NEXT GENERATION INTERNET
INTERNET OF HUMANS

Policy to nourish innovation: NGI Trust marks

Harry Armstrong, Head of Technology Futures Nesta, NGI Forward

Katja Bego, Principal Researcher at Nesta, coordinator of the NGI Forward project

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.**
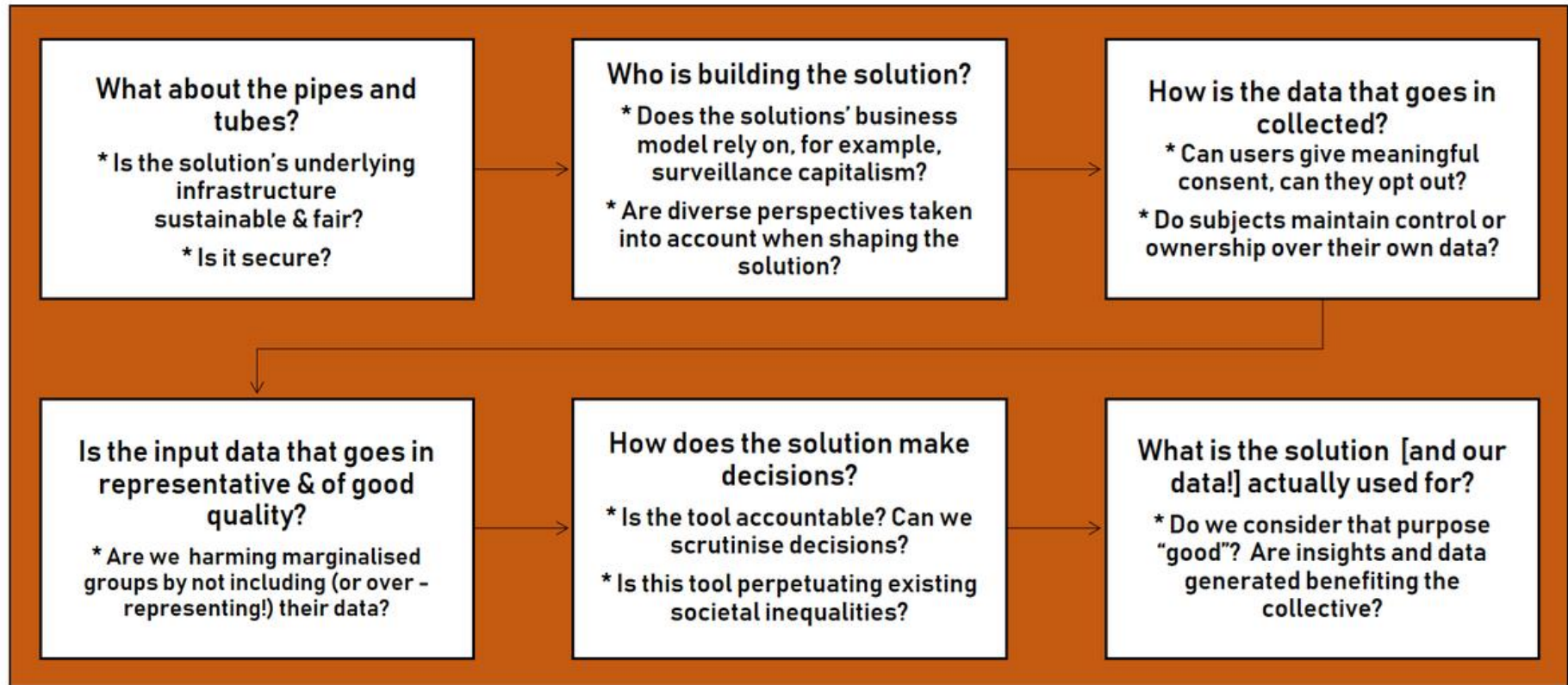
Advantages of trustmarks

- **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?