Considering Identity as a Business Opportunity

Discussions related to identity often focus on technology, philosophy, or governance, but what about the commercial opportunity it presents? This will change on 8th June in London, at the EEMA Annual European Conference 2022, when Dr Jacqui Taylor, CEO of FlyingBinary and one of the 20 most powerful UK entrepreneurs, presents 'Identity as a Business, Investment Decisions & Emerging Marketplaces'.

EEMA's 35th ANNUAL EUROPEAN CONFERENCE 2022 | 8-9 June 2022 www.eema.org | Hosted By Microsoft

Securing Identity and its Business Models

Rick Chandler Recognised by the BCS

EEMA Board Member and EEMA Lifetime Achievement Award recipient (2018), Rick Chandler, has been presented with the John Ivinson Award by the Chair of the BCS, Mayank Prakash.

The Chartered Institute for IT in the UK made the award in recognition of Rick's outstanding voluntary contributions to the BCS.

Introducing Identity Agents

Netriver Systems is one of the latest organisations to join EEMA. In a new EEMA video its Managing Director, David White, introduces the new concept of an Identity Agent - a policy-driven online service accredited to represent and share identity information on behalf of an individual or organisation.

https://www.eema.org/insights/eema-expert-interviews-david-white-netriver-systems/

Realising the
EU Digital Single Market

The Digital Single Market is a priority for the European Commission, to improve access to digital goods and services, create an environment where digital networks and services can prosper, and digital can be a driver for growth throughout the EU. Supporting this strategy is Digital Europe for All (DE4A), a three-year EU funded Horizon 2020 project that commenced in 2019, with the aim to make it easier for citizens and businesses to work, study and live in other EU Member States.

The DE4A project is facilitating this aim by embracing innovative technologies, such as blockchain to reduce the effort needed to transfer official documents. It does this by providing direct and permissioned digital communications, with consideration for EU regulations (SDGR, eIDAS and GDPR), declarations (Tallin, Berlin and Lisbon) and principles (Once-Only Principle).

The premise of the Once-Only Principle (OOP) is that citizens and businesses need to provide data and documents to a public administration within the EU once. In doing so, it reduces administrative burdens for all parties, improves data reliability and fraud prevention. Member States committed to the OOP in 2013, and the SDGR (2018) has the ambitious deadline to deliver this complex initiative by the end of next year, at which time EU ID Wallets are also scheduled to be issued.

To achieve this target there are four main challenges that must be overcome - trust, interoperability, user centricity and technological development. Currently, not all EU citizens have access to eID and identity matching between Member State is an issue. Furthermore, there is the question of how many Member States support identity for legal persons, as well as are e-services ready and able to accommodate cross-border users. Then there are language barriers, the structure of data across the range of data sources.

The eIDAS Trust service framework, along with the pending amendment to the regulation (eIDAS2) and new game changing EU ID Wallet are fundamental in overcoming these challenges. These services currently include electronic signature and seal creation, validation and preservation, certificates for signatures, seals, and web authentication, as well as electronics timestamps and registered delivery services. However, there are also a number of new services that are particularly useful in the context of SDGR, such as the electronic attestation of attributes, the management of remote electronics signature and seal creation devices, and electronic ledgers.

To demonstrate the many practical benefits of overcoming these challenges (for citizens, businesses and administrations), DE4A last month announced the launch of its studying abroad pilot. The cross-border education service will allow students from one Member State to easily apply for recognition of higher education diplomas in another.

More information about the Digital Single Market and DE4A is available in a recorded webinar: www.eema.org/events/de4a-project-collaborates-with-digital-sme-alliance

Share your news with EEMA members. If you have news, initiatives and opportunities that you would like to share with other EEMA members please email Graham Thatcher: **graham.thatcher@eema.org**