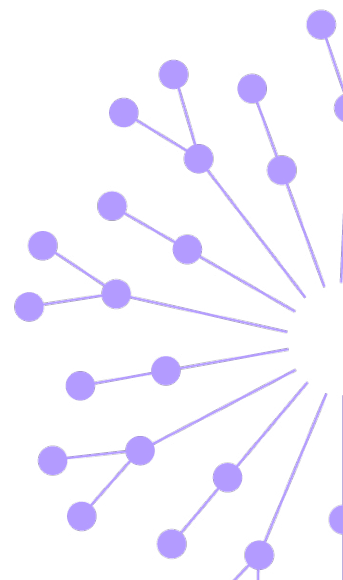




## Background

There is an urgent need to accelerate progress against the 17 Sustainable Development Goals (SDGs) in order to reach the [2030 Agenda for Sustainable Development](#). Few, if any, approaches hold more potential for transformative and accelerated actions across the SDGs than that of [digital public infrastructure](#) (DPI). Faced with recurrent shocks and crises, advanced and emerging economies alike [are looking to employ digital tools in order to build out more resilient and inclusive economies](#). The decisions made by countries on how to structure their digital transformation efforts will have lasting consequences on their opportunity to grow and innovate. Countries that choose to take an "infrastructure" approach" can realise a wide range of benefits. [Lessons from India's digital journey](#) show the potential for trans-forming society and enhancing private sector led growth with limited, but highly strategic involvement from the government in defining digital guardrails. India has in less than a decade achieved financial inclusion objectives that would have taken nearly 50 years with a traditional trajectory. Other countries that have made similarly holistic strategic digital transformation choices with an "infrastructure approach" include Estonia and Singapore.

The global momentum around scaling DPI has grown over several years, including with a high-level convening at [last year's UNGA](#) which highlighted the potential for leveraging digital public goods, as built-for-purpose open-source technologies that countries can adopt and adapt to develop their DPI-capabilities. This year, [India's G20 presidency and DPI-leadership](#) offers a unique opportunity to further mobilize the international community around how to advance this agenda at the accelerated pace needed to achieve the SDGs.



# The 50-in-5 campaign

50-in-5 is a country-led advocacy campaign for implementing digital public infrastructure, building a foundation for achieving the SDGs and an inclusive and dynamic digital economy. The campaign is jointly coordinated by the Co-Develop Fund, the Digital Public Goods Alliance (DPGA) secretariat, UNDP and the World Bank, with support from a number of other organizations and initiatives, including the Bill & Melinda Gates Foundation, the Centre for DPI, the Digital Impact Alliance (DIAL), the GovStack-initiative and UNICEF. The combined reach of these coordinators and supporters spans countries across all income levels and geographies. 50-in-5 is well-aligned with on-going G20-discussions about the importance of digital public infrastructure.

## The goal of 50-in-5 is:

In five years, 50 countries have designed, launched, and scaled at least one component of their digital public infrastructure stack<sup>1</sup> in a safe and inclusive manner.

For the purpose of tracking success, the campaign does not assume that all countries are starting from scratch, as many countries will have one or more of these components implemented already. For some of the already advanced digital leaders, all components will already have been implemented to some extent, and achievement of the goal will mainly be around evolving parts of existing digital public infrastructure to better meet current and future needs. Countries in earlier stages of their DPI journey will have access to curated support to architect their DPI and to strengthen local value creation. This support will be coordinated and aligned so that it complements existing initiatives and support mechanisms.

## The campaign will:

- Demonstrate the potential and momentum for DPI through showing various approaches to DPI, their progress and outcomes in countries across different income levels and digital maturity status.
- Shorten the country DPI learning and adoption journey through facilitating learnings and best practice-exchanges, use of open standards and specifications, adoption of - and sharing of - technologies as DPGs, and evolution of local engineering capacity and vendor ecosystems.

---

<sup>1</sup> Digital public infrastructure stack" refers to: verifiable digital identity or credentials and verifiable civil registries; real time payments; and secure data exchange

# First Mover countries

The 50-in-5 initiative draws on the concept of "tipping points," described by Malcolm Gladwell as "that magic moment when an idea, trend, or social behavior crosses a threshold, tips, and spreads like wildfire," which is also documented in experimental studies. In line with this concept, 50-in-5 will be kickstarted by an initial movement of 10-15 first mover countries.

First mover countries are advanced and emerging digital public infrastructure leaders with a shared commitment to radically shorten DPI-learning and adoption journeys for all countries globally. This shared commitment includes: 1) actively working towards building or evolving safe and inclusive digital public infrastructure (domestically) over the next 5 years, 2); a willingness to consider adopting or sharing relevant technologies as digital public goods; 3) a willingness to share learnings and best practices in relevant fora; and 4) a willingness to advocate for the importance of a DPI approach to efficient, cost-effective and human-centred digital transformation globally, including onboarding other like-minded countries to 50-in-5.

First mover countries will be invited to take part in announcing 50-in-5 at head-of-state/ministerial level at an event in Q3 2023 together with other 50-in-5 supporters. In videos leading up to the event, and in videos and keynotes at the event, we will highlight how countries are achieving SDG targets of particular relevance to their own context, or how they aspire to achieve them, through their implementation of foundational DPI.

We will also use the event as an opportunity to convey the importance of: country collaboration and learnings exchanges; the adoption and sharing of digital public goods; locally driven innovation and value creation; and of empowering young people as creators of today's and tomorrow's DPI.