



Media Release
19 February 2021

UEFA Foundation for Children launches digital transformation

The foundation is going digital thanks to a participatory evaluation project created in collaboration with KeeeX.

Since it was established in 2015, the UEFA Foundation for Children has been supporting projects that offer practical support for vulnerable children in the fields of sport, health, education, personal development and employment. Over that time, the foundation has financed 275 projects in 109 countries across all six continents. In order to ensure that funds are used wisely, activities are organised in line with the agreed objectives and each project complies with the foundation's code of ethics, representatives are sent to conduct the necessary checks on-site. Although this is an essential task, it is very costly in terms of both time and money, not to mention the environmental impact. The COVID-19 pandemic has made these visits even more problematic.

KeeeX's "Photo Proof Pro" solution provides operational support to the foundation and its projects by enabling the foundation to monitor activities from a distance. The system comprises a mobile application that partner organisations on-site can use to take photos and videos illustrating how the funds linked to a project are being used. The application generates reliable data (integrity, identity, timestamping and geolocation) in order to verify the origin and authenticity of the information that it sends. Furthermore, thanks to Photo Proof Pro, project beneficiaries can take part in the qualitative evaluation of each project.

In January 2021, a pilot project was launched in collaboration with three NGOs based in the Democratic Republic of the Congo, Jordan and Ukraine.

"Although it is important to carry out on-site visits to some projects, this remote auditing system will significantly cut our travel costs as well as reducing our carbon footprint," explains Urs Kluser, general secretary of the foundation. "It will make it easier for us to monitor how the funding we send to our partners is used and the savings we make will enable the foundation to support a greater number of projects.

"KeeeX is proud to be contributing to the work of NGOs and associations on the ground by supporting their outreach activities with its remote auditing solution," says Laurent Henocque, KeeeX founder and CEO. "The UEFA Foundation for Children provides a remarkable illustration of the ethical strength of a dematerialised, transparent relationship of trust, a relationship made possible by our technology combined with the Bitcoin blockchain."

The UEFA Foundation for Children entered the [World Summit on the Information Society \(WSIS\) Prizes 2021](#) with KeeeX. These prizes recognise projects for their excellence in supporting the implementation of WSIS outcomes, in particular the achievement of the UN's Sustainable Development Goals (SDGs). They were developed in response to requests from WSIS stakeholders to create an effective mechanism to evaluate projects and activities that leverage the power of information and communication technologies to advance sustainable development. The winners will be announced in May 2021.



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About Keeex

Keeex provides solutions that make all documents, data, processes and decision chains verifiable and traceable. Founded in 2014, this French start-up combines in its patented process the best of cryptography, digital signature and blockchains. Its products are used in audits, the industrial sector and supply chains, as well as the media, services, luxury goods, agrifood, energy, banking, insurance, legal and compliance sectors.

<https://keeex.me>

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