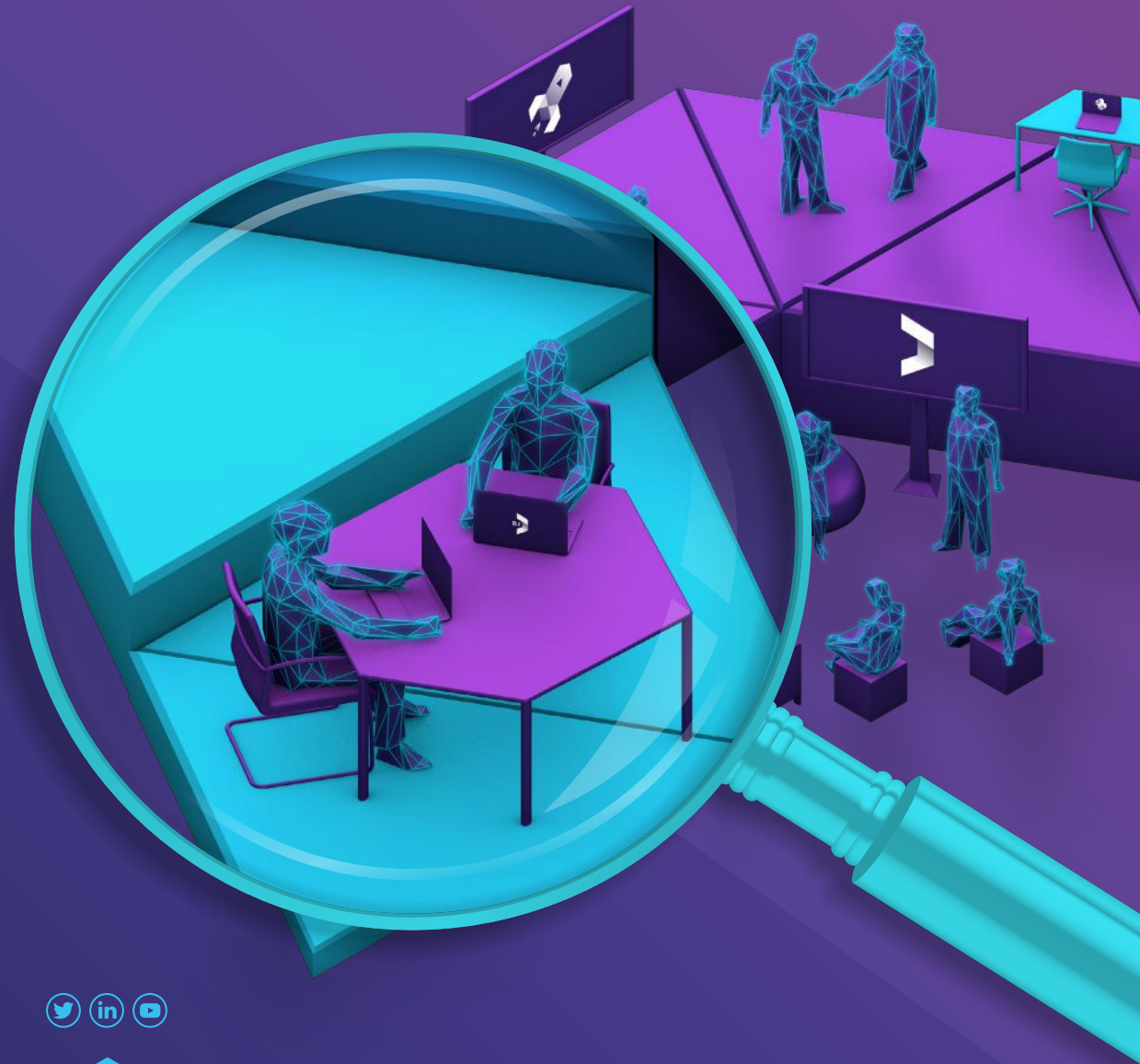


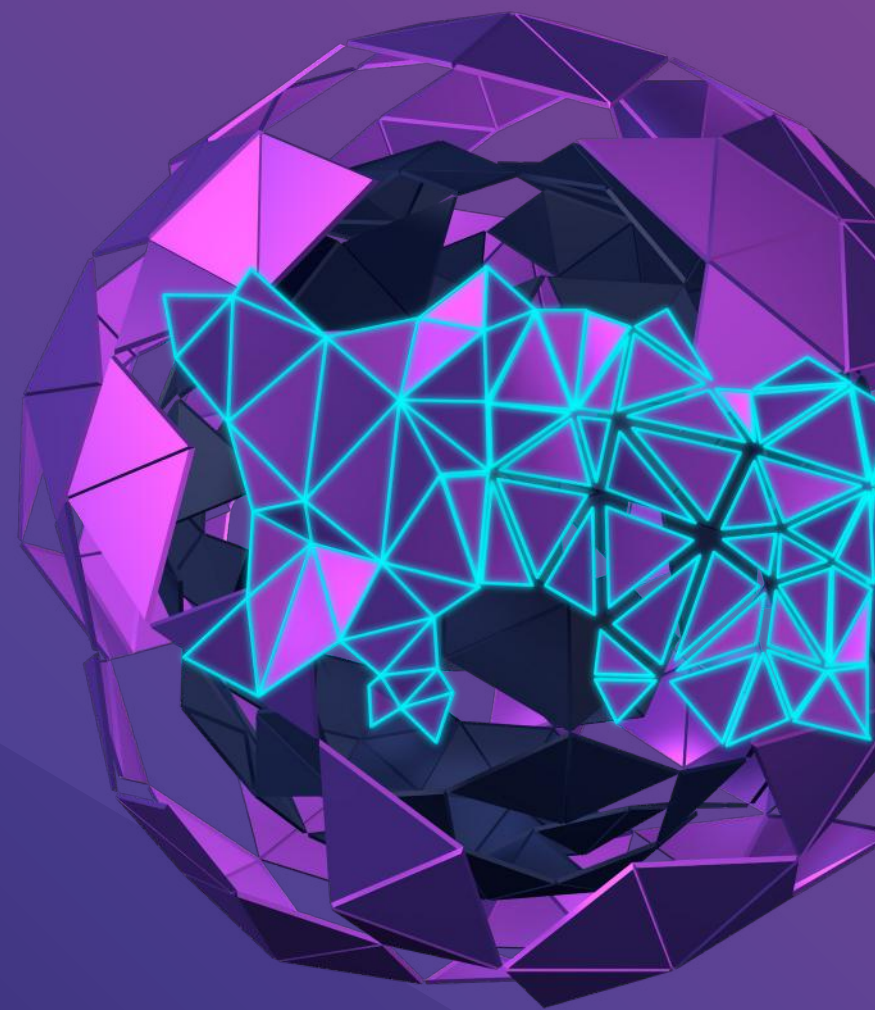
Annual Review

2020



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Welcome

Tony Moretta,
CEO, Digital Jersey

2020 wasn't the year we planned for. Yet despite the pandemic and its impact on all our lives, it's been a busy year for Digital Jersey, as it has for many of our members.

We kicked off the year flying the flag for Jersey in Silicon Valley, New Jersey and the UK and hosted experts from around the world at our Annual Review. When Covid hit, we reviewed activity and expenditure and gave back £100k of funding to Government half-way through the year with potentially more returned at the end of the year. We pivoted to better support local society as well as industry, worked closely with Government to deliver Jersey's Covid test and trace system and even set up the Virtual States Assembly.

We published the Island's most in-depth skills study and recruited more students onto our courses than ever before. We continued to support our tech community to share ideas and connect, albeit virtually, through another successful TechWeek. We also took this year to reflect on plans for the future, working with members and stakeholders to create a 5-Year Strategy for the digital economy. All this was achieved by working with our partners and Government to nurture Jersey's economy and support innovation across all sectors. It has been challenging at times, but rewarding to see that our efforts are paying dividends for the benefit of Jersey; and so, I'm delighted to share the highlights of 2020 with you.

