DIACC ⊘ CCIAN
PUBLIC TRUST FORUM

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Introduction

The Public Trust Forum seeds actionable recommendations for entities committed to building confidence in digital trust, including identity verification, credentials, wallets, networks, and modern authentication.

A Trust Gap

Digital trust can put people in control of data, streamline processes, enhance security, and improve service access. Yet, DIACC research indicates that some people (23%) are unsure or apprehensive about the benefits.

Simply Put

Simply put, digital identity enables people with the choice and control to use their credentials offline for their online activities. And our research indicates that most people (55%) already feel the positive impacts of secure, convenient, and privacy-enhancing digital services.

Recommendations

1. Don't wait for a universal consensus on adopting digital trust capabilities. It will never come. Commit and message that public adoption is voluntary. Individuals may choose to use digital trust services or not.

2. Make significant education investments at municipal, provincial and federal levels and in the private sector to inform the public about the benefits of well-designed capabilities. Focus on easy use cases (i.e., digital parking or bus passes, obtaining a business licence.

3. Reduce the temperature by moving public messaging away from the confusing term "digital identity" in certain situations. Terms like "verify," "authenticate," and "credential" are more easily understood.

4. Communicate digital trust importance for public safety as scenarios where digital services reduce response pressure and help get resources faster to those in need. Pandemic-related personal safety concerns accelerated the demand for modern digital services.

5. Break transformation down into manageable outcomes rather than trying to boil the ocean with a national or universal strategy.

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