

# Purpose Mapping

## **Workshop Outputs**

This document captures the conversations from the Purpose Mapping Workshop on 21 July.

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What will be the **main features** of our Ethical Tech Mapping Community of Practice ten years from now?

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# What is a Community of Practice?



Each having clear roles within the wider system, finding a way for them all to work together

Shared purpose

Practitioners coming together around a shared purpose

Creating a clear space for innovation and investment

Sharing learning

Collaborating and procuring each other's services

Exploration & curiosity

A place to share

Knowledge and learning through collaboration

People coming together around a shared purpose to learn from each other and collaborate

Creating a better outcome from the sum of the parts

Bringing varied perspectives and ideas to broaden and strengthen understanding

People with a common job to be done

People who do the same type of work in the same way with the same ethos

People who are engaged in a similar kind of work (field) and want to collaborate

Group of people that are fully representative of a community to learn and share

Learning from each other, sharing with each other

Brings together people with shared goal but with different skills, knowledge and from diverse disciplines and sectors.

Group of peers, not nec from same sector, sharing ideas and learning

Brave space - a place to experiment and also being able to make mistakes, and learn from them.



Clear data governance

Maybe some practical impacts on the policy side of things (practical support) - at least better data on the sector

Shifting practice

Clear benefits of a mapping approach - be able to describe how mapping made a difference

Interconnected Projects and programmes

Shared definitions

Clarity on who is in or out of maps

Shared resources available for learning

Tools for assessing, mapping and collecting range of information on ethical tech orgs and other stakeholders at no or low cost and effort.

Clarity on who will use the mapping, for what and how

Active advocacy work

Definition of purpose of mapping

Co-Created and Shared Infrastructure

Amplification of learning, resources, support

How can mapping support our end goals?

Definitive and comprehensive knowledge of the field/sector

Precedent Setting and Best Practice Ways of Working

Raised the profile of ethical tech initiatives, but more fundamentally the championing of ethical tech thinking in the development of tech

Reciprocally Nurturing Relationships

Open to change and potential to review the set up and purpose

A go-to place for new folk looking to connect to others, contribute expertise and resources

A clear driver for cohesion and collaboration

Connections and influence to normalise the "for good" in tech

Established relationships that allow honest, direct collaboration to challenge and impact the sector





I could easily see what niche to target my new project at.

New ventures

I can start to make sense of the breadth and depth of the sector.

Funder or researcher

This community really helped me get started and feel welcome.

New startup founder, new to area & minority group

A place to seek support to advocate better practices within my organisation.

Employee from a larger tech org, or any org really

Tech founder or startup

"I can quickly find who can help me drive ethical tech values into my work

Another tech company

Campaigner

I want to be on this map - tell me how

I can more easily calculate the social/environmental effects of the tech sector.

Researcher

I can understand the social impact of this part of the tech sector more easily.

This could be used  
in other industries

Government Minister

This allows us to  
target funding and  
interventions much  
more effectively and  
equitably

Funders

It's visionary. It's allowed  
me to work with others  
to transform my  
organisation into a  
more ethical practise.

Non-ethical tech  
company

"It's having a big  
influence in the  
investment  
community"

It's demonstrated  
the power of  
working in a  
human-centred way  
on the tech industry

Another tech  
company

Really pleased to have  
found others that think  
like me - encouraged  
me to be more ethical  
in my tech delivery

"It has normalised  
the idea of  
technology with  
good impact"

Such a shared, helpful, well  
maintained go-to resource for  
navigating the ethical tech  
field/ ecosystem - it helps me  
see quickly and easily what  
the different areas are, their  
different aims/values, how  
they're linked and who's in  
them

# What are the **drivers** of our Community of Practice?



Lots of people in this Zoom call who have interesting networks & influence

... but also, this is a fast-evolving field so any new/latest version of this will be useful and timely in this moment

Ways to measure and categorise the "for good" bits of tech

Building motivations for more people to engage with being 'ethical'

Ability to deliver desired impact

Defining potential impact

Making ethical tech mainstream

Push for a change and to have a big impact

need to collaborate on bigger ambitions and projects to change tech landscape than we can do on our own

Need for cohesion in the field

Already many efforts to do this under various guises/ communities so plenty to build on/ synthesise

Data analytics to drive policy and action

Forum for amplifying case studies and successes

# What are the barriers in our Community of Practice?



Scale

Sustainable funding to underpin time and energy of contributors

Defining where to start - how/what can we prototype to gather around initially - can we build on projects thus far, or others

Is it even possible? maybe we'll just end up mapping what we HAVE rather than what we NEED

Differences in language across sector

Lack of understanding of what Ethical Tech means - a solid definition of what this is and where might someone fit into this definition

It's usually seen as a marketing "thing"

Time/resources to keep it up to date

That the people who need to be in the ethical tech mapping space are missing.