Measuring Progress

14

Mentor
Introductions

2

Sandbox
Jersey
Projects

3

Smart
Technology
Projects

5

Start-up
Relocations

1

Business
Relocation

15

Working
Permissions
Endorsed

+81

New
Individual
Members

+28

New Small
Business
Members

+4

New
Enterprise
Members

60,000

Website
Visitors

+10,000

Increase in
website traffic

5,544

Twitter
followers

94

.je domain
names
registered

15

Events
hosted

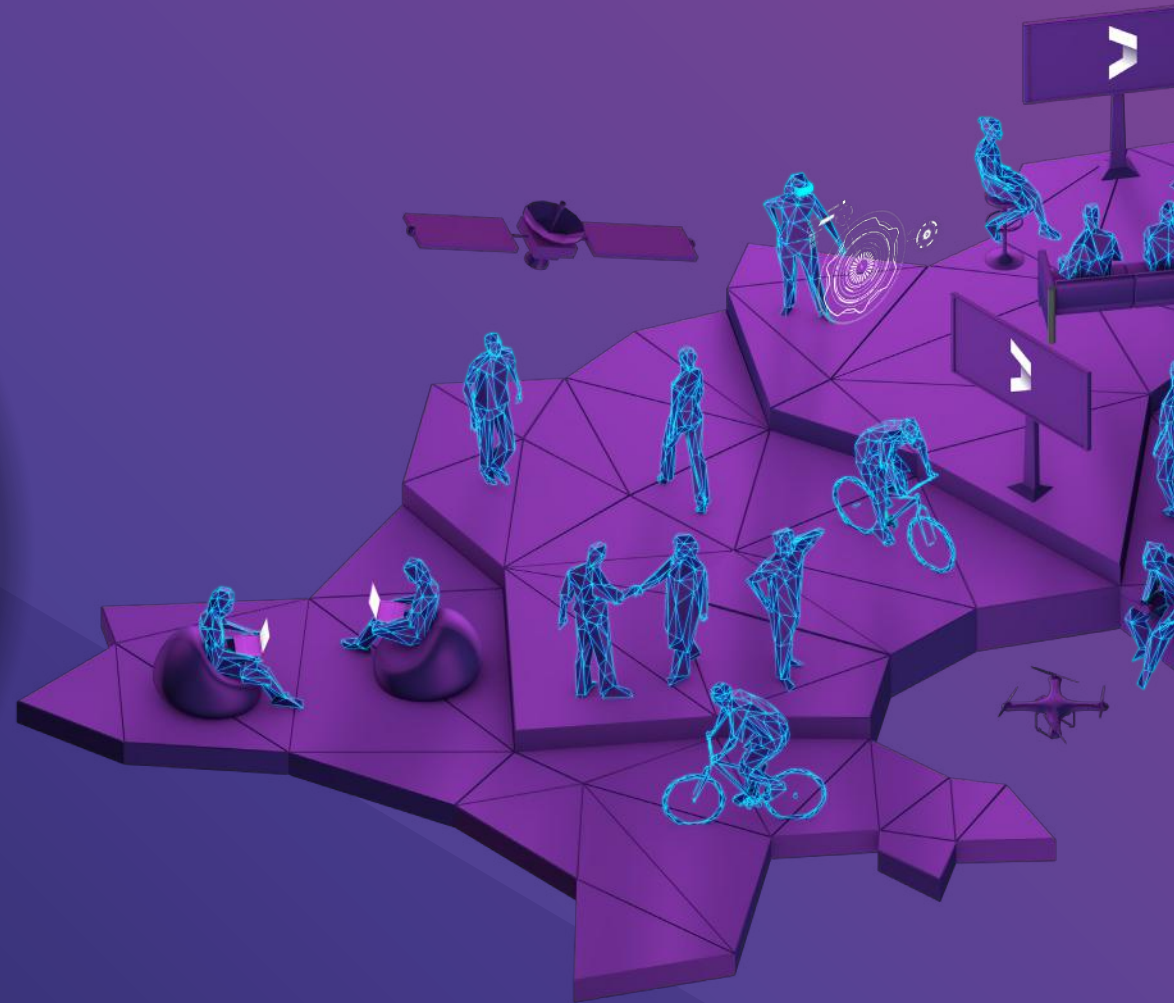
1,884

Attendees to
our events



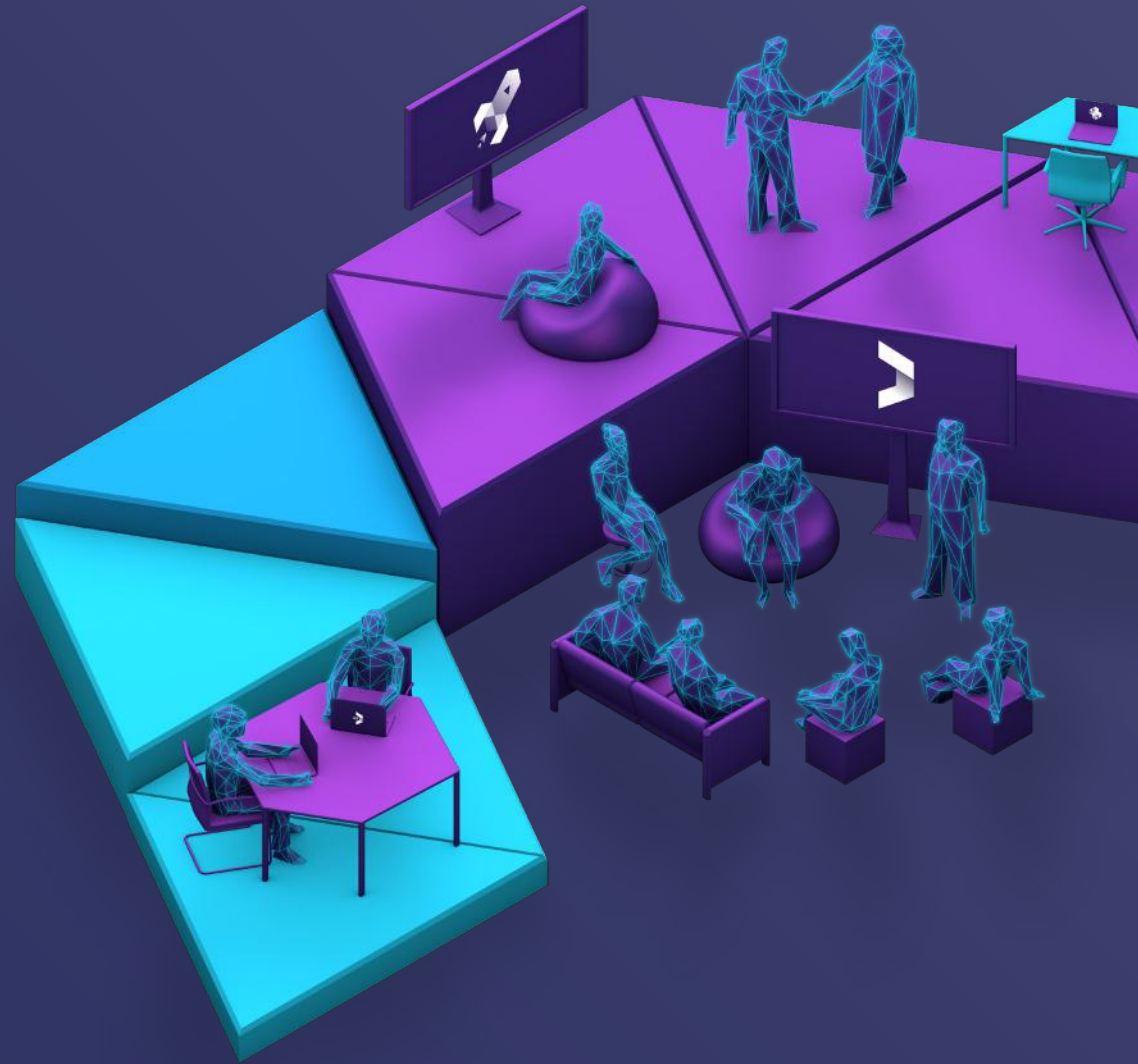
2020

Highlights





Business



Fintech

Planned

In 2020, Digital Jersey worked with our partners in Government and Industry to deliver the aspiration of the Fintech Roadmap.

Successes include:

- ✓ Created a new Head of Fintech function to execute the Fintech Roadmap.
- ✓ Launched *Jersey for Fintech* – a new proposition that amplifies the combined voices of Digital Jersey, Locate Jersey and Jersey Finance.
- ✓ Hosted an E-ID roundtable with the JFSC to explore smart regulation.
- ✓ Supported the JFSC in publishing *an assessment of the options for developing a shared KYC utility for the Jersey financial services industry*.
- ✓ Promoted Jersey's fintech capabilities off-island through international media outlets.

Pivot

Our fintech activity pivoted in response to the pandemic, giving us enhanced reach to new audiences.

New activity included:

- ✓ Hosted 6 digital transformation webinars for members during lockdown.
