Introducing The Charity Digital Code of Practice 2025

17 June 2025



What we'll be covering today

- Background to the update
- Key headlines about the new version
- How to influence leaders and trustees
- How to use the Code
- How to benchmark your progress

Why we updated the Code

- Code was launched in 2018
- Digital, societal and sector context had changed
- Arrival of Gen AI
- Thanks to WCIT, Clothworkers' Company and the Resource Alliance for making the update possible

Charity DIGITAL CODE of practice

How we updated the Code

- Changes informed by user research and guidance from a review board consisting of small and large charities
- Consultation across the sector
- Guidance from the steering group
- Collective input of 100s of charities
- Recruited Code Champions
- New website and new brand

What's new for 2025

- Introduction of AI (all forms) across the Code
- New data principle - covering data led approaches (eg decision making) and how to protect data of beneficiaries, staff, volunteers and other stakeholders
- Simplified the language
- Greater focus on small charities

How to influence leaders and trustees

1. How are your leaders and board engaging with digital and AI?
2. What would you like them to do differently?

How to influence leaders and trustees

- Share examples from comparable organisations- and results
- Position digital and AI as solving business, not just tech, challenges
- Make it about efficiency
- User insight, especially about rapidly changing needs
- Address fears directly eg job displacement, data security
- Start small, prove value
- Use the Code as a way to start the conversation

The Charity Digital & AI Leadership Framework

Characteristic	What success looks like
Confidence	• Self-awareness about own digital/AI knowledge gaps • Clear vision for digital/AI success • Makes inclusive, ethical decisions, considering impact on all communities • Models inclusive learning behaviour and psychological safety
Attitude	• Demonstrates curiosity about digital innovation and emerging tech • Focuses on 'test, learn,improve' and agile • Skilled at collaboration and building cross sector digital partnerships • Committed to equitable tech adoption
Understanding	• Builds digital, data and AI capabilities for self and team • Good horizon scanning capabilities • Excellent at getting buy-in for change • Demonstrates good judgment in balancing innovation with inclusion
Motivation	• Creates the energy to do things differently • Open to uncertainty and the difficult decisions that come with digital change • Champions user needs and inclusive digital/AI adoption • Drives a culture of evidence led, data informed decision making

How to use the Code

- Benchmark your charity using one or more principles. How does your work compare against best practice?
- Informal/vs formal approach
- Use the case studies for inspiration
- Use the Code's AI tool to find specific information
- Report your benchmarking results up to your SLT & board