Antitrust Policy & Member Participation

› Attendees are reminded to adhere to the meeting agenda and not participate in activities prohibited under antitrust and competition laws.*

› Only members of Trust Over IP who have signed the necessary agreements and charters are permitted to participate in this activity beyond an observer role.

* Examples of types of actions that are prohibited at Linux Foundation meetings and in connection with Linux Foundation activities are described in the Linux Foundation Antitrust Policy available at http://www.linuxfoundation.org/antitrust-policy.

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Agenda

1. BLOG Updates and Approvals (5 min)
    a. How Do Humans Trust BLOG
    b. Interaction Patterns New Task Force BLOG
2. NIST 800-63-4 ToIP Comments and Unified Decentralized Identity cover (10 min)
3. LF Digital Trust Initiative (a marketing initiative) content development (15 min)
4. Membership Content Boilerplate Discussion (5 min)
    If time allows:
5. Wikipedia Page Development (2 min)
6. Event participation updates and discussion (1 min)
7. Video Content (5 min)
    a. Outline for Steering Committee members to follow.
8. Webpage Updates (1 min)
9. Open Discussion (as time allows)
10. Action Items Updates and On Hold Items (0 min)

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BLOG Updates

➢

BLOGs Discussion and Approval

➢ How Do Humans Trust? – Guest BLOG Post from Scott Perry

➢ Interaction Pattern Task Force

BLOGs Ideas

➢ BLOG series on our Design Principles (Wenjing)
➢ Milestone BLOGs on TSPTF (Drummond)
➢ Trust Registries Taskforce – collaboration with DIF
➢ Kantera/UK Digital Identity and Attributes Trust Framework/Schellman and ToIP BLOG (Tabled until TICF decided)
➢ DIDs Done Right series
➢ eIDAS/EU Digital Wallet Series – #blog-series-eidas – Antti is BACK!
➢ ACDC Progress
➢ Consent is becoming meaningless (Phil Wolf?)
➢ Governance Stack blog re Privacy and Risk from Inputs and Semantics group. (Neil Thompson)
➢ mobile Driver Lic presentation (TBD in the New Year)
➢ Michel Plante is working on a blog
➢ ???

NIST 800-63-4 Comment

- Comments due by **March 24th**

- Dan has completed the spreadsheet:
  https://docs.google.com/spreadsheets/d/1wFq-3DUkwlULZ-eTBf4fW9DajA77jtr-/edit#gid=223119742

- Do we need a cover email to go with spreadsheet? How do we submit?
  I suggest we send ours in separately and then if have a unified response there too.

- **Unified Response.** Suggested, each organization creates their own spreadsheet, and then we create a Unified Cover Letter, for all the spreadsheets. DIF is in alignment with this concept.

LF Digital Trust Initiative

- LF has agreed to create a special page/web presence on their main LF Website to elevate all the projects that LF has that are focused on different aspects of Digital Trust.
- The main goal are:
  - To tell the story of how LF is actively involved in the creation of the future of Digital Trust and has had projects working on various aspects for years.

  - To help eliminate confusion in the market about what various projects are working on and how they fit together, and thus help drive participation in projects by the correct parties. A map, so to speak, of the landscape.

- We have an opportunity to influence the narrative, but involved us thinking about it and writing.

- NOTE: this is LF project centric, and not a map of the entire Identity and DIgital Trust landscape.

LF Digital Trust Initiative

- Initial meetings to discuss this have included Hyperledger, OWF, DIF, and ToIP… though other projects are proposed to be included such as, FINOS, CCC, C2PA, Dizme, OpenMetaverse Foundation…
- NOTE: this is LF project centric, and not a map of the entire Identity and DIgital Trust landscape.

- LF is suggesting a web presence embedded in the main LF website.

- Initial conversations have been around creating graphic of the projects and what each is working on, sort of a road map to help the market understand the landscape.

- We started trying to whiteboard, and realized it is like a 4 dimensional game of chess that we are trying to articulate.
- We then created a spreadsheet to at least start to self identify what projects are work on what.

- Hart Montgomery from Hyperledger and Judith Fleenor from ToIP meet with their graphic/marketing expert on Friday to give her the high vision, and she felt we were going in the right direction.

LF Digital Trust Initiative

- Next Steps and Input needed:
  - Complete the spreadsheet
  - Draft content for the Web Page.

- Future Steps:
  - Turnover, initial information to LF Marketing to do the creative elements.
  - Review and Iterate
  - Target – completing content by end of March

  - Create a Launch Plan.
    - BLOG(s)
    - Any Press – LF may want to do
    - Announcement Centered around an event OSS North America and EIC
    - Target full launch first week of May or end of April.