- ✓ Organised 3 Fintech CofI (*community of interest*) groups with JFL. At our inaugural event Nick Ogden, Founder and Chief Executive of RTGS, and David Birch gave insights on fintech trends for 2020 and the opportunities that exist for Jersey.
- ✓ Promoted Jersey as a fintech centre through virtual events, working with HSBC.

Industry Support

Planned

Throughout 2020 we continued to support industry through growth-boosting schemes.

This included:

- ✓ Supported 5 high-growth start-ups to relocate to Jersey and 1 established business relocation.
- ✓ Raised awareness of Jersey's digital-creative talent by running a Digital Design Challenge and a dedicated event during TechWeek.
- ✓ Scoping and designing an online crowd funding platform for Jersey – being launched in 2021.

Pivot

In response to the pandemic, we launched the Covid-19 Community Challenge. A competition that seed funded digital solutions to support our community through the crisis.

Winners of Covid-19 community challenge include:

- ✓ **Fetch**, an online trading platform.
- ✓ **Uniti**, a gratitude app which allows people to create networks to share acts of kindness.
- ✓ **Care Academy**, which offers accredited training for care workers.

Industry Support

Planned

TechWeek 2020 - After a break in 2019, we once again held Jersey TechWeek. We played host to a full week of exciting and innovative tech events, showcasing the best of our industry. We took an innovative approach to this year's TechWeek – blending the physical and virtual in response to the pandemic. The TV style approach gave our event exposure to a global audience with more than a third of viewers overseas.

Events included:

