

September, 8th, 2025

The Universal DPI Safeguards Secretariat

United Nations Office for Digital and Emerging Technologies

Genesis Analytics Commits to the Universal DPI Safeguards

Dear DPI Safeguards Secretariat,

Genesis Analytics aims to accelerate digital transformation in the Young World, a region that includes countries with young populations in Africa, the Middle East, South Asia, and parts of Southeast Asia.

The world is awakening to AI's extraordinary innovation and sobering human capital impacts. Yet, in the Young World, we are at a critical juncture where we urgently need to establish a foundational digital infrastructure and stimulate inclusive participation in local digital economies. At the genesis of the Young World's participation in an undeniably digital world, we need to act fast and at scale to deepen governments' strategic and technical digital capabilities while building local cross-sector capacity and broad digital literacy for truly inclusive digital economies.

Genesis brings capabilities that accelerate the design, testing, implementation, and scaling of impact technologies across the Young World. Our approach is locally led and implementation-driven. It leverages our experience in government coordination, digital economy strategy, human-centred design, digital policy and regulation, scaled capacity building, and managing large development sector projects. Acknowledging that digital infrastructure and solutions don't operate in a vacuum, we have combined these digital capabilities with inter-practice expertise in finance, climate, healthcare, education, food security, gender equality and social protection.

We work with governments, technology providers, and the international development sector to catalyse the building of whole-of-society digital public infrastructure (DPI), including digital ID, payments, and data exchange, innovating on AI driven solutions to societal challenges, and solutioning with other frontier technology innovations.

We recognize the potential of DPI to accelerate the Sustainable Development Goals as highlighted in the Global Digital Compact adopted by all UN members. We also take note that poorly designed, implemented or maintained DPI can undermine safety and inclusion.

Recognizing the exponential potential of DPI across the Young World, it is essential that DPI are built with the right safeguards to ensure that they are inclusive and safe for people and enable progress towards Sustainable Development Goals.

The Universal DPI Safeguards Framework has been developed by the DPI Safeguards initiative, a global multi-stakeholder effort convened and supported by the United Nations Office for Digital and Emerging technologies (ODET) and the United Nations Development Programme (UNDP). The Universal DPI Safeguards Framework reflects the role of necessary safeguards to ensure DPI implementations mitigate new

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risks and existing structural vulnerabilities of digital transformation at both the individual and societal level, advance the SDGs and foster trust and equity across all countries.


Genesis Analytics commits to adopting the Universal DPI Safeguards Framework and applying it to all of our DPI implementation and advisory services.

As part of this commitment:

- We will adopt the relevant Universal Safeguards principles at the appropriate lifecycle stages of a DPI implementation. We will interpret these principles and set up practices or adopt what is available in the framework as we see fit.
- We will ensure consistent multi stakeholder engagement including civil society organizations across the lifecycle with special focus during design and implementation when choices of safety and inclusion are made.
- We will build the capacity of government officials to respond to the potential risks proactively including through robust redressal mechanisms engaging with citizens.
- We will actively enable ecosystem innovation on public infrastructure to ensure that we make progress towards Sustainable Development Goals (optional) delivering societal value

Through this letter, we nominate Gavin Krugel as the focal point of our commitment. We look forward to engaging with Universal DPI Safeguards in implementing our commitments and look forward to sharing our experiences with other countries and implementation projects.

Sincerely,



Gavin Krugel,
Partner, Genesis Analytics

Cc: UN Resident Coordinator; UNDP Resident Representative

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