GLOBAL TRUST CENTER®

Enabling trust in the digital world

Innovation and Trust in the Digital World

Venice, November 5th 2007

Thomas Andersson, Chairman
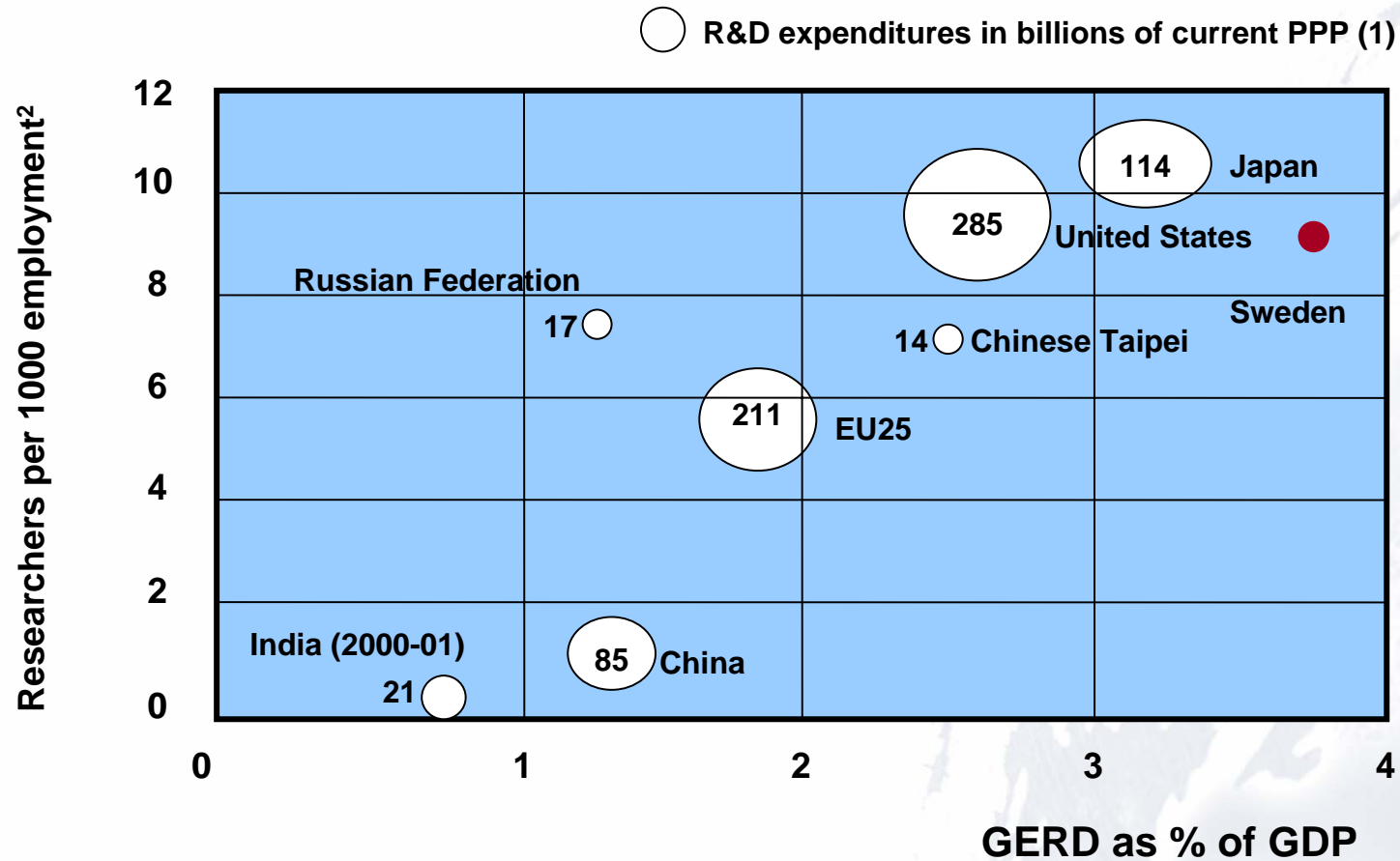GTC International Council
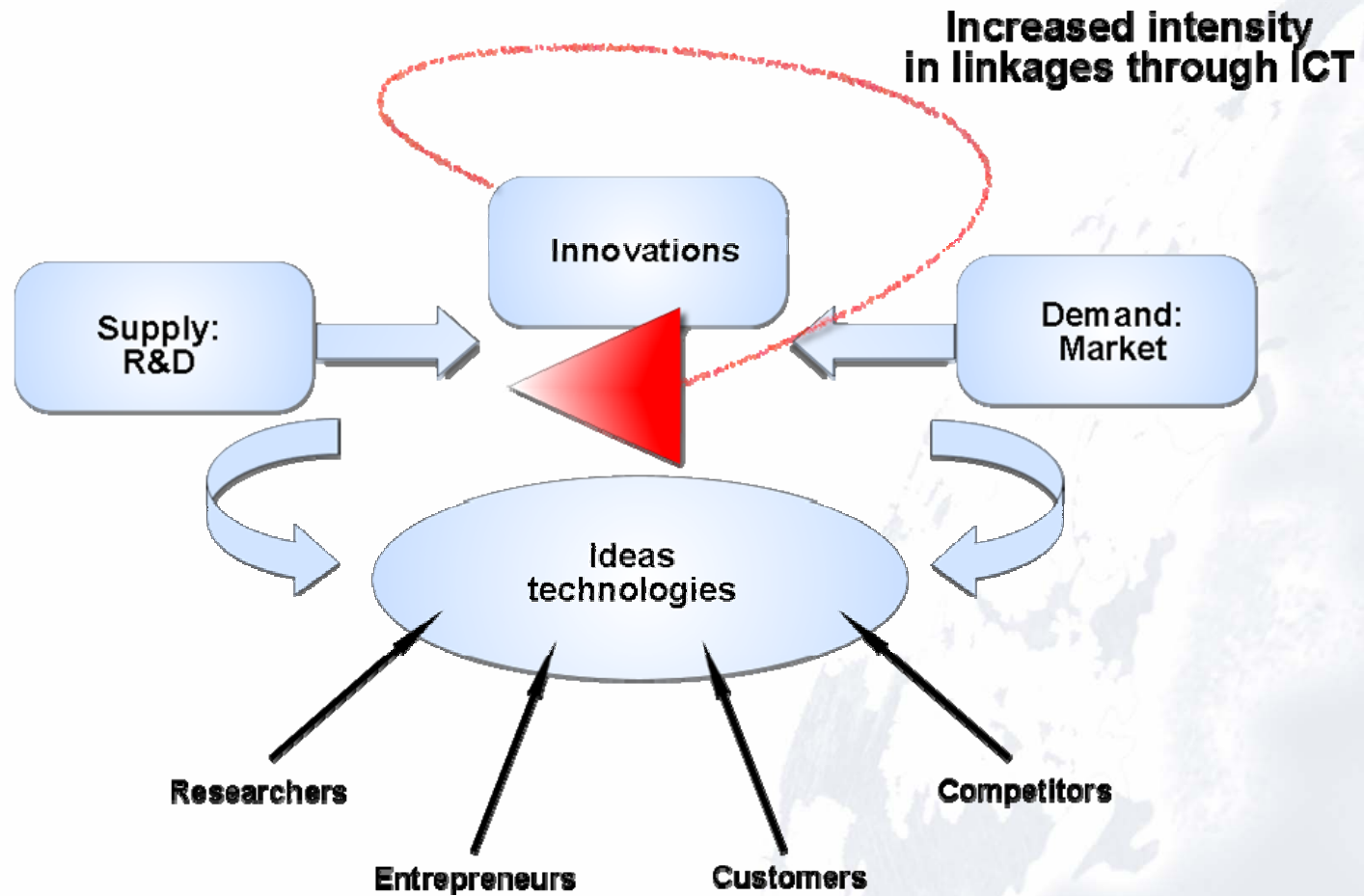
The Economic Evolution towards the Networked Society