Conflict of being ethical vs barriers in supply chain e.g. cost, security

Tech companies' ethos - range of good to bad - convincing to be ethical

Pace when trying to bring along multiple partners

Benefits mostly accruing to people outside of the community i.e. funders, those not yet on the map

Entryism and integrity

Funding for infrastructure, standards and governance

Shared understanding takes time to build

Concerns about data governance / stewardship. Is the data safe? Why do you need so much detail?

Lack of a clear definition of what we mean by ethical technology

Practical getting started - who, how, what, where

Other maps and networks?



Clear career pipelines for those who aren't present to be lived experience led.

Embedding EDI from the outset of this group

Practicing ethical tech means organisational transformation, culturally and structurally

Being open to challenge

Progress over perfection and evolving understanding of what good looks like

Need something super simple and memorable to share - heuristics not big reports

And iconic imagery can speak a thousand words

Connecting with people outside the sector to share the best practices

Working with advocacy organisations to push for legislation which makes ethical tech more "standard" rather than niche.

Ethical tech frameworks to show and allow different types of ethical approach

Spending time building relationships and knowledge moves through people

Finding and enabling changemakers

Winning hearts and minds of tech community - to be ethical

Very clear value proposition for founders - if you get on this map and you get X benefit

e.g. Tom Steinberg speaks of the 'jarring symbols' that stick in peoples' minds

Knowledge and experience exchange



# What should we be doing **right now**?



Share on social media about what is happening and who is involved e.g. Twitter, LinkedIn, Weeknotes - what hashtags are we using?

Alina shared [this funding call](#) opening soon that may be suited to this work - applications open 25th July:

Define the criteria we will be using to define the map

Make sure we don't lose sight of the taxonomies / definitions etc we have all each explored already - maybe making some assets more open

Understand and define what ethical tech is -

Create a steering board with representatives from all aspects of the tech community including manufacturing

Define the potential impact / value of a CoP

Build a case for why we should do this.

Reach out to the whole community to gauge their understanding to come to some kind of shared idea of ethical tech

Outreach - needs to include more diverse groups who perhaps are more impacted by "unethical" tech.

Consider the tools needed to make the mapping easier - now and in future

Explore the best comms channels as a start to stay connected - perhaps for initial short period of time to see momentum that might be possible, the energy that exists within the group

Perhaps start with mapping ourselves - i.e. this call and others - to start to surface the different perspectives, lens, journeys we are each seeking a CoP to support & enable us to do

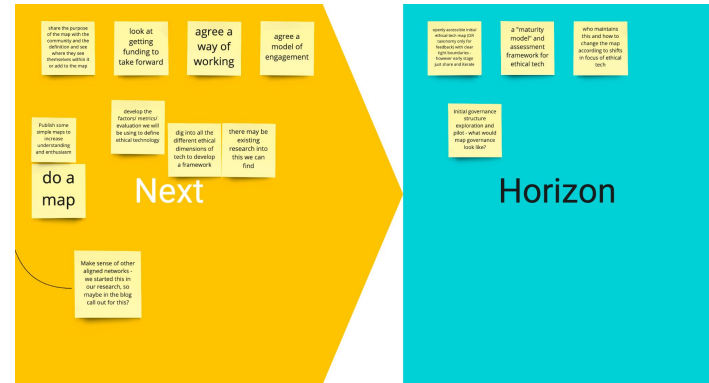
Identify different use cases

Choose where to focus first

Make sure we define the value proposition to tech orgs who might get involved - linked to the WHY

Define a pilot project + seek funding for it

What should we do **next** and what does the **horizon** look like?



## NEXT

Share the purpose of the map with the community and the definition and see where they see themselves within it or add to the map

Look at getting funding to take forward

Agree a way of working

Agree a model of engagement

Develop the factors/ metrics/ evaluation we will be using to define ethical technology

Publish some simple maps to increase understanding and enthusiasm

Dig into all the different ethical dimensions of tech to develop a framework

There may be existing research into this we can find

Do a map

Make sense of other aligned networks - we started this in our research, so maybe in the blog call out for this?

## HORIZON

Openly accessible initial ethical tech map (OR taxonomy only for feedback) with clear tight boundaries - however early stage just share and iterate

A "maturity model" and assessment framework for ethical tech

Who maintains this and how to change the map according to shifts in focus of ethical tech

Initial governance structure exploration and pilot - what would map governance look like?

# What can we do individually to help?



What can you do?

**Share our ecosystem work and share organisations to potentially reach out to to diversify this mapping process**

Nish

**Help to define & think about possible ways to track orgs**

Alina

**Think about the end goals of the map** Alina and GT

**Share the question of what ethical tech is with our network and gather responses to share with the group - this could then be mapped.**

**Wrangling discussions into a project plan when ready for one** Sam

**Publicise and amplify the good work that's happening, connect people and projects**

**A quick intro to the main ethical approaches and how we can try to operationalise this into concrete actions** Karin

**Explore working with trade body like techUK to support early conversations with tech providers (e,g, regarding value proposition)** GT