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Membership Upgrade Drive and Boilerplate Content

- Bryn Offered to help with content for a Membership Upgrade Drive, project on hold

- Hubspot – campaign

- Boilerplate Content on Why Join ToIP

Wikipedia Page

- Schellman, steering committee member, has kindly offered to help create ToIP a Wikipedia page.

- Kaylan Eastepp, using information found, has created a draft for us to start from. It needs to be updated to tell our story more effectively, but also must have resources backup to reference that will be accepted by Wikipedia.

- We need some volunteers with a strong knowledge of ToIP, to help edit it so that we can get a presence on Wikipedia.

  https://docs.google.com/document/d/1wpISD8oDVEVsLgNc4YqBGBENijHbNvvwkTwE5sv4upc/edit

Wikipedia Page

- The Draft is with Wikipedia notability guidelines in mind and Kaylan tried to find as much information as I could with reputable sources as references (outside of **your own website, which is frowned upon**). Without a source reference, it won't pass the notability guidelines.
- Notes on Notability from Wiki:
  - The common theme in the notability guidelines is that there must be verifiable, objective evidence that the subject has received significant attention from independent sources to support a claim of notability.

  - No subject is automatically or inherently notable merely because it exists: the evidence must show the topic has gained significant independent coverage or recognition, and that this was not a mere short-term interest, nor a result of promotional activity or indiscriminate publicity, nor is the topic unsuitable for any other reason. Sources of evidence include recognized peer-reviewed publications, credible and authoritative books, reputable media sources, and other reliable sources generally.
    - We require the existence of "reliable sources" so that we can be confident that we're not passing along random gossip, perpetuating hoaxes, or posting indiscriminate collections of information.
    - We require that all articles rely primarily on "third-party" or "independent sources" so that we can write a fair and balanced article that complies with Wikipedia's neutral point of view policy and to ensure that articles are not advertising a product, service, or organization.
  - Notability is based on the existence of suitable sources, not on the state of sourcing in an article.

Wikipedia Page

- Additionally, ToIP should be included on the Linux Foundation Wikipedia page under projects. We need a paragraph to represent ToIP, which later can link to our own Wikipedia page.

  https://docs.google.com/document/d/1hGwqe-zSp7XpFow5lr9AkWwza1shmptYP Df55B35sHU/edit

Event Participation Discussion

- Judith proposed three session for 2023 ECI ToIP, two accepted
  - **Defining the protocol for internet-scale digital trust** (Panel – Bryn, Drummond, Dan, Andre)
  - **Decentralized Identity – Why's it all the rage?** – Promoted to Thursday Evening Keynote
- Identiverse call for submission proposal put in for three sessions.
  - **None of our proposals were accepted**
- What other events do you think we should target a ToIP submission in 2023?
  - Identity Week Europe - Amsterdam - June 13 & 14th
  - Identity Week US - DC - October 3rd & 4th
    - Talk to *Fiona Watson program designer (and Molly) today*
  - Identity Week APAC -
  - Authenticate Oct 16-18th 2023 Call for Speakers received Yesterday - Due by March 31st.
  - Infosec World - Sept 25th - 27th - Received call for submission today - due Monday.

- Can someone update the Event Wiki page?
  https://wiki.trustoverip.org/display/HOME/Industry+Events

Video Testimonials of Steering Committee Members

- We need to create an outline to help support the Steering Committee members in creating their video testimonials.

Video Content Discussion

Interview Questions for Long format Interview with Steering Committee Members

https://docs.google.com/document/d/1e1z_0D4Qg_xTFYcOOtu9rvGOuVmn_LIMWvPX4a41RRU/edit

Live Stream Interviews for 2023

https://docs.google.com/document/d/1nOG2-tiqI_kiRkkhJV10zi1yiit47D9gwQiXNwHVOIs/edit

Website Updates

-

ToDo's

- Update Harms BLOG, with recording
- Add recording, like Wenjing's IIW to Past Events Page.

Suggestions:

- Add Trust Spanning Protocol to Home Page, with Link to the BLOG OR Trust Registries?

Action Item Updates

➢ Trademark Registration (Filed and now EU to be filed)
➢ Special Status Logos for SC and General Member (Alex)

Tabled:
➢ Discussion Papers onto LinkedIn

Judith has circle back with Alex Metcalf and Neil

➢ Editorial Calendar

2023 – Editorial Calendar and Marketing Plan

- What do we want to put in our Communications and Marketing Plan for 2023?
    - Cadence and topics of Blog Posts and Blog Series
    - Video Content

- What one pagers do we want to create?
    - Targeted to what audiences?

- What other communications calleral do we need? If there is a budget involved, what is the budget required to propose to the Budgeting committee?

- What conferences to we want to target?

New Logo for use by members – Alex Waltz

- We need three new Logos, for use by members on their websites/marketing.
  - Steering Member
  - General Member
  - Contributing Member

- We may also need two Sponsorship Logo
  - Gold Sponsor
  - Silver Sponsor

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