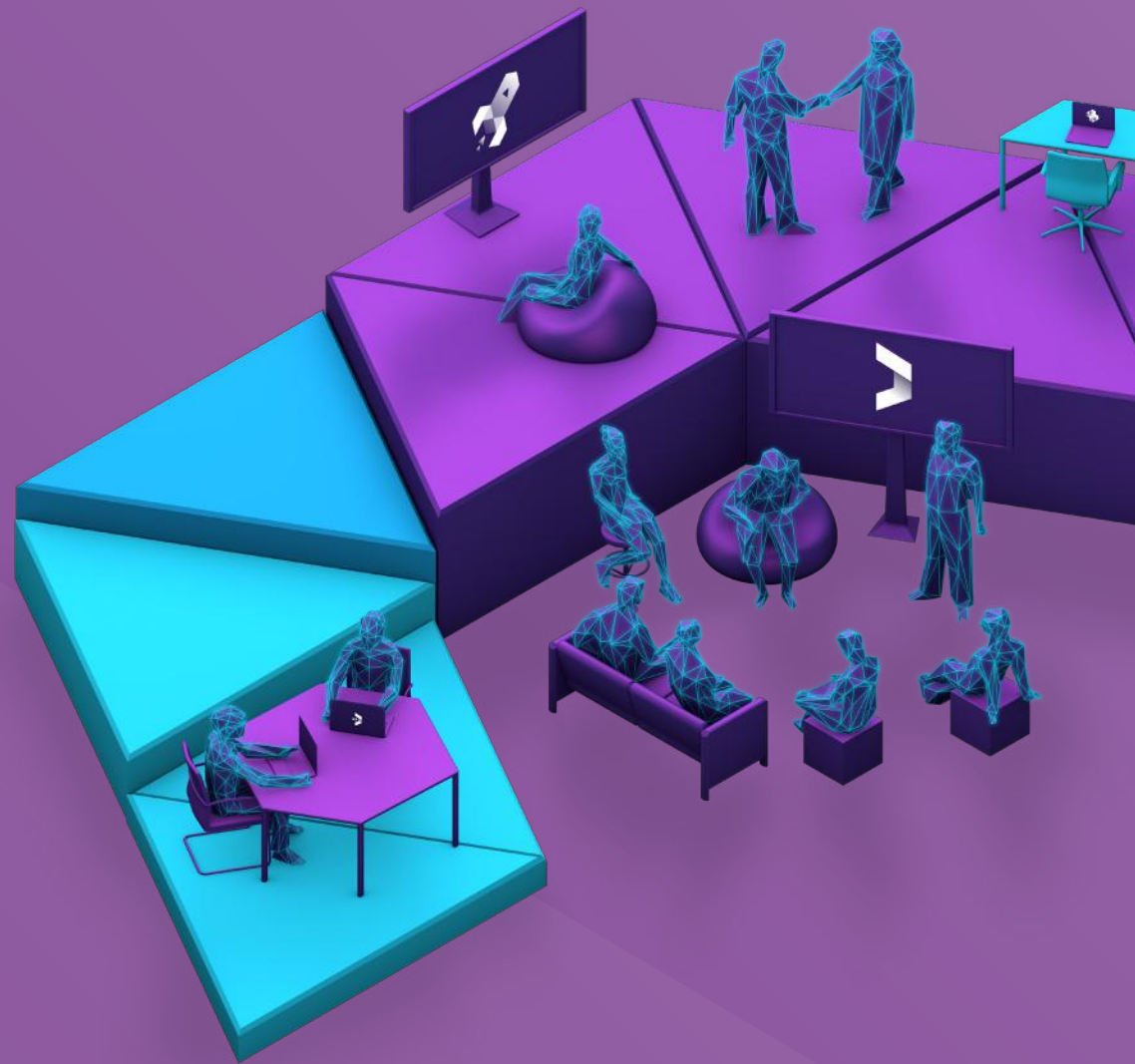
- ✓ Fintech: Regulation & Jurisdictional Competition.
- ✓ The Big Themes Shaping Fintech.
- ✓ Covid Digital Solutions.
- ✓ How is AI Benefitting Industry?
- ✓ Digital Health Tech Transformation.
- ✓ Islands as a Testbed.
- ✓ Digital is the Economy.
- ✓ Digital Creatives.
- ✓ Smart Island.
- ✓ TechAwards Nominations Launch.

Pivot

In response to the pandemic, we developed a package of digital society support measures.

This included:

- ✓ Building a **Connected Jersey** section of our website so that people could find all shops that deliver products to homes.
- ✓ Promotion of Covid-19 related vlogs and similar content from the Digital Jersey team.
- ✓ Promotion of online campaigns from Jersey businesses and residents linked to the crisis.
- ✓ Provided ongoing information and guidance through multiple channels, to support businesses and people adopt new working practices as a result of the pandemic.



Smart Island

Planned

Our focus on Smart Island technologies continued in 2020.

Activity included:

- ✓ A smart island session during TechWeek, which promoted Jersey as a business location for this technology.
- ✓ In partnership with the Allan Lab and Hawksford, the Jersey Research Foundation was setup in 2020. The foundation is a vehicle to raise and distribute funds in aid of on-island research. Work will start in 2021 to raise funds for research and investment.
- ✓ Creating Jersey's digital twin. We funded the build of the Digital Twin through investment from: JT Global, Sure, Ports of Jersey, and SOJDC.
- ✓ Signed Jersey up to the *United 4 Smart Sustainable Cities* (U4SSC) initiative. Hosted its Head of Programme from Vienna to speak at our Annual Review 2020 and meet with key government representatives.
- ✓ Supported the launch and roll out of Evie - 'affordable eco-friendly car and micro-mobility access for islanders'.

