

Identity
Valley

It's all about trust.

WHITEPAPER

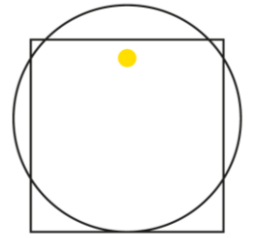
IDENTITY VALLEY

>IT'S ALL ABOUT TRUST.<

| 15.06.2021 | Munich |

Jutta Juliane Meier, IDV Founder & CEO & Kai Michael Hermsen, IDV Fellow

OUR PHILOSOPHY



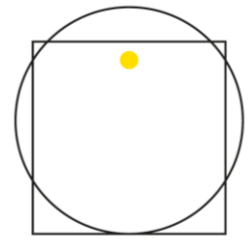
Europe has long had a clear understanding of its values.
Basing Europe's digital identity on this understanding of values
is crucial for our future.

*„Act in such a way that you treat
humanity,
whether in your own person or in the
person of any other,
never merely as a means to an end, but
always at the same time as an end”*

Immanuel Kant, 1784

Our Credo: It's all about trust.
[#identityvalley](#)

OUR AGENDA



Digital Transformation – Status Quo. Target vision.

Digital transformation requires transparency and reliability.
Right now, it fails to deliver on its promise. 3

Target vision of Digital Transformation:
Digital revolution and digital responsibility in balance. 4

Identity Valley – Credo. Impact Model. Strategy. Together!

Identity Valley nonprofit organization asks for and promotes
digital responsibility. 5

How Identity Valley works: Responsibility and Trust in Digital Space
cater for Sustainable Development. 6

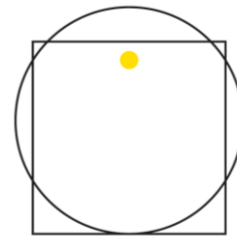
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***“Digital Revolution
needs
Digital Responsibility.”
#identityvalley***

DIGITAL TRANSFORMATION STATUS QUO



**Digital transformation currently fails to deliver on its promises:
There is a lack of responsibility and trust.**

We all witness an enormous growth in technical applications: From the all-encompassing use of smartphones to video conferencing software and literally exploding online commerce to decentralized energy infrastructure and new forms of mobility. Marvels of modern technology that enable new applications and continuously change our lives. All the benefits and advantages are overshadowed by abusive business practices - data brokering, failing cybersecurity and privacy incidents - and undesirable side effects of digital business models - hate speech or fake news. The Covid 19 pandemic clearly shows: There are massive flaws in the use of data. In response to Covid 19, governments around the world have relied on algorithms, contact tracing, artificial intelligence or other data-based applications to combat the pandemic. In many cases, they have fallen short of their potential. At the same time, certain groups of people are left behind when access to and use of digital technologies is not distributed equally. In fact, according to the “Edelman Trust Barometer”*, trust in tech companies has declined massively in 28 countries in recent years. Looking at relative performance, all sectors have seen an increase in trust over the last eight years - except the tech sector. It is obvious: existing business practices in the digital world do not generate trust among the general public. The digital transformation is out of balance. There is a lack of responsibility and trust.

*Source: <https://www.edelman.com/research/trend-eroding-trust-tech-continues>

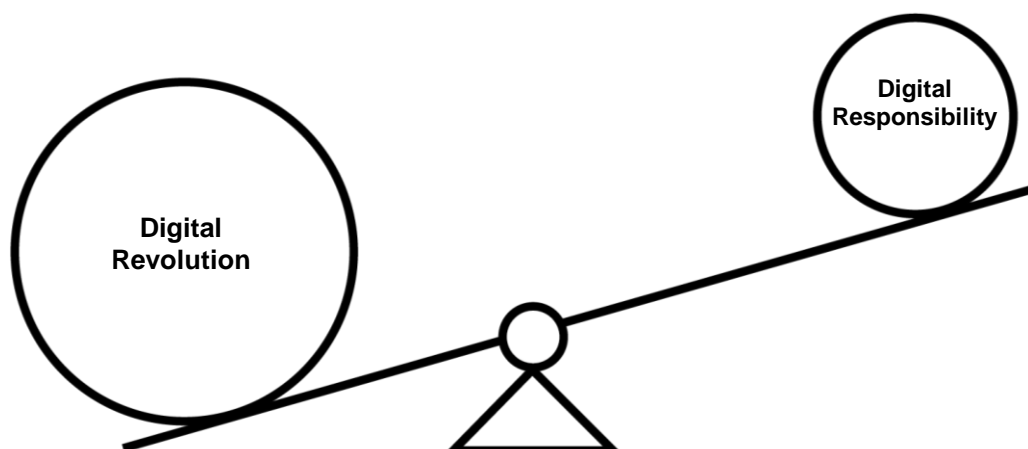
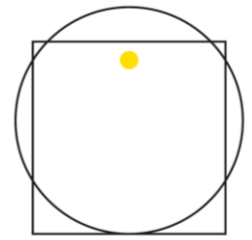


