Policy to nourish innovation: NGI Trust marks

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Trustmarks?
Could we have a trustmark for digital products?
Current state of the market

- Ethical technologies find it hard to compete.
- Very fragmented marketplace around ethical technologies → lack of coordination.
- Lack of consumer awareness: both about concerns around technology and finding alternatives.
Advantages of trustmarks

- Helps customers better identify which tools handle their data responsibly, are cybersecure, etc.

- Creates a market around ethical, value-driven tools.

- Creates a shared set of standards for what “good” means.
But there are also many open questions...
Is it possible to make a comprehensive, fit-for-purpose trustmark?

- Diversity of tools and technologies.
- Black-box tools
- Keeping up with developments...
Which metrics or values do we champion?

- What about the pipes and tubes?
  - *Is the solution's underlying infrastructure sustainable & fair?
  - *Is it secure?

- Who is building the solution?
  - *Does the solutions' business model rely on, for example, surveillance capitalism?
  - *Are diverse perspectives taken into account when shaping the solution?

- How is the data that goes in collected?
  - *Can users give meaningful consent, can they opt out?
  - *Do subjects maintain control or ownership over their own data?

- Is the input data that goes in representative & of good quality?
  - *Are we harming marginalised groups by not including (or over-representing!) their data?

- How does the solution make decisions?
  - *Is the tool accountable? Can we scrutinise decisions?
  - *Is this tool perpetuating existing societal inequalities?

- What is the solution [and our data] actually used for?
  - *Do we consider that purpose "good"? Are insights and data generated benefiting the collective?
Is there sufficient appetite among consumers?
In conclusion: will trustmarks actually help bring us towards a more human-centric internet?