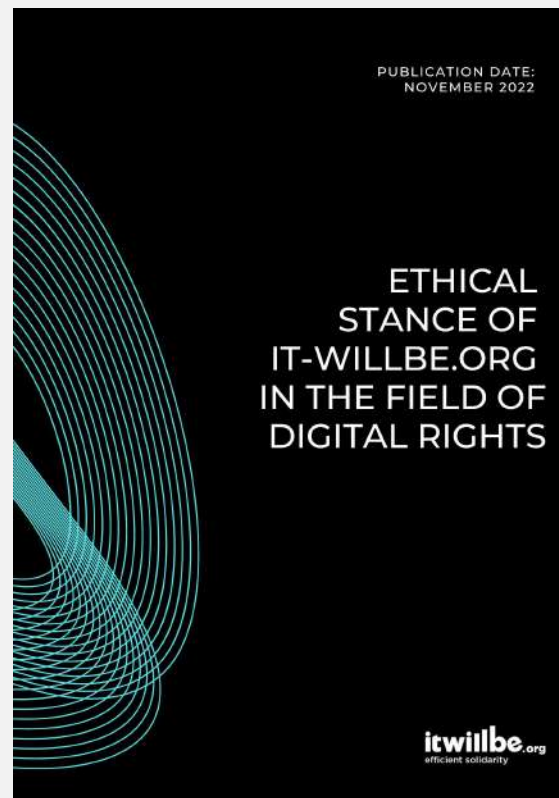


3. How we do it

3. Digital Rights Awareness Raising

At it-willbe.org, social technology and the digitalisation of organisations are the keys to continuing the progress of the sector and improving our interventions. But precisely because we work with and for vulnerable groups, we must also protect their rights in the digital world.

With our **Ethical Positioning** we have made new commitments on digital rights to take a step forward and lead a reflection in the sector, hoping and working for other organisations to join us.



3. How we do it

4. Financial Inclusion

We connect international funding opportunities with high impact local projects. We currently support 4 projects:

1. Educational project against child labor in the brick kilns of Passor.
2. Educational project against school dropout for children from vulnerable families.
3. Community development project through women's groups in slums.



4. Be part of the it-willbe.org universe

Prizes and awards

Transforming Women's Lives Through Digital Technology, DT Global Challenge

Awarded ITWILLBE Digital Ecosystem project for women's groups

Women Innovators Award 2020

Aránzazu Martínez and ITWILLBE awarded for their fight against poverty through technological innovation

Unicef Lab 2020

Awarded ITWILLBE's Digital Identity project

Global Champion en los World Summit Awards 2020

Awarded Digital identity project for undocumented minors

Award Redes en Acción from Fundación Mutua Madrileña 2021

Awarded the communication work during the Covid-19 pandemic in India and its management on the Stopcovid.io platform for the transparent and decentralised management of emergency funds raised and sent to local partners in India.

Go ODS

Awarded ITWILLBE for its contribution to the achievement of SDG1 through its Digital Identity project.

Connecting for Good Award from Fundación Vodafone 2017

Awarded as best ICT Social Solution for identification system for vulnerable minors.

unicéf Iniciativa
Capacita

UNICEF / Innovación / Las 8 misiones para ser líder en innovación

Las 8 misiones para ser líder en innovación

Es un ejercicio colaborativo con Innuba abierto a enriquecerse.

Una aventura que invita a salir de la urgencia, reorientándonos y generando un mayor impacto en la Agenda 2030

itwillbe.org

ITWILLBE
<https://it-willbe.org/impacto/>

INICIATIVA TECNOLÓGICA

HOMBRE
Código Tipo: Párrafo 1 Protección App.

COLECTIVO USUARIO
Para cualquier ONG y colectivo con necesidades de identificación, refugiado, gestión de programas sociales para personas, migrantes...

PROCESO EN EL QUE IMPACTA LA INICIATIVA TECNOLÓGICA
Protege la protección del usuario y el seguimiento continuado.

RETO AL QUE ATIENDE
Crear un sistema de identificación de aquellos niños sin identificación, sin registros en el sistema sanitario, o excluidos para acceder a la educación, a los servicios sanitarios o a la ayuda humanitaria.

MISIÓN
Promover una financiación y apoyo a la innovación. Mejorar, proteger, educar y promover, crear y a influir en que tengan los objetivos de la Agenda 2030. Proteger, educar y promover a los niños, niñas y adolescentes, con énfasis en la protección y participación del niño.

COLECTIVO BENEFICARIO
Niños de la calle y mujeres en situación de vulnerabilidad.

ÁMBITO DE ACTUACIÓN
Tecnología digital con alto impacto social.

ALCANCE TERRITORIAL
Internacional.

tecnológica, que realice actividades de formación e incorporación de datos clave. El "punto de partida" es el uso de datos biométricos con fines preventivos y...

alidad de su grado de protección, según la calidad de los datos dentro de las entidades y ONGs, donde se trabaja con más frecuencia de los colectivos beneficiarios.

pwc

obisela

AI FOR GOOD

Inteligencia artificial para una sociedad y un planeta mejor

Sesión híbrida
7 de abril de 2022
Madrid, [Ibiza PwC, Paseo de la Castellana, 269B](#)

- Sesión presencial de 10:45 a 13:00 h.
- Sesión online de 11:00 a 12:30 h.

radio 5 rne

Talento Digital

Una 'app' para ayudar a niños sin hogar, premio del jurado Talento Digital

PPa. de la ONG Itwillbe, usa datos biométricos y por primera vez el reconocimiento palmar para identificar a pequeños en India y acceder a un historial fiable allí donde se encuentran.



ChildPPa, la app que facilitará el trabajo de las ONG's con refugiados o víctimas de trata



Tecnología

Videogames Redes Sociales Gadgets Movilidad Internet Informática

La app que protege a los niños de las mafias

Presenta una aplicación que permitirá a las ONGs identificar biométricamente a los colectivos sociales más vulnerables.



Appearance in media and publications

Click on the images to access the links

4. Be part of the it-willbe.org universe

5 reasons to join:

- 1. The era of digitalization.** Our projects contribute to the advancement of the third sector through the application of digital solutions.
- 2. Networking.** We have a network of alliances and experts that allows us to go far and have a great impact.
- 3. Transparency.** We are part of an impact ecosystem that allows us to measure and trace the impact generated.
- 4. Data-driven management.** Decision-making based on field data, active listening and decentralized management.
- 5. Leadership.** We lead reflections and initiatives needed in the sector to mobilize social action.

Together we make **efficient solidarity**.

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Get in touch