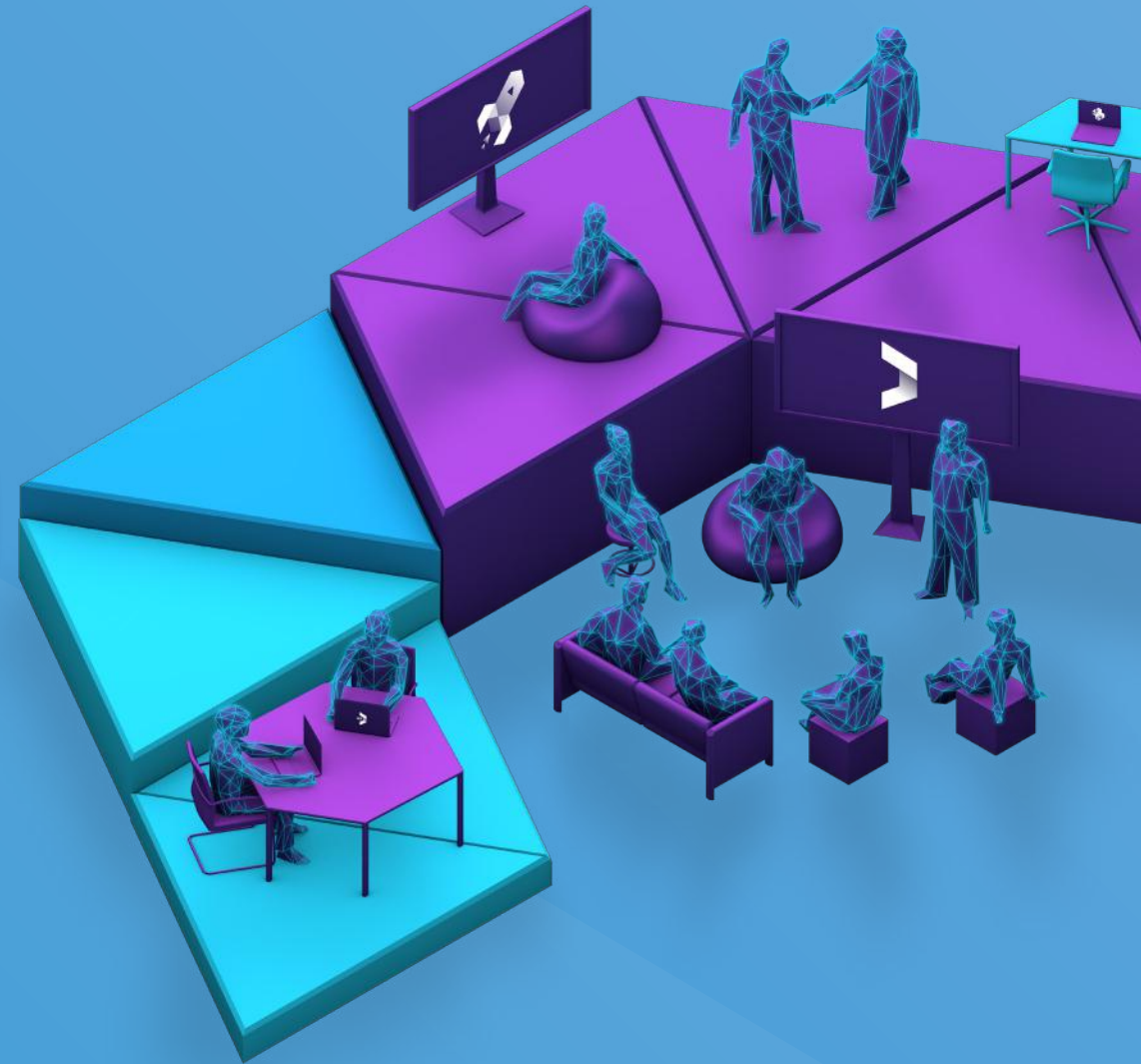
Pivot

We worked to support Telecoms companies to bridge the digital divide.

We did this by coordinating and delivering a range of initiatives including;

- ✓ broadband speed and capacity increase for all,
- ✓ free broadband for disadvantaged school children, and
- ✓ a free health and wellbeing app from Soulgenic.

People & Community



Tech Talent

Planned

In 2020 we continued efforts to strengthen the Island's access to tech talent and ideas.

Activity included:

- ✓ We continued to support businesses to access the advanced digital skills that can't be found on-island, endorsing 7 new work permissions and 7 renewals.
- ✓ Added 15 more individuals to our network of overseas Digital Ambassadors, who promote the opportunities of running a business in Jersey.
- ✓ Forged new knowledge corridors with international universities by agreeing an MoU with the New Jersey Big Data Alliance. Joined forces to agree students' exchange programme and the sharing of learning resources.
- ✓ We delivered a Labour Market Report. The report analysed Jersey's workforce demands, skills profile, and digital adoption, using over 9,000 vacancies and 6,000 CVs. The report is a snapshot of ongoing research which will help monitor the performance of the digital economy and wider labour market. As part of this, we ran a series of blogs, podcasts, webinars and similar to promote the findings.

Pivot

In response to the pandemic, we worked with Skills Jersey to create a single platform that links students and career changers with localised career guidance, course options, and live labour market information. This includes job, internships and local salary/skills data. To be launched in early 2021.

Digital Academy

Planned

In 2020 we continued efforts to strengthen the Digital Jersey Academy.

This included:

- ✓ Recruited 28 students onto the Digital Leadership Programme.
- ✓ Accreditation of the Digital leadership Programme onto the Ofqual Register as level-6 degree equivalent course.
- ✓ 101 students attended upskilling courses.
- ✓ 25 HND computing students from Highlands used the Academy facilities.
- ✓ Facilitated 7 virtual events with over 300 attendees.

