29.09.2022
ROTTERDAM
#EIDS2022
EUROPEAN
IDENTITY
SUMMIT

EIDS TOPICS
Presently, the world is booming with digital connectivity. People, organisations and all types of internet-enabled devices are all interacting digitally. Users have come to expect seamless, rapid, convenient and personalised experiences that the online world has facilitated, and their expectations will continue to soar. New opportunities emerge as digital disruptions take place across all sectors – from the delivery of telemedicine and digital prescriptions, through platform economy and the development of an increasingly liquid workforce, digital banking, the use of Internet of Things (IoT) devices, the digital transformation of supply chains, to the provision of government services.

Advances in technology are profoundly changing how organisations and individuals interact with one another. Just a few years ago, few could imagine entering a stranger's car or inviting a stranger they met online into their home to help with household chores or care for loved ones. Today, millions of these transactions take place daily. However, difficulties with asserting identity in a digital world fuel uncertainty and the lack of trust limit the adoption of services offered online, regardless of their value. The digital revolution has also introduced new fraud schemes, including identity theft and misuse of personal data. Cybersecurity incidents have become a pervasive and seemingly permanent threat to personal data privacy, threatening the foundations of trust on which society functions.
To reduce such risks and increase user confidence, organisations typically add checkpoints intended to identify, verify and certify individuals. These mechanisms often add unwanted friction, resulting in a set of steps that users must repeatedly take across multiple organisations with which they interact. Moreover, these mechanisms have limited effectiveness in reducing the risks of identity fraud while raising justified privacy concerns.

These issues are increasingly salient as digital approaches become the norm. The heart of the problem is that individuals and organisations must be able to trust that people are who they claim to be in every online transaction. For that, they need a more functional, valuable, trusted, private and secure way to reliably identify themselves and the entities related to them in the online world. In short, organisations need to reimagine and transform the way digital identities are managed today.

As user expectations change regarding how digital identity is managed, organisations must reposition themselves in how they interact with their citizens, consumers, and employees. The time to act is now. The digital identity revolution has already begun, and together we can shape the narrative of Digital Trust in a positive way. Join the revolution and become a partner of our inspiring event. We have developed a partnership programme to meet your needs and create the utmost exposure and impact!
The European Identity Summit focuses on three key topics, because we believe that these are the guiding principles and binding forces within the complexity of everything that touches upon digital identity.

**Digital Trust**

The pandemic has forced rapid digitalization all around the world: Schools have transformed to support online learning, many jobs have become entirely remote, and automation has accelerated in a wide array of industries. In addition, many countries have established digital systems from GAFAM to Covid trace-apps by governments. This digital growth has demonstrated the tremendous capacity for technology to add value to our society and personal lives, but it has also revealed how fragile these tools — and people's trust in those tools — can be.

To build trust in the digital systems that connect us all, it is essential first to understand how people do (or don't) trust their digital ecosystems today and how we can translate these insights in trusted, human-centric and ethical solutions that support people in their daily lives without having security or privacy concerns by providing the much needed transparency.
Human-centric, digital identity lets people know who they are dealing with without revealing more than the strictly necessary information. Digital identities give the user control of their data and streamline how businesses and governments allow people to register and access their services and trade with the end-user being ‘in control’. It has great potential for online education, issuing employment credentials, fighting fraud or proving one’s health status. Digital identity was often confined to the technology community or banking’s Know Your Customer checks and to combat money laundering but with our digital footprint extending into all walks of life, digital identification is becoming a global topic.

A healthy digital identity network widens civic participation and supports societal advancement. A future proof digital ID ecosystem is not only a motor to connect people, governments and the private sector in a trusted and transparent way – but it also accelerates participation in the economy, work and mobility.
Identity of the Future

Identity is our most valuable asset. How will ID verification be unleashed in the metaverse? Even in familiar physical and online worlds, identity is becoming increasingly difficult to safeguard. The proliferation of applications to manage identity and prevent identity theft attest to the many ways in which one’s very sense of self can be subverted by digital ambiguity. Now the creation of highly-developed metaverses – evolving from familiar multiplayer gaming to immersive virtual 3D worlds – brings a higher degree of complication to the challenge of securing identity. As metaverses fast come to feel increasingly like the real world – driven by the exponential growth of 5G and virtual reality technology – more of life will be spent inhabiting their complex worlds.

One of the most important implications of enabling identity in the metaverse is allowing people to migrate freely – as the same individual – between different virtual worlds that hold vastly different characteristics, cultures and rules of the game. The question remains; how does our identity evolve across the physical and virtual world and how do we stay ‘in control’ and can we?
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Digital Trust
Everything is Identity
Identity of the Future

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