Data	Information	Knowledge	Ubiquitous
Product	Solution	Innovation	Ecosystems
Competition	Cooperation	Collaboration	Coopetition
50's – 70's	70's – 90's	90's – 2000's	Today?

R&D in the OECD and non-OECD area, GERD in million USD, 2003

◯ **R&D expenditures in billions of current PPP (1)**

Researchers per 1000 employment[2]

GERD as % of GDP

- Japan: 114
- United States: 285 ●
- Russian Federation: 17
- Sweden
- Chinese Taipei: 14
- EU25: 211
- India (2000-01): 21
- China: 85

Source: OECD STI Scoreboard 2005

Abandoning the linear model

Increased intensity in linkages through ICT

Innovations

Supply: R&D

Demand: Market

Ideas technologies

Researchers

Entrepreneurs

Customers

Competitors

Source: IKED

Lack of seed funding

Public | Gap | Private

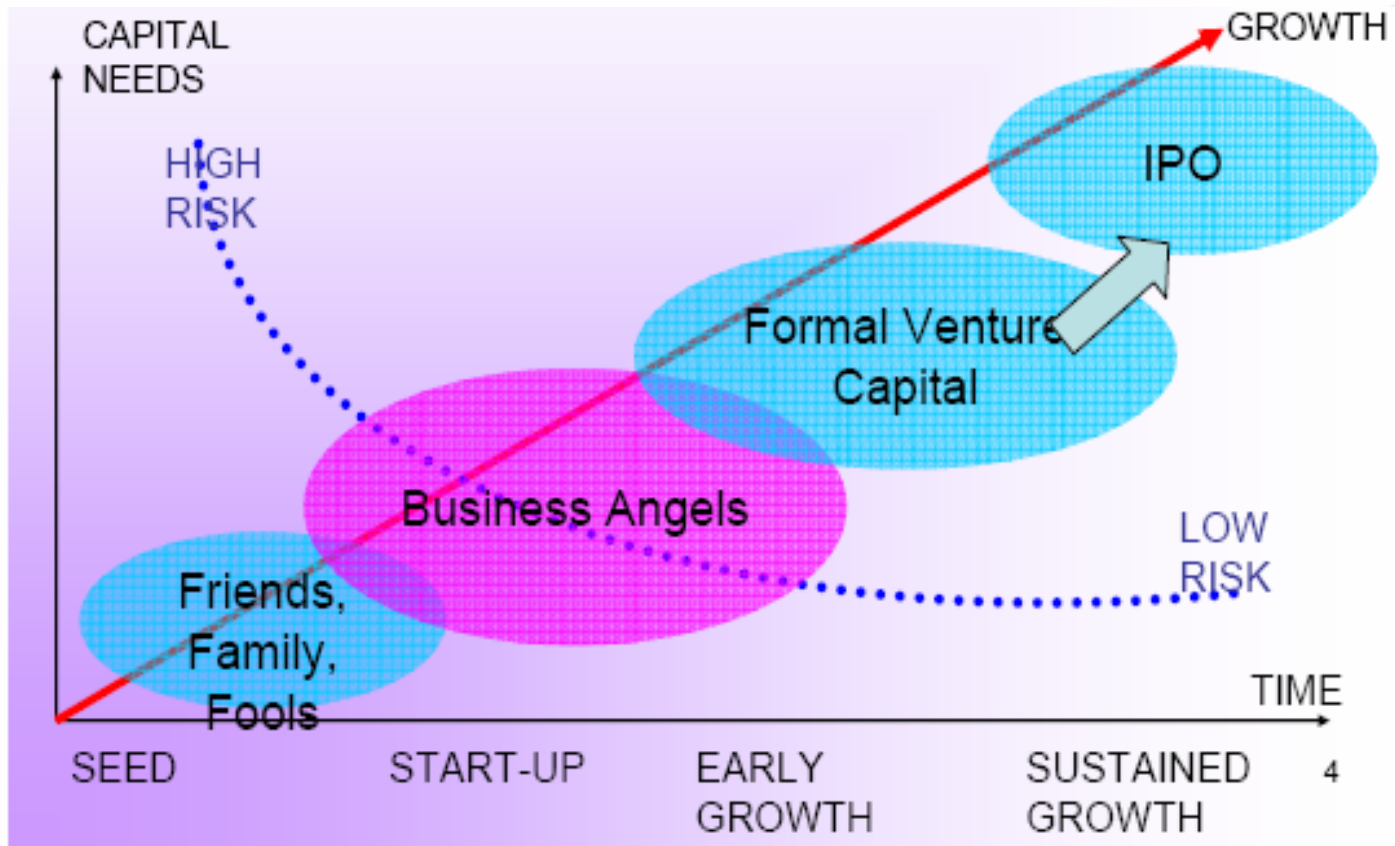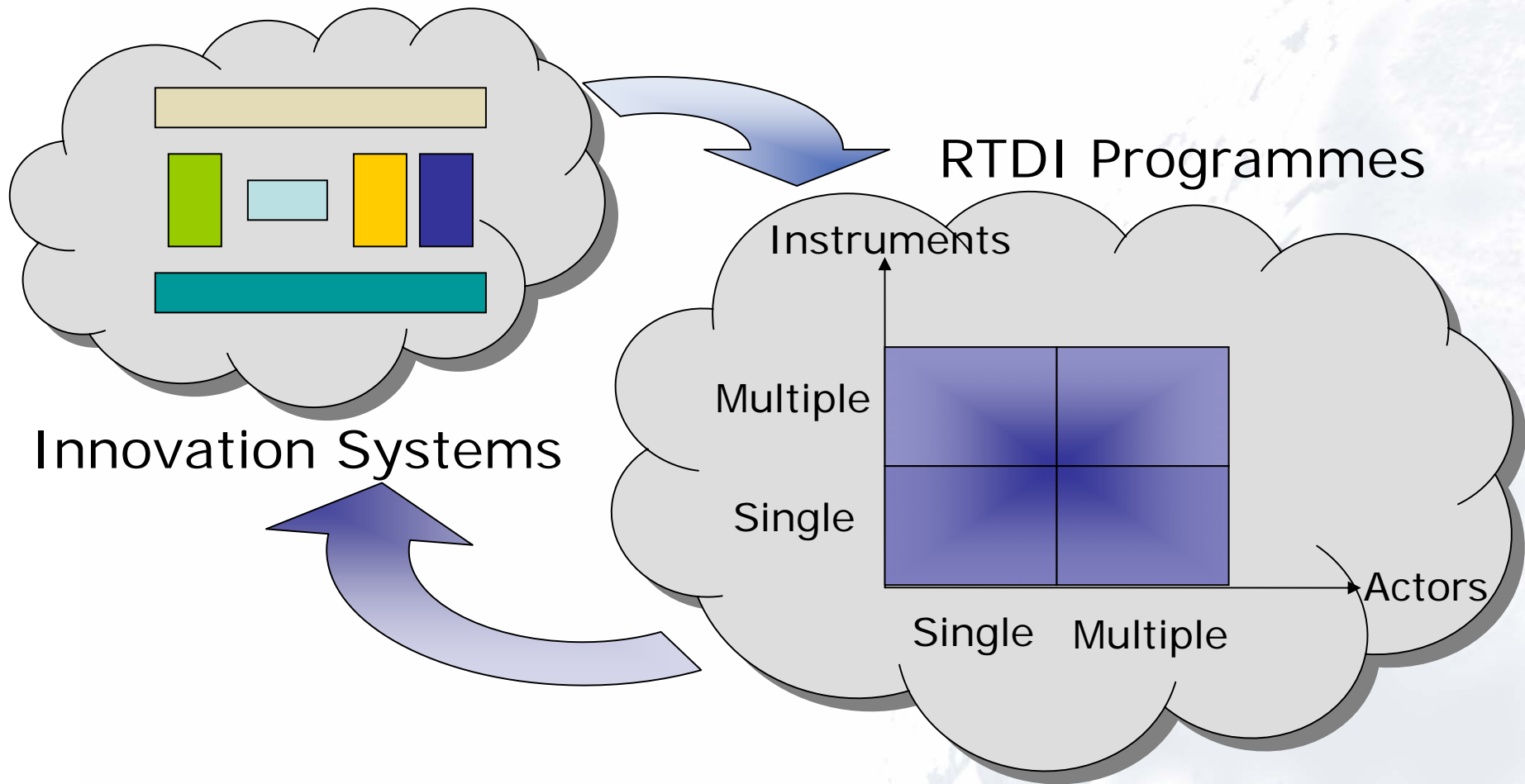Science → Development → Launching → Expansion → Established technology
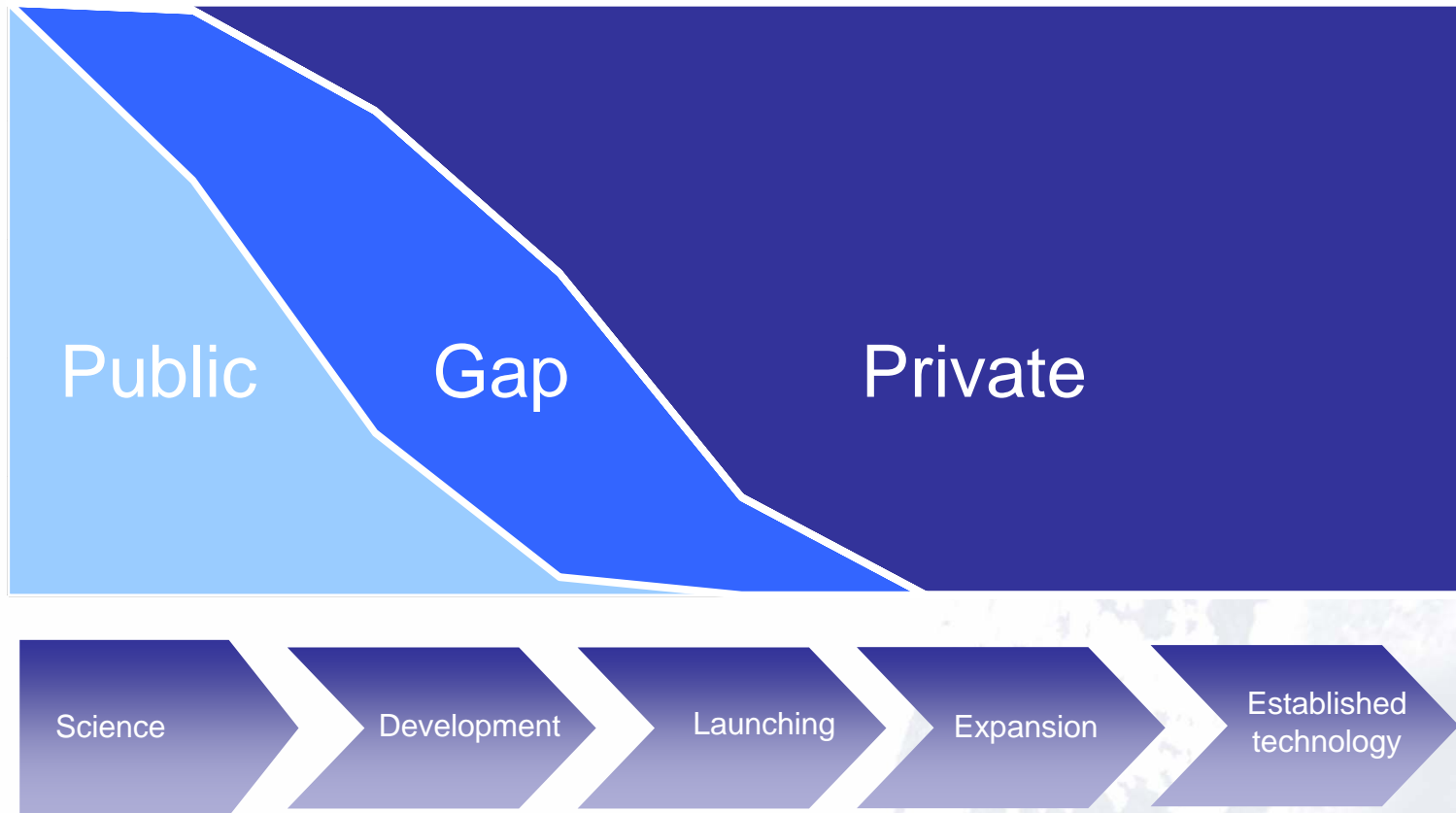
Diversified roles in funding

