Communications Committee

TRUST Over **IP** FOUNDATION

November 3, 2023

1:00-2:00pm PT / 8:00-9:00pm UTC

THE **LINUX** FOUNDATION

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.

🗗 THE **LINUX** FOUNDATION

Agenda

1. BLOG Updates and Approvals (10min)
2. Interaction Patterns Survey – HXWG update (10 min)
3. ToIP AI Chat trainers over ToIP Data (2 min)
4. Next Version Stack Graphics (10 min)
5. Event participation updates and discussion of new proposals (5 min)
   – Interoperability Summit – Logo Use
6. Open Discussion (as time allows)

If time allows:

1. On Hold Items

BLOG Updates

➢ A Major Step Towards Interoperability Assurance (posted Oct. 9th)

➢ Simplifying the Selections Process for Credential Exchange and Presentation Protocols (posted Oct. 10th)

BLOGs Discussion and Approval

BLOGs being worked on:

➢ AI Blog by Wenjing
➢ Trust Registries TF Update BLOG (confirmed)
➢ ACDC - specs (premature?)
➢ Post-IIW (Mathieu didn't have time)
➢ DID WebS TF (Has it launched yet?)
➢ AI and Metaverse Series - Ziada and Anita
➢ ID Pro BLOG Repurpose

BLOG Updates

BLOGs Ideas

- ➢ BLOG series on our Design Principles (Wenjing)
- ➢ 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
- ➢ ???

HXWG - Interaction Patterns Survey

Research Brief & Questions: https://docs.google.com/document/d/1PELrIx-EmmensoBgmJQ-B8GKCJNTpCdN2r8WjTUr-1A/edit

Purpose:
- Ensure TF deliverables meet needs of ToIP members for maximum business value
- Understand key needs/ issues for both organizations and end-users
- Gather input and content for TF deliverables

Dates: 17th Nov - Close: 15th December

Partners / support : OIX opportunity with the Smart digital Wallets Working group. OWF? DIF?

Tools & Comms:

ALSO: Expert Series 7th December. Organisation for Identity & Cultural Development, human framework for identity

ToIP AI Chat trained over ToIP Data

AIM TF has an agenda scheduled in Dec 7

to discuss the potential use of AI agents

Improving communication and customer service with AI-powered search, chatbots

AI Powered Search for ToIP

› We could consider similar
  approaches for ToIP

trust decision

Close

FILTER BY

Space
Type
Date
Label
Space category

Advanced search

2617 search results. Have an account? Log in to expand your search.   Search tips

Trust Registry Proposal - TRWG (June 29 Meeting).pdf
Home / ... / 2023-06-29 TRTF Meeting Notes   Jun 30, 2023
3 A Verifier Making a **Trust Decision** Based on an Issuer 5 Open Agent
Open Agents ➤ Open agents are agnostic to protocol implementations

2023-02-02 TRTF Meeting Notes
Home   Feb 03, 2023
the process for TRTF w/ Milestones #67
https://github.com/trustoverip/tswg-trust-registry-tf/discussions/67

Trust Registry Protocol v2 - Loose Capture
Home   Nov 24, 2022
- is DIDAuth (its real-world implementations) Service Discovery -
BACKGROUNDERS: **Trust** Continuum - Scott Perry's - **Trust Decision**...

Trust Registries Drafting Group
Home   Apr 13, 2021
ecosystem – some mechanism(s) will be required for verifiers to make
this **trust decision**. Such a mechanism could be centralized, federated,

2023-01-05 TRTF Meeting Notes
Home   Jan 22, 2023
? drummondreed concerned about async and dominant work. +1
Darrell: OK but be careful about things that are "churning and burning"

2021-04-01 - **Trust** Registries Drafting Group Meeting Notes
Home   Apr 06, 2021
its ecosystem with its governance frameworks. GFs will help form the
basis of the **trust decisions** [Marcos] Agrees with Drummond's

2023-05-02 DMRWG Meeting Notes
Home   May 03, 2023
), where in any **Trust** Exchange, the **trust** request/response/**decision**
flow would be in both directions.   This illustration only shows a single

