

Trust Architectures for Collective Awareness and Action

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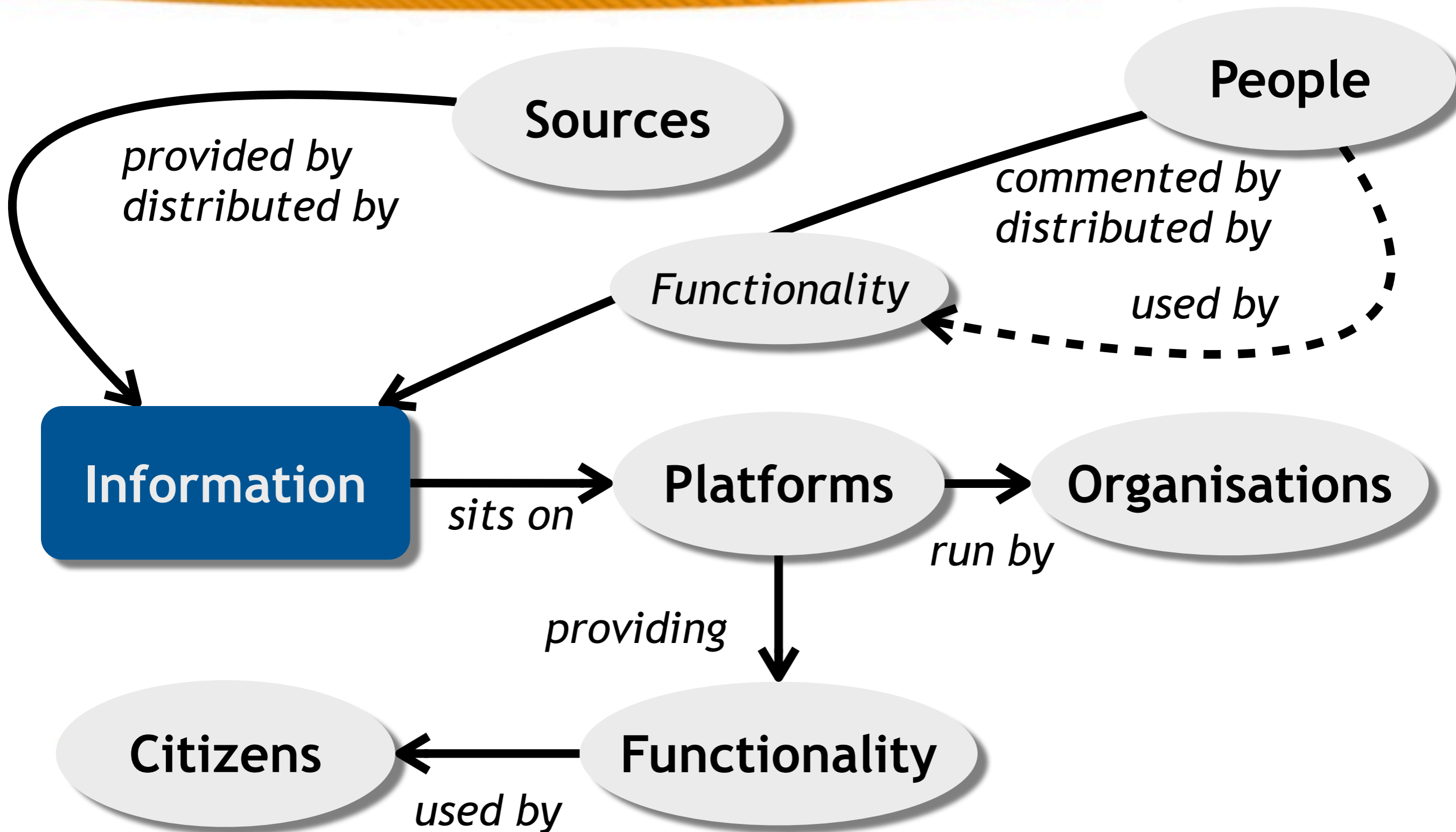
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“Individuals can “save the planet” if they are given the opportunity to *act socially*, based on *trusted information*. The key is enabling access to *trusted knowledge* about the state of their environment, the actions underway in their Communities to improve that situation, and the impact of their own actions”.

**Trust is a social
concept**

**How to best embed it
in a platform is still
an open question**

Behind trusted information there is a chain of trust



Elements of a Trust Architecture

Objective Trustworthy ICT: “a trustworthy Information Society based on an *ecosystem* of digital communication [...] *must ensure strong interplay with legal, social and economic research* in view of *development of a techno-legal system* that is usable, *socially accepted* and economically viable”.



Societal governance

Content governance

Technological governance