Fig. 1: Status quo of digital transformation: Digital revolution outweighs digital responsibility.
Source: Original Image © Identity Valley, Munich 2021

DIGITAL TRANSFORMATION TARGET VISION



**Digital revolution needs digital responsibility.
This is how trust is created.**

Only increased trust in digital technologies allows for sustainable digital transformation. The key ingredient is responsible behavior by all stakeholders. This avoids adverse developments in digital transformation, strengthens positive trends and opens up new opportunities for Europe.

Europe must take responsibility in the digital space and thus act as a role model worldwide. The trust created can become a global enabler for the positive potential of digital technologies.

In order to shape a functioning digital transformation in Europe clear goals and corresponding recommendations for action are needed.

Objective is to bring digital transformation back in balance.

Only a balance between digital revolution and digital responsibility can strengthen sustainability and increase the adoption rate for digital transformation.

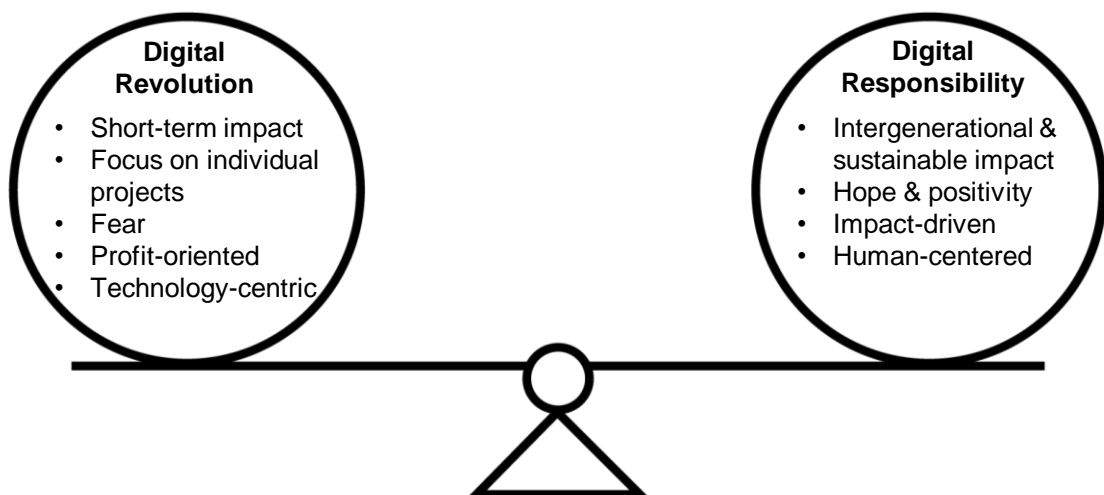
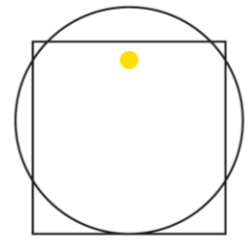


Fig 2: Target Vision of digital transformation: Digital revolution and digital responsibility in balance.
Source: Original image © Identity Valley, Munich 2021

IDENTITY VALLEY CREDO



Identity Valley is a nonprofit organization that asks for and promotes digital responsibility.

As a nonprofit organization, Identity Valley consists of thought leaders in academics, politics, industry and civil society united to create a digital world based on clear, human values. We do so through a variety of measures such as studies, networking, lobbying and communication.

Identity Valley advocates for a data economy based on trust, privacy, and personal identity, derived from the humanistic tradition of Europe. In doing so, the organization is partly a response to, partly a further development of Silicon Valley. It is as much about the possibilities of technology as it is about the accompanying assumption of responsibility - by companies, institutions and governments. In the process, the uniqueness of individual identities replaces what has arguably been the most important raw material, "Silicon." It initiates a change, away from the question "What can technology do?" to the question "What should technology do?".