Source: Business Angel Networks

From research needs to innovation system bottlenecks

Empowering and Ubiquitous …

- New opportunities due to the digital environment
- enabling articulation of needs
- pulling responses

Around us: cars, toys, home, automation …

On us: watches, clothes…

Between us: who is who, can know and rely on …

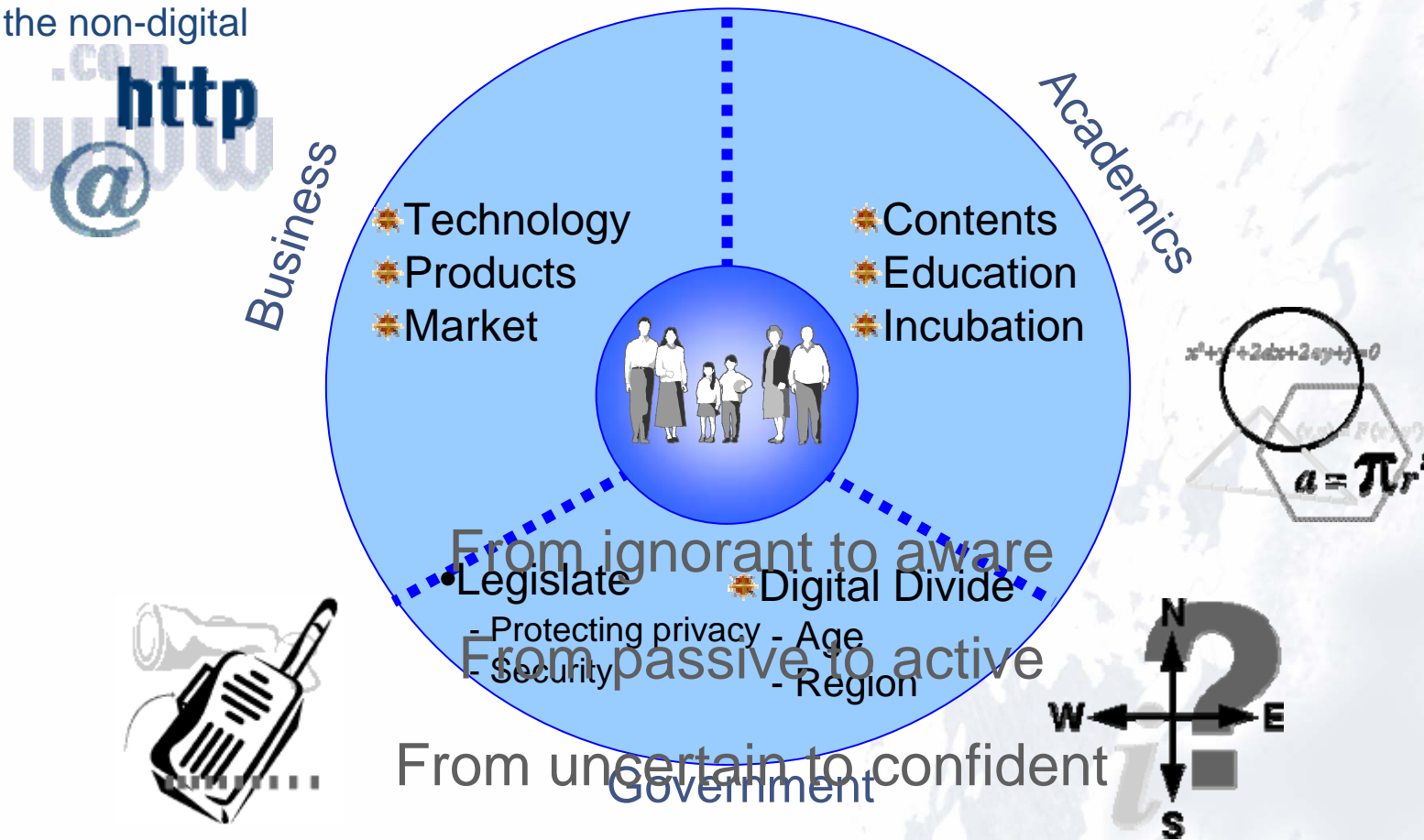In us: RFID tags for health care and automatic payment …

… not using technology for technology's sake!

The Collaborative Circle

- Government, Business and Academia need interface but also distinct roles

- End-users' needs and rights must be expressed, recognized and enforced in the digital world, as in the non-digital

Business

Academics

Technology
Products
Market

Contents
Education
Incubation

From ignorant to aware

- Legislate
  - Protecting privacy
  - Security

Digital Divide
  - Age
  - Region

From passive to active

From uncertain to confident

Government

Non-Digital vs. Digital World
- Implications for the End-User

- User-centric

- Action generated

- Equal legal situation

- Database-centric

- Database generated

- Biased / unequal
  legal situation

Critical weaknesses

- The Internet was not created as a medium for diverse interactions between multiple parties

- Few mechanisms to trace, account, audit or validate data

- The individual user cannot seamlessly transit between the 'real' and the digital world

- Digital data and information are organised around databases and organisations rather than 'people' - the users

- Fertile conditions for cyber crime

The fragmented stage of the digital world

- Piecemeal efforts to address security, across countries and industries

- Fundamental discrepancies in philosophy and methodology

- Absence of internationally accepted standards, e.g., on authentication and privacy

