



**TRUST**  
Over **IP**  
FOUNDATION

# Communications Committee

28 May 2021

13:00-14:00 PT / 21:00-22:00 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>.

# Agenda

1. Transition - meeting coordination - Welcome Bettina Brunnhuber (2 min)
2. Infographic - Peter Stoyko - Status Update (2 min)
3. Update - Identity North and other Conferences (5 min)
4. Good Health Pass Rollout - PR Plan (15 min)
5. June and Q3 Activities / Plan (30 min)
6. Open Discussion (5 min)

## Transition - meeting coordination

- › Introduction - Judith Fleenor - [judith@trustoverip.org](mailto:judith@trustoverip.org)
- › Thank you to Liquid Avatar and Welcome to Bettina Brunnhuber
  - › Coordination: agendas (with Judith), notes, wiki pages
- › Judith will Liaison w Peter Stoyko - finalize contract deliverables
  - › Thank you to everyone who gave feedback

›

## Update - Identity North and Other Conferences

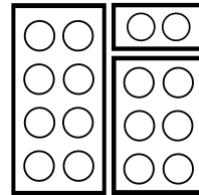
- › **Identity North - Virtual Summit (June 2-3):** <https://www.identitynorth.ca/>
  - › Proposal: June 2 - ToIP leads participate in panel on Good Health Pass with ID2020 and Securekey
  - › Update - Krista Pawley, from Identity North has informed me that  
“We were able to do the session with the ID2020 team as a pre-record (given some calendar constraints). They were great about recognizing all of the partners who are working together on the Good Health Pass.”
- › **Other Conferences - ???**

## Good Health Path - Public Comment - PR Plan

- Dynamic Process right now
- The PR representatives of both Linux Foundation and ID2020 are in communication about the PR releases.
- ToIP Communications Committee approval of the ToIP release
  - Will be done by email, and will need quick consensus approval
- Updates from Drummond Reed and other Committee Members

# Committee Goals / Roadmap

- › What steps can this committee take to move closer to the vision we began to elaborate together in Feb/March?



## Target Audience

- Meta Industry, Meta UseCase
- Particular Role, Specific Industry, Key UseCases

## Rule Set

- A clear set of rules linking target audience needs to content form and story-spine template
- Rules include interdependencies between content form, templates, and content building blocks

## Modular building blocks

- A modular system of content building blocks and templates
- Content repository includes the building blocks for each content form

## Curated Storyboard

- Storyboard Templates populated with target content blocks for the chosen content form
- Content pieces are configured, not individually designed for each new target customer

## June and Q3 Activities and Plan

- Create a list of topics for members to write about (500 word Blog Post)
- Create a “ToIP” Elevator pitch that can be put into content others are publishing elsewhere, “I participate with ToIP because ...”
- Create an easy way for people to sign-up to write a post on one of the topics, and put out a call for content.
- Once backlog is created, this committee decides what it being published in the next cycle and when, in alignment with other ToIP announcements, such as key relationships, (ie: the Sovrin Liaison agreement.)



## Q2 Activities / Plan

- › What steps can this committee take to move closer to the vision we began to elaborate together in Feb/March?

<b>This month</b>		
Name	Status	Publish Date
Podcast 1: The Critical Importance of Digital Trust (and why it is eroding)	Working on it	March 23, 2021
PR: ToIP and Good Health Pass Collaborative join hands	Published	March 17, 2021
Micro Content Example: Trust and Interoperability	Needs review	March 18, 2021

# Open Discussion

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