

Trust and Identity Initiative Update September, 2008

In this first year of ISOC's Trust and Identity Initiative, early efforts are focused on technology, education and community engagement. There will be a natural expansion into governance work and the policy space as efforts mature in the following years. The overarching goals of the Initiative include:

- Advancing Internet architecture by supporting the implementation of open trust mechanisms throughout the full cycle of research, standardization, development and deployment.
- Strengthening the current Internet model by focusing on the mitigation of social, policy, and economic drivers that may hinder development and deployment of trust enabling technologies.
- Facilitating an end-user's ability to manage personal data and ensure personal security by elevating "Identity" to a core issue in network research and standards development.

ISOC management has begun building the foundation that will allow us to prioritize areas where ISOC can make the greatest impact and help create future opportunities for all parts of the ISOC community, including chapters, organizational members and individual members to participate in this important work.

Key efforts to-date

- ISOC is becoming a recognized voice in the identity community, and we are well placed to help develop a stronger set of identity organizations focused on interoperability, transparency, and a shared framework.
- ISOC is building our technical and social foundations as both are needed to be ready to execute credibly on external commitments on Identity. This model of broad-based technical and community engagement will also serve us well as we prepare to engage in emerging research areas related to network architecture.
- Timelines are fungible as we are dependent on some established external agendas and organizations. As work progresses in these bodies, we can support their efforts and will be proactive in supporting ISOC core values such as openness and transparency. We are currently viewed as relative newcomers to the space, but our interest has been welcomed.

As in any developmental agenda, especially topic areas new to ISOC and ISOC's participation, it is imperative that adequate focus be given to a deep understanding of the technical background needed -- overlaying the ongoing research with ISOC's own goals and principles and creating a compelling vision to validate ISOC's participation in global trust and identity efforts at the highest levels. This year, we are building that solid foundation for this important work in the Identity community and we can expect to see long-term results as both the technologies and the sponsoring bodies mature.

Establishing a Strong Platform

A number of long term goals were posited for the Trust and Identity Initiative at the close of the October 2007 retreat. In order to establish the strong platform needed to achieve our ambitious goals, and execute well on all three far-reaching topics, management are addressing these points in the following order:

- A. Chart the problem/solution space in a holistic manner.
 - Define the ISOC vision without being constrained; look both inside and outside ISOC.
 - Extend ISOC's reach to new communities and partnerships.
 - Develop and maintain a map of activities both ISOC's own and those of others.
- B. Develop plans and a framework for what the bigger picture looks like over the long-term and how project proposals fit within that.
- C. Take some short-term action in order to get going and gain momentum.
- D. Promote the stand that trustworthiness is crucial for the long-term growth and success of the Internet.
- E. Investigate, be conscious of, and explain the economic drivers that achieve and sustain trustworthiness within the Internet.
- F. Formulate ambitious goals for a long-term effort that are driven by the larger vision of an Internet that is good for everyone.
- G. Clearly articulate the purposes and end goals of the initiative; support this with a well designed communications campaign.

Activity to date had been serial in nature beginning with development of the Identity framework, and management efforts have been focused on goals A-C. With the publication of the report on *Trust and the Future of the Internet*, we can also begin to promote the importance of trust-related issues.

In order to progress the Identity work and to begin parallel efforts (research, outreach, analysis and reporting) on emerging research related to trust and network architecture, additional resources will be needed. Key areas include staffing to maintain and grow our external relationships (outreach) and dedicated research and writing resources to support appropriate messaging and the technically sound materials to support educational and policy efforts. Plans for 2009 include action on all of the declared goals with regard to Identity as well engagement on the emerging research topics in conjunction with the Standards and Technology department. Plans through 2011 will see action on all of the high level goals across all three program elements.

In the longer term, ISOC's successful advancement of this initiative will result in a ubiquitous understanding of the need for sound technical mechanisms to manage any trusted network-based interaction. The appropriate development, integration, and adoption of such mechanisms should proceed without the need for a significant crisis or failure to elevate the topics. Any (trusted) entity would have the ability to determine the level of information they choose to exchange with another (trusted) entity. From an end-user's perspective, these decisions allow multiple fine-grained use-cases and users will have options for managing their own identity(s) and will readily match personal data to use-cases.