- Inconsistencies and weaknesses in interoperability

Identity is an important part of, and represents a vital starting point, in a business exchange
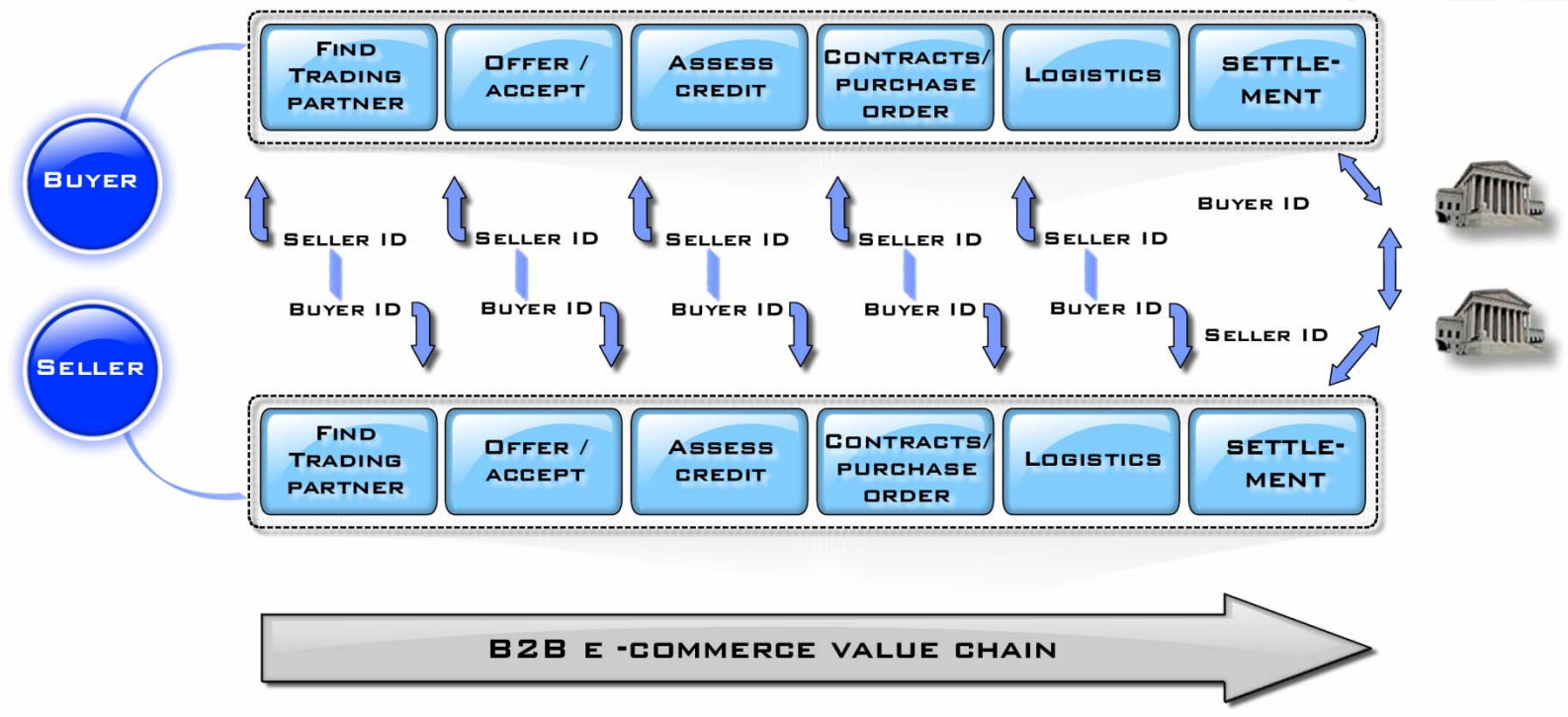
On Trust:

- Nobody is trusted by decree

- Experienced, subjective, personal

- Instantaneous, needs to be constantly recreated

- Real-world handshake, that has to be mirrored in the digital world

What is the GTC Mission?