2023-04-27 TRTF Meeting Notes

⬛THE **LINUX** FOUNDATION

Retrieval Augmented Generation
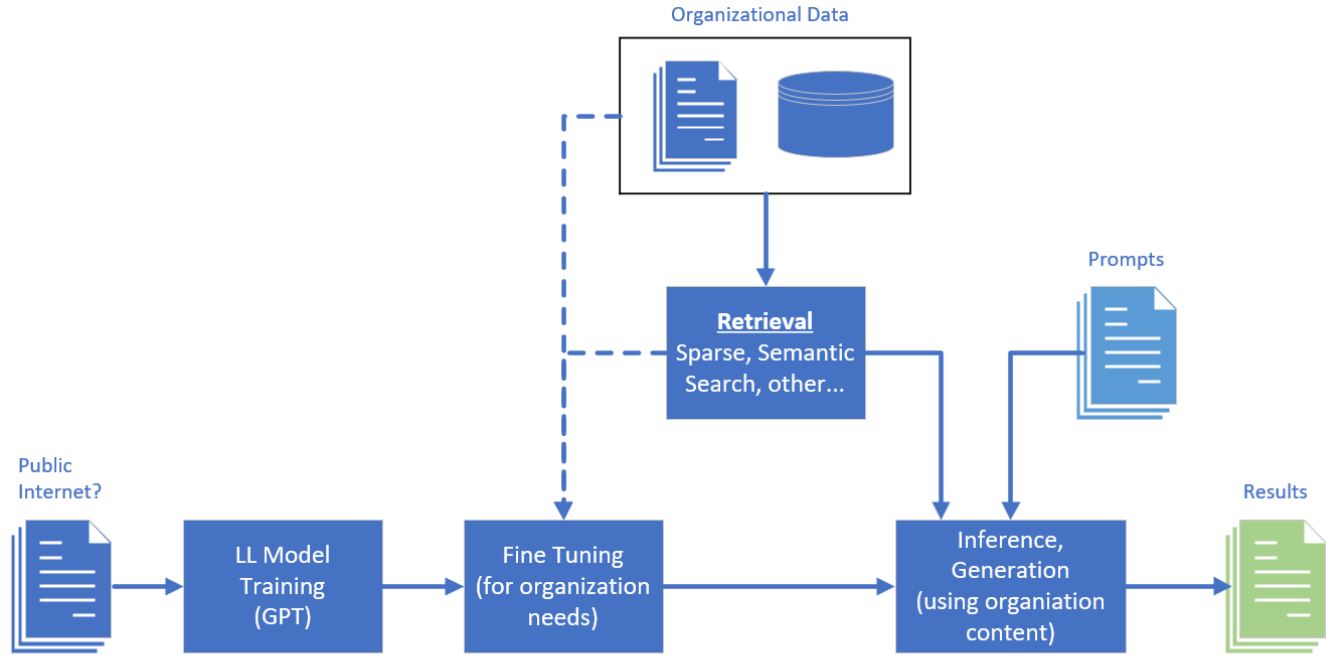
by: Savita Farooqui

New ToIP Stack Graphic(s)

1) Original slide deck from TSWG:
https://docs.google.com/presentation/d/1E3HY_8zpv_APbiS99a6y2VFcw1bvti8DaOIFO9P7kh4/edit?usp=sharing

2) Newer deck produced by Governance Architecture:
https://docs.google.com/presentation/d/1g9fOR9wP1jFFrAgZgexhnYqD0GqwAm6odYkI_4apowE/edit?usp=sharing

Event Participation Discussion

Past Events:

- Identity Week America – Oct 3rd and 4th
- IIW - October October 10th - 12th - Mountain View
- Linux Member Summit – October 24th – 26th Monterey, CA

Upcoming:

- Interoperability Summit @ Trustech (Comexposium) in Paris on 28th November 2023
  - Daniel Bachenheimer will attend
  Do we want our Logo used at the conference?

What events do you think we should target for a ToIP submission in 2023?

- Identity Week APAC - Nov 7th - 8th Singapore

2023-2024 – Editorial Calendar and Marketing Plan

- What do we want to put in our Communications and Marketing Plan for 2023-2024?
  - 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?

Website Updates

ToDo's

- Posting of BLOGs as they are completed
- Update Events Pages - move things to past events

Suggestions:

Membership Upgrade Drive and Boilerplate Content

ALL On HOLD for now:

- Bryn Offered to help with content for a Membership Upgrade Drive, project was put on hold – so was the Hubspot – campaign

- John Jordan offered to work on the Pitch Deck, has asked us to hold off on that for at least another few weeks.

- Boilerplate Content on Why Join ToIP – we could still start working on this messaging.

Open Discussion

Past Items

to perhaps
revisit in the future

THE **LINUX** FOUNDATION

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-zSp7XpFow5lr9AkWwza1shmptYPDf55B35sHU/edit

Video Testimonials of Steering Committee Members

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

Action Item Updates

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

Video Content Discussion

Interview Questions for Long format Interview with Steering Committee Members

https://docs.google.com/document/d/1e1z_0D4Qg_xTFYc0Otu9rvG0uVmn_LIMWvPX4a41RRU/edit

Live Stream Interviews for 2023

https://docs.google.com/document/d/1n0G2-tiqI_kiRkkhJV10zi1yiit47D9gwQiXNwHV0Is/edit

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

Legal Notices

The Linux Foundation, The Linux Foundation logos, and other marks that may be used herein are owned by The Linux Foundation or its affiliated entities, and are subject to The Linux Foundation's Trademark Usage Policy at https://www.linuxfoundation.org/trademark-usage, as may be modified from time to time.

Linux is a registered trademark of Linus Torvalds. Please see the Linux Mark Institute's trademark usage page at https://lmi.linuxfoundation.org for details regarding use of this trademark.

Some marks that may be used herein are owned by projects operating as separately incorporated entities managed by The Linux Foundation, and have their own trademarks, policies and usage guidelines.

TWITTER, TWEET, RETWEET and the Twitter logo are trademarks of Twitter, Inc. or its affiliates.

Facebook and the "f" logo are trademarks of Facebook or its affiliates.

LinkedIn, the LinkedIn logo, the IN logo and InMail are registered trademarks or trademarks of LinkedIn Corporation and its affiliates in the United States and/or other countries.

YouTube and the YouTube icon are trademarks of YouTube or its affiliates.

All other trademarks are the property of their respective owners. Use of such marks herein does not represent affiliation with or authorization, sponsorship or approval by such owners unless otherwise expressly specified.

The Linux Foundation is subject to other policies, including without limitation its Privacy Policy at https://www.linuxfoundation.org/privacy and its Antitrust Policy at https://www.linuxfoundation.org/antitrust-policy. each as may be modified from time to time. More information about The Linux Foundation's policies is available at https://www.linuxfoundation.org.

Please email legal@linuxfoundation.org with any questions about The Linux Foundation's policies or the notices set forth on this slide.

☐ THE LINUX FOUNDATION