

## Santander Social Tech: digital transformation of the third sector to contribute to social transformation

- An initiative that will travel throughout Spain and hold 50 training workshops in three years to help the digitisation of more than 600 NGOs.
- More than 250 organisations will benefit from financial aid of up to 5,000 euros to undertake improvements in their digitisation.
- Fundación Banco Santander will devote EUR 1,500,000 over three years to its commitment to digital inclusion.

**Video:** <https://www.fundacionbancosantander.com/es/santander-social-tech>

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Fundación Banco Santander launches this new initiative that promotes the digital transformation of the Third Sector to contribute to social transformation. Santander Social Tech was created with the aim of supporting non-profit organisations, with few resources on their way to digitisation, to turn them into more efficient, effective and innovative organisations in the fulfilment of their mission.

An initiative that will travel through fifty cities throughout Spain over three years with workshops aimed at providing NGOs with the knowledge and digital tools necessary to improve their efficiency and optimise resources. This long journey has already made its first stops in cities such as Madrid, Gijón and Seville during 2019.

This year, one hundred and thirty-five people from eighty-five NGOs have already been trained, of which fifty organisations will receive grants of up to five thousand euros. "The idea is to make their daily work easier and to show them how this type of training can benefit their organisation and, in short, help them to create a better world", assures Borja Baselga, Director of the Banco Santander Foundation. As many as 98% of the organisations participating in the workshops were very satisfied with the training received and 84% said they were implementing the digital tools acquired through the workshops.

### How do we do this?

To help NGOs overcome these obstacles, Santander Social Tech is launching a two-phase accompaniment programme:

1. Santander Social Tech Workshops: we offer NGOs with few resources and a low level of digitalisation, free training in different cities in Spain, with the aim of enabling them to acquire skills and knowledge to improve their digital communication and online fundraising. After the workshops, we also offer a service of advice and accompaniment in digital issues.
2. Santander Social Tech grants: to implement what they have learned, the organisations participating in the Santander Social Tech workshops will have access to a grant of EUR 5,000 which they can use for the digital development of their organisation (acquisition of hardware, software, hiring of professional services, etc.)

Santander Social Tech complements another social action programme launched by Fundación Banco Santander in 2015: Santander Ayuda. Since then, this initiative has supported different non-profit organisations through 320 social projects. In total, this programme has provided EUR 1.6 million to improve the quality of life of more than 170,000 vulnerable people.

### The need for this initiative: facts and figures

"Santander Social Tech was born out of the needs we identified through direct contact with organisations throughout Spain in the Santander Ayuda programme. The lack of training and resources favors this digital precariousness that we are trying to combat," says Susana Gómez, Director of Strategy at Fundación Banco Santander.

Digitalisation is the great challenge of the third sector as confirmed by the most relevant studies of recent years:

- 80% of foundations are at a digital maturity level between traditional and medium (according to the study "How to transform your foundation and not die in the attempt" by AEF and Altran Foundation)
- The lack of resources is identified as the main barrier to digitisation by 69% of organisations, followed by a lack of talent and knowledge in 33% of respondents (according to the Digital Social Sector Barometer produced by ISDI digital Foundation)

### About Fundación Banco Santander

At Fundación Banco Santander we work to contribute to the construction of a more equitable, inclusive and sustainable society.

With this objective, we develop initiatives grouped into three lines of action: the promotion of culture as a tool for understanding the world around us, social action to facilitate the progress of vulnerable groups and care of the environment to protect natural heritage.

In all our programmes we strive to create networks of collaboration with the third sector in order to face the main global challenges together.