- To form an independent and unique platform for all stakeholders to place the user at the centre of all interactions

- To reaffirm the fundamental values of:
  - Legality
  - Integrity
  - Accountability
  - Security
  - Privacy

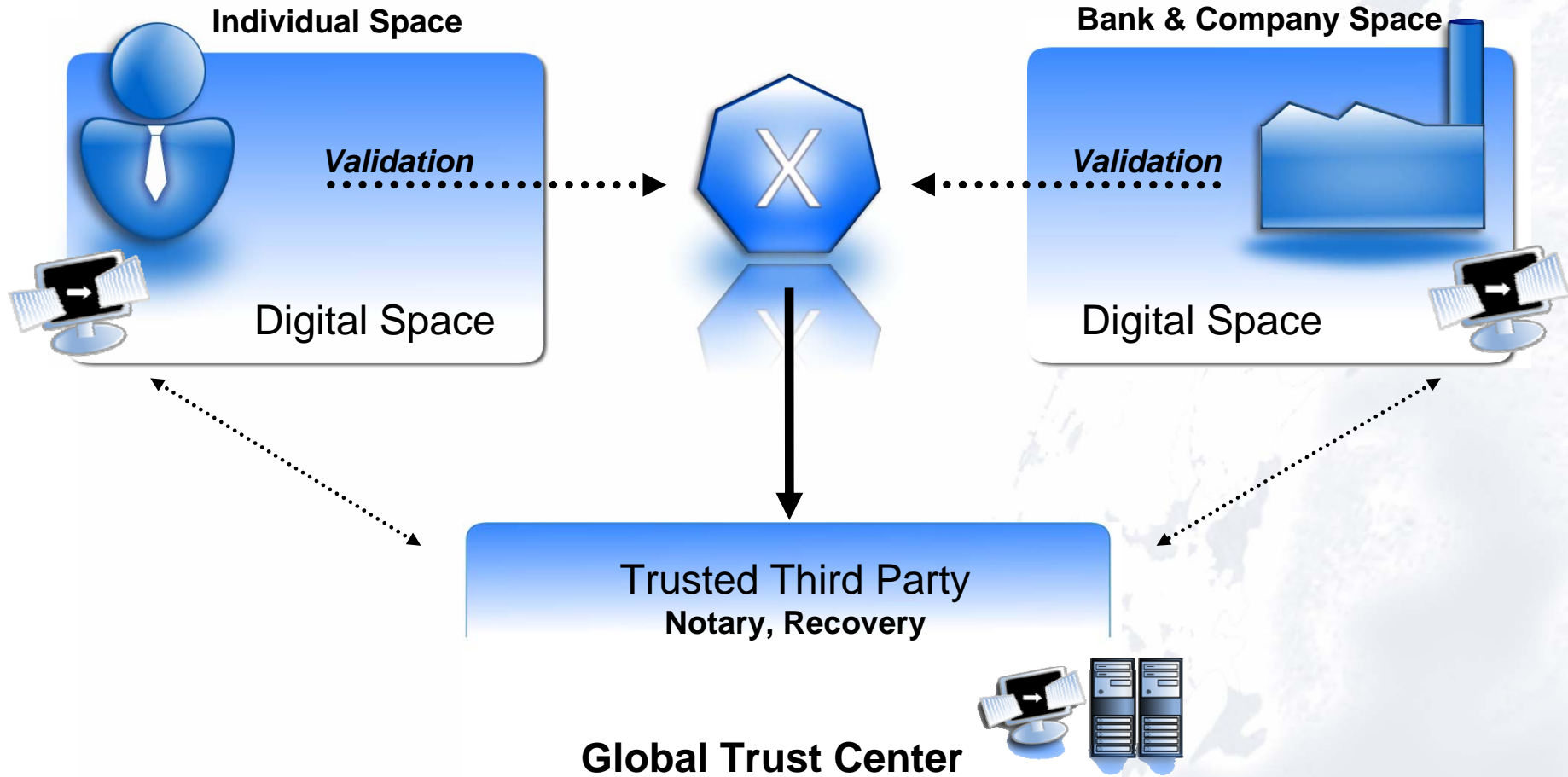- To reaffirm the standing of the user and human being

GTC Global Policy

- Specifies higher functionality for digital interactions
- Respects legislation & cultures in all jurisdictions
- Is technology- and vendor neutral
- Is future-proofed as well as working with previous technology
- Is secure to agreed international standards
- Provides independent witnesses
- Improves economic & innovativeness efficiency
- Is continually monitored, reviewed and updated
- Allows for seamless transition, both ways, beween the real and the digital world