Identity Valley wants to become the first point of contact on the subject of value-based digitalization and is setting ethical standards for this. Building trust by taking responsibility is a central goal of Identity Valley. The organization was founded in Munich, Germany, in 2020, consisting of the parent company "Identity Valley Projects UG (haftungsbeschränkt)" and the non-profit subsidiary "Identity Valley Research gUG (haftungsbeschränkt)".

Our Credo

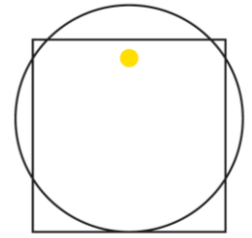
It's all about trust.



Abb. 3: Identity Valley brand/trademark.

Source: Original Image ©Identity Valley, Munich 2021

IDENTITY VALLEY IMPACT MODEL



How Identity Valley works: Through responsibility and trust in the digital space towards sustainable development.

In its work, Identity Valley is guided by a clear impact model: The digital transformation is currently failing to create sustainability. There is a lack of digital responsibility to build the necessary trust.

Identity Valley is therefore shaping a responsible and trustworthy digital space - as the basis for sustainable development.

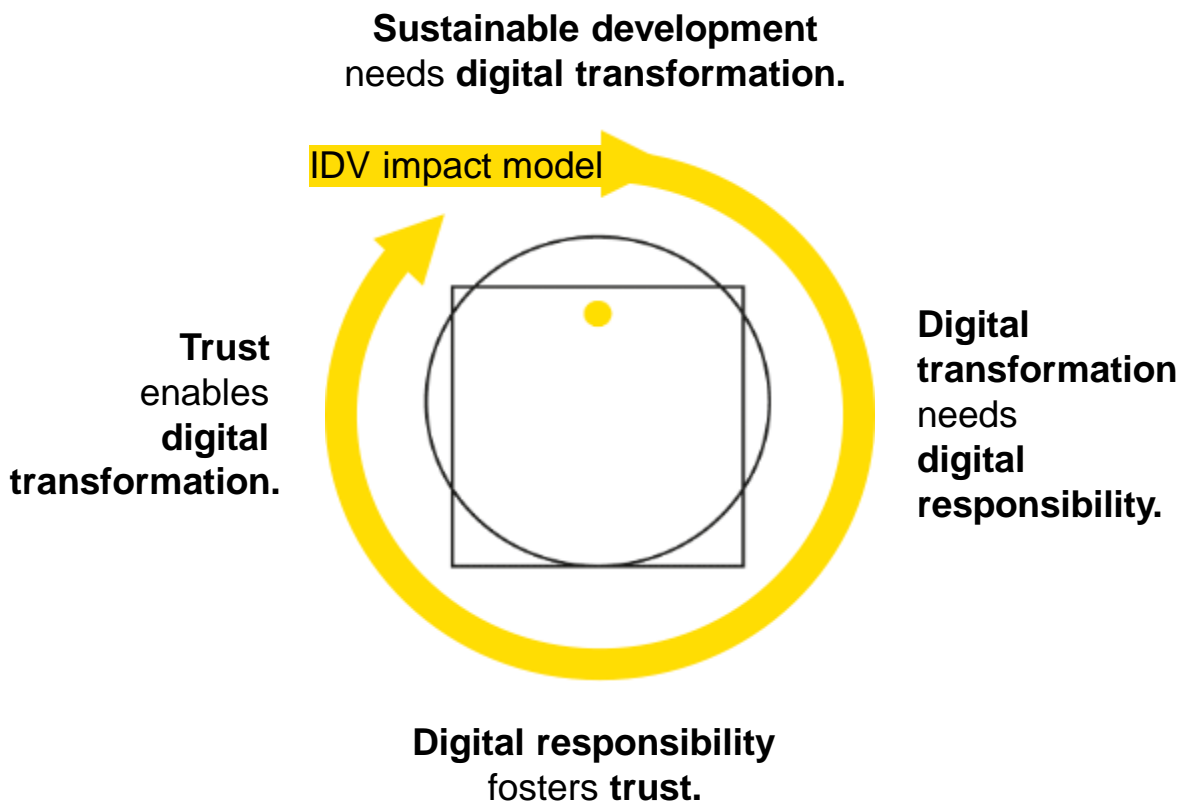
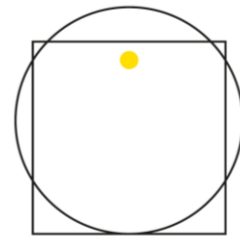


Fig. 4: Identity Valley impact model.
Source: Original Images ©Identity Valley, Munich 2021

IDENTITY VALLEY STRATEGY



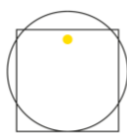
Identity Valley offers a portfolio of different measures to shape a responsible digital transformation.