**Explore tools, infrastructure and no-code solutions** GT

**Represent the ethical tech stakeholder and test value proposition** GT, CW

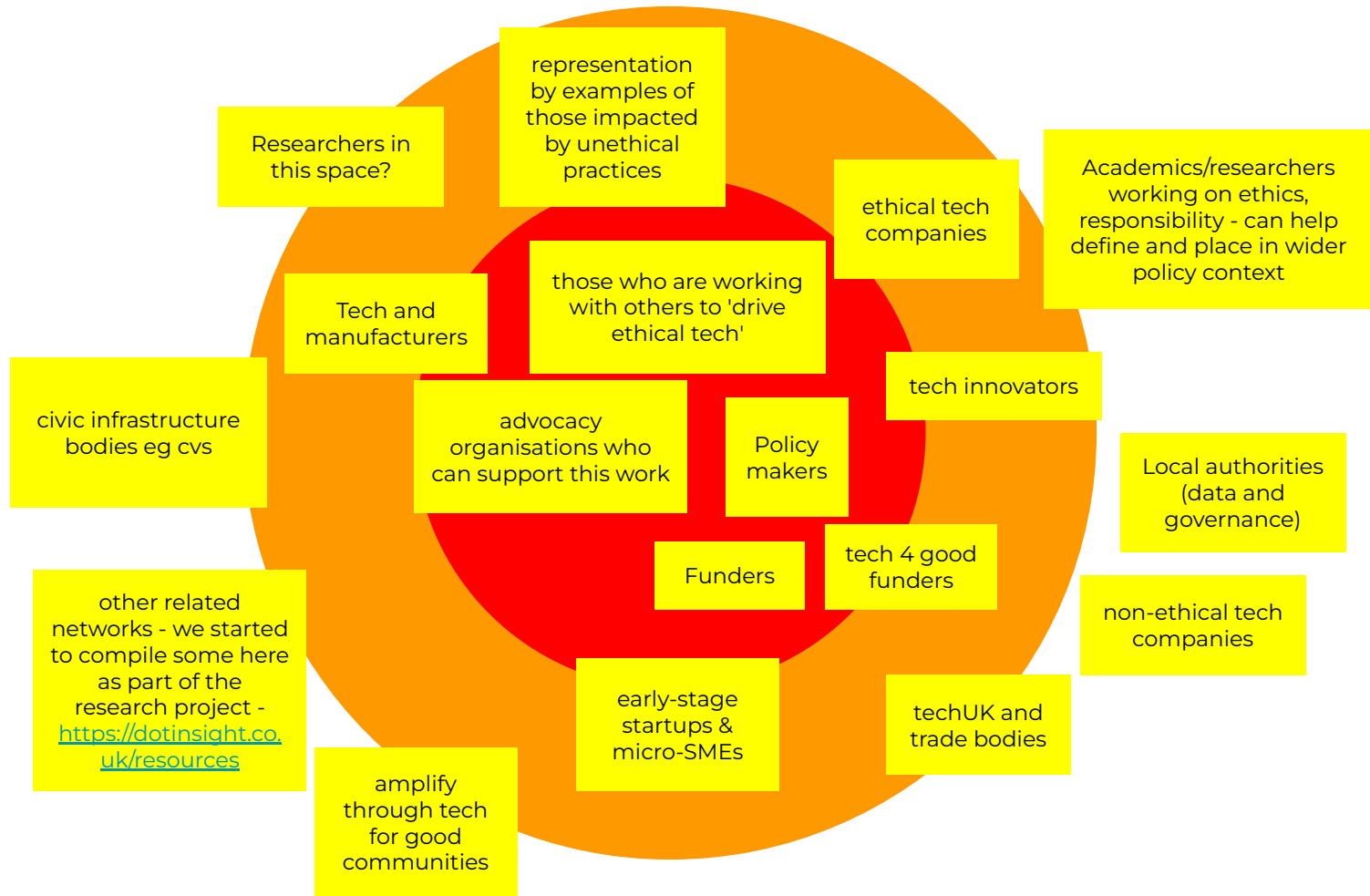
**Collate existing assets and share with this group - and others who responded? - an initial PACK?** Annie

**Explore ethical tech definitions background research**  
Martin

**Shaping & showing the data** Lucy

# Who are the critical **stakeholders** for our Community of Practice?







# How would we define the **purpose** of our Community of Practice?

First 3 months - defining the ways a community of practice can create an space of value to itself  
6 months - building a use case and ways of working that exemplify the types of values we want to see in the broader tech sector  
1 year - to be a source of cohesion and collaboration in driving the UK tech sector towards being ethical and tackling society's biggest challenges

To build an inclusive community that can shine a light on the ethics of technology in <the UK>.

Build a discoverable ecosystem for ethical technology

Create an engaging delivery that aims to deliver communicable value to ALL stakeholders from the beginning

a grassroots effort to force positive social and environmental change in the tech sector

To build a CoP that can advocate for ethical tech policy and practice

Building a space for people who work with tech to explore how to ask ethical questions and explore how those can be implemented into their development and practise.

Create a full program of activity that results in a sustainable, growth-focused solution.

To prototype ways in which ethical tech practice & practitioners can be visualised in a meaningful, valuable way

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