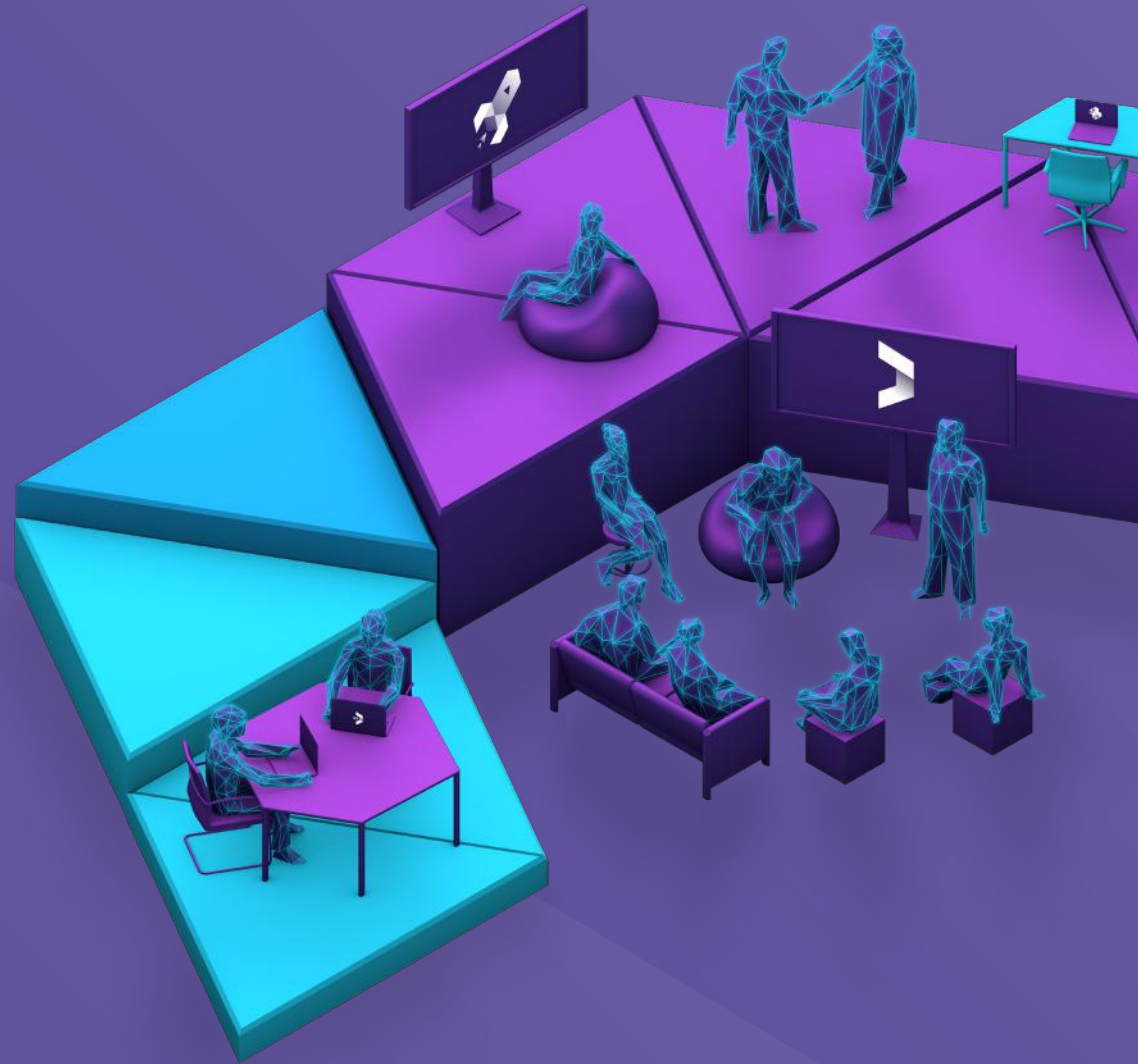
Pivot

The Digital Academy staff and facilities responded quickly to Island needs during the pandemic.

This included:

- ✓ 6-week Digital Leadership Programme for 35 students from ALL Island's post-16 schools.
- ✓ Digital Jersey Academy online trialled.
- ✓ Online teacher training for remote working for all Island schools with over 250 attendees.
- ✓ Established first Commonwealth virtual government sittings.
- ✓ 31 various remote working Vlogs to help lockdown economy.

Government



Digital Health

Planned

Much of Digital Jersey's planned activity in the Digital Health space was postponed while efforts were focused on supporting the Island through the pandemic.

This included:

- ✓ Met with the Health and Care Technology group (HACT) group 10 times in 2020 on related projects.
- ✓ Worked closely with the primary and secondary community through HealthX to encourage the adoption of the Digital Health & Care Strategy and development of the new hospital.
- ✓ Continued interaction with the local tech community and further development of the Health Sandbox through collaboration with the Allan Lab.

Pivot

Digital Jersey worked closely with Government in 2020 to help the Island to manage the pandemic.

This included:

- ✓ Directly supporting the Public Health Policy Team to deliver a Covid-19 testing process, workforce return programme, and information governance.
- ✓ Digital Jersey seconded three members of staff, including its CEO, to the Government Covid Team.
- ✓ Digital Jersey contributed to the development of a Public Health questionnaire.
- ✓ Development and promotion of Jersey's Covid-19 tracing app.
- ✓ Promoted and supported the use of Trax, a local tool to collect and manage customer contact details to help businesses comply with contact tracing requirements.

Supporting Government

Planned

We continued our efforts to support Government deliver the Digital Policy Framework.