Identity Valley brings together business, science, politics and society at the same table. The goal of the non-profit organization is to identify opportunities for a responsible, sustainable digital economy, protect personal identity, promote shared responsibility, enable digital innovation and thus create trust in the digital age.

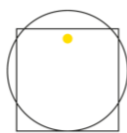
Different measures are needed to achieve a systemic impact. The core of Identity Valley is the orchestration of a continuous discourse with experts and practitioners from science, business and politics, involving civil society. This discourse is stimulated through communication and publications. Likewise, Identity Valley actively promotes more responsibility in the digital transformation through projects, studies and coaching.

Our Vision: „Identity is a human right for man and machine.“

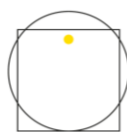
Through this change of perspective - understanding identity as the nucleus of a value-based digitalization - Identity Valley creates opportunities for a European digital economy.



Identity Valley is the **premier destination** for value-based digital transformation.



Identity Valley **provides guidance** for leading thinkers in academics, politics, and business.

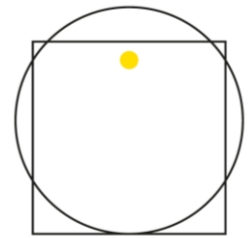


Identity Valley is **shaping the evolution** towards a responsible, sustainable and trustworthy digital world.

Fig. 5: Identity Valley – Strategic targets.

Source: Original Image ©Identity Valley, Munich 2021

IDENTITY VALLEY TOGETHER



Everyone should get involved: It's all about trust.

Creating an responsible digital world is a task encompassing the whole of society. Identity Valley is an open platform for science, business, politics and society, Help to actively shape digital transformation. Become a partner. Sign up now.

Your benefits	Partner (institutions, companies, initiatives,...)	Experts and Patrons (Experts, advocats)	Ambassadors (Citizens)
You are part of a movement for digital responsibility and actively shape change through your commitment.	✓	✓	✓
You gain access to Identity Valley's ecosystem and network.	✓	✓	✓
You learn more - through our exclusive information and at our unique events.	✓	✓	✓
You increase your visibility as an advocate and co-creator of digital responsibility and trust.	✓	✓	✓
You actively shape Identity Valley's activities as a strong partner.	✓	✓	
You gain exclusive access to our publications and studies.	✓	✓	
You take advantage of our projects and coaching on responsible leadership, transformation and trust as needed.	✓		
You take responsibility by integrating the Digital Responsibility Goals*.	✓		

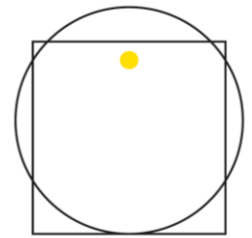
More information: www.identityvalley.org

*Publication on June 23rd 2021, register here: <https://europarl.webex.com/europarl/j.php?RGID=rb9eaea3e126be7c8b636e7817ba38f5d>

Fig. 6: Identity Valley – opportunities and benefits of collaboration.

Source: Original Image ©Identity Valley, Munich 2021

IDENTITY VALLEY THE PEOPLE BEHIND IT.

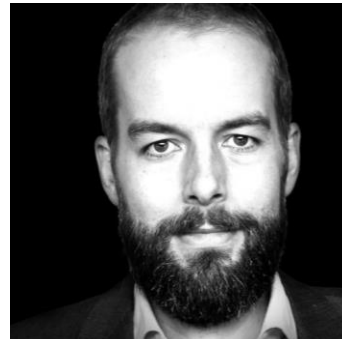


The Initiators.



Jutta Juliane Meier

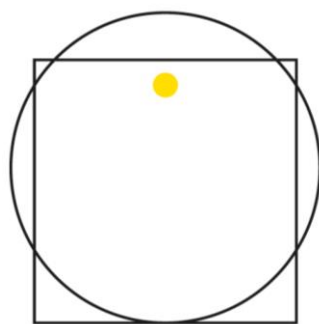
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...and many other creators & ecosystem partners of the



Identity
Valley

It's all about trust.

Contact and imprint

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