



Keeex supports children and sport !

« We are in a privileged position, and we must make full use of this to help children living in challenging and difficult circumstances.. »

Aleksander Čeferin - UEFA Chairman

Who ?

The UEFA Foundation for Children was officially created in 2015, with the aim of supporting, with funding, various programmes and projects in favour of children in difficulty, on the European continent as well as in the rest of the world.

Through sport and football in particular, the Foundation helps children and protects their fundamental rights, in particular by promoting access to health, education, sport and the integration of minorities.

Initial problem ?

How can we monitor, other than on the spot, the way in which funding is used by Non-Governmental Organisations?

Until now, in order to control the use made of these funds, an auditor has been sent on site, which wastes time and generates significant human and logistical costs.



Solution ?

Keeex proposed to the Foundation its Photo Proof Pro solution, involving a back office and a mobile application.

The back office allows the management of users (generation of a new NGO, access permission, tags and metadata integrated in the photos), access to statistics, the generation of a connection code (QR, link) to the mobile application as well as the possibility to check the authenticity of the photos/videos taken.

The connection code is then sent directly to the funded NGO, which will send it to the end user.

The end user, after downloading the application, will be able to access the scenario thanks to the received code (flash QR code, click on the link). The mobile application will open directly on the previously created scenario.

The user will be able to take probative photos/videos related to the financed event, incorporating proof of integrity, identity, time stamping, geolocation and existence on a blockchain.

The photos are sent automatically to the Foundation's environment, which will enable them to carry out a remote audit of the project.

Value proposition ?

Thanks to our remote auditing solution, the UEFA Foundation for Children saves a significant amount of money on auditor travel, saves time and helps to limit its carbon footprint.

The management of funding for NGOs is thus better and more easily controlled, the Foundation can finance smaller projects closer to the population and the savings enable the Foundation to finance new projects.



UEFA Foundation for Children and Keeex champions of the WSIS Prizes 2021



contact@keex.net
https://keex.me/

https://uefafoundation.org/