We did this by:

- ✓ Working with Government to deliver outcomes from the Telecoms Strategy, which included supporting private sector providers in their development of 5G use cases, and promoting Jersey as a Sandbox/testbed.
- ✓ DJ ran the Mobility as a Service workshop, with Government, as part of a wider series on Sustainable Transport.
- ✓ Digital Jersey supported the Department of the Economy and the PwC team leading the Future Economy Programme, in progressing a vision for the Island's economy of the future.
- ✓ Supported Government's External Relations Department to improve relationships with key countries. This included a visit to New Jersey, where Digital Jersey signed an MoU with the Big Data Alliance (NJBDA) and attended a twinning ceremony between St Helier and Trenton.
- ✓ Hosted the US Ambassador to the UK at the Digital Jersey Hub. This included a presentation on Digital Jersey plans and introductions to key local technology companies.

Pivot

We worked directly with Government to embrace the benefits of technology when adapting to the pandemic.

Activity included:

- ✓ Digital Jersey setup and ran the first fully virtual parliament in the Commonwealth for the States Assembly.
- ✓ Supported the adoption of new government systems, including integrated public health records and the arrivals testing process.
- ✓ Hosted and participated in a virtual event with the UAE ambassador to the UK and their team focusing on fintech collaboration opportunities.

2020 Income & Expenditure

We would like to thank Government and our dedicated members for their continued financial support.



Programme Expenditure



* The 2020 financials are subject to an external audit and these will be available early in summer 2021.

* Figures are subject to rounding differences.

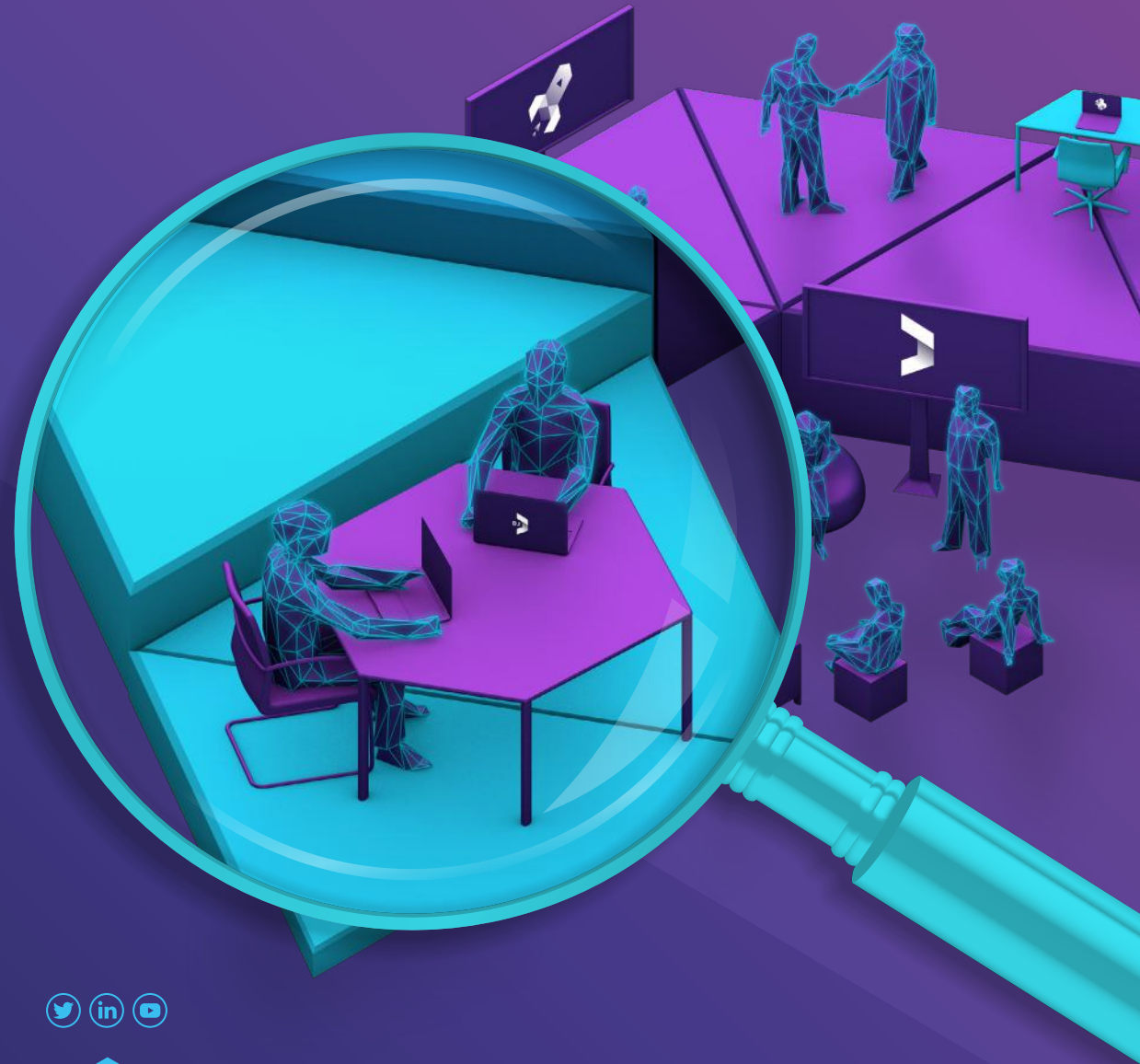


Thank you for reading

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