

EIDA Conference 2024 session summary

The role of tech as a tool for employers and employees

This is a summary of our 2024 Conference panel session between Vodafone Foundation Director, Lisa Felton; Hestia CEO, Patrick Ryan; EIDA Founder and Advisory Council President, Elizabeth Filkin; and Global Digital Programmes Director at Hope After Harm, Phoebe Crowder. You can watch the session [here](#).

What is the Bright Sky domestic abuse app?

Bright Sky was created in 2016 as a response to victim-survivor demand for digital support services. The app, which is available in multiple languages and in different countries, provides information about domestic abuse, and signposts survivors to local and national support services. Bright Sky has over 160 000 downloads in the UK and over 1 million downloads globally. The app can be used by victim-survivors of domestic abuse, and also by friends, family, and colleagues. It offers features such as safety reviews to assess immediate risk, questionnaires to map abusive behaviours, and a directory of support services.

🚩 **Key EIDA Resource:** Bright Sky [Insight Hour summary](#).

How can employers use Bright Sky in the workplace?

Employers that incorporate Bright Sky as part of their workplace domestic abuse response, recognise their responsibility toward their employees' safety and wellbeing. Providing access to Bright Sky is a way of ensuring that information is accessible to all employees, and that everyone has access to resources they need. Employers can download Bright Sky on all work phones both to protect affected employees, and also to raise awareness within the wider organisation, or can signpost employees to the app store to download it themselves if it is safe to do so.

Can Bright Sky be used internationally?

The rollout of Bright Sky in the UK clearly demonstrated the need for awareness-raising around domestic abuse. Using tech to make educational materials accessible was key to breaking down the barriers users faced to accessing support – particularly in places where domestic abuse is not spoken openly about or is heavily stigmatised. Bright Sky is now available in 13 countries and 23 languages, and all information is country specific.

How can employers incorporate Bright Sky into a wider domestic abuse response?

Every person in the UK should have an understanding of what domestic abuse is and be informed about spotting the signs and finding help. This requires us to spread the message

beyond those who are directly affected, and workplaces are in an excellent position to do that. Employers can play a crucial role in promoting domestic abuse awareness, which will in turn help with safeguarding those who are at risk. In addition to downloading Bright Sky on work phones, employers can also list the app as a public resource on their website so others will also see it.

What is the one thing you would ask employers to do?

“Have the conversation on domestic abuse loudly and often.” – Patrick Ryan

Make sure the employees who are tasked with implementing the domestic abuse response internally and undergoing training – such as managers and HR employees – are also supported. Domestic abuse is a heavy subject, and those who are asked to support victim-survivors also need their wellbeing looked after.

Employers must remember that while the majority of their workforce will not be directly affected by domestic abuse, they can all help to do something about it. Encourage all your people to take some sort of action. Men and women can visit primary schools for just an hour to talk about healthy relationships. Everyone can fundraise for frontline charities. Your employees will have imaginative ideas ***for how they can all make a difference.***

Audience question: How can SMEs take effective action if they have limited resources?

Use Bright Sky, which is free and provides plenty of resources.

- ✚ **Key EIDA Resource:** The [EIDA Handbook Part 4](#) is a comprehensive guide to domestic abuse responses for SMEs; see also Making the [business case template](#) for SMEs.

Audience question: How can international employers roll out regional responses to domestic abuse?

Education and training on domestic abuse is fundamental and can be built on and adapted regionally. The rollout across regions has entailed (for Vodafone) adapting that core piece of training to relevant legislation. For example, in South Africa, domestic abuse is a subset of the broader gender-based violence (GBV) and needs to be framed as such. Call upon local expertise, both from within your organisation and engage in local partnerships with experts who know the local context and can act effectively within it.

- ✚ **Key EIDA Resource:** [Toolkits and guidance](#) for global employers.

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