



Faculty of Design

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## Identity and Digital Spaces: A cooperative experience

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Relating Systems Thinking and Design  
2022 Symposium  
University of Brighton, Brighton, UK,  
October 13-16, 2022

## **IDENTITY AND DIGITAL SPACES: A Co-operative Experience**

A case study on the design of digital identity and trust networks for a co-operative ecosystem.

**Osioke Itseuwa, Angus McLeod, Nick Meyne, Federico Piovesan**

# The 7 Cooperative Principles

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- 1 Voluntary and Open Membership
  - 2 Democratic Member Control
  - 3 Members' Economic Participation
  - 4 Autonomy and Independence
  - 5 Education, Training and Information
  - 6 Cooperation Among Cooperatives
  - 7 Concern for Community
- 

## We Build Communities

Quality products and solutions for communities, backed by our next-generation coöperative.

 SOLUTIONS

 PRODUCTS

 COÖPERATIVE

### How can we help you?

**What do you need? \***

- Branding (Theme or Website)
- Software (Plugins or Infrastructure)
- Services (Consulting or Project Management)
- Multiple! (Branding, Software and Services)

[Submit](#)

### We're Trusted by World Leading Organizations

We work with some of the largest enterprises on the planet, top universities, leading trade associations, recognised non-profits, exciting startups and small local businesses across the Americas, Europe, Africa and Asia.



# Community Powered Tourism

Have a positive impact on your place  
and on your next destination.

## You book, You donate

For every booking you make with us, you direct **50% of our booking fees** to a community project in the place you visit.

 Choose Destination ▾

 Check-in ▾

 Check-out ▾

 1 ▾

[BOOK NOW](#)

### WE COMMIT TO

We are a **cooperative platform**  
that puts **people over profit**  
by **reinvesting in the communities.**

[Read our manifesto.](#)



# The co-operative music streaming platform. Owned and run by members.

- #ambient
- #acoustic
- #alternative
- #chill
- #dream-pop
- #electro
- #electronic
- #experimental
- #folk
- #funk
- #hiphop
- #house
- #indie-pop
- #indie-rock
- #instrumental
- #jazz
- #metal
- #podcasts
- #pop
- #punk
- #reggae

NEW RELEASES RANDOM CURRENTLY PLAYING



Jaded Forum: Episode 13  
Jaded Forum  
#podcast #comedy



Distorted Glove  
DJ James Naughty  
#alternativehiphop #beats #diy



Jaded Forum: Episode 12  
Jaded Forum  
#podcasts #comedy



Jaded Forum: Episode 11 (feat. Taylor Denise)  
Jaded Forum  
#podcasts #comedy



At least 12% of people on earth is a cooperators of any of the 3 million cooperatives on earth.

Cooperatives provide jobs or work opportunities to 10% of the employed population.

The three hundred largest cooperatives or mutuals generate 2,146 billion USD in turnover while providing the services and infrastructure society needs to thrive.



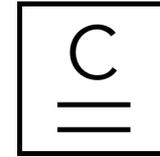
## Cooperatives are:



- socially responsible
- governed by their workers
- care for their communities

...but tend to work in digital isolation

Cooperatives need to be 'wired to cooperate, not compete' with each other... needs a common infrastructure of identity and trust for co-operatives and their members.



## Cooperative credentials

### Benefits

For Members:



- move freely between coops
- transact easily
- control privacy

Get together in our own standards boat...

For Coops:



- cross-sell (ethically)
- share KYC costs
- comply with GDPR

Coop Credentials provides a secure, common way to identify, authenticate and give appropriate access to participants in a commons of cooperative membership. It promotes cooperation with other co-ops in multiple use-cases: securely and with respect for member privacy.

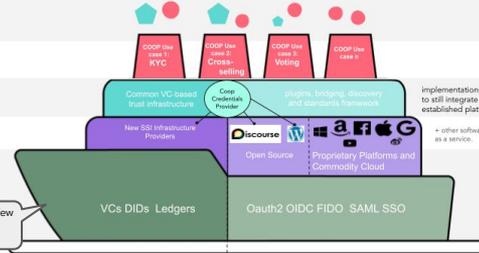
Members & End Consumers

Aligned cooperative collaboration

Co-operative trust and identity

Commercial Platforms and Cloud Services

Identity Service Standards: "Web3" and "Web2"



Technology stacks are like the decks of a ship..... few passengers care about the lower decks..... unless things go badly wrong

emerging self-sovereign identity standards

established federated identity standards

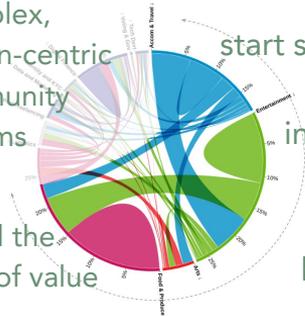


Not in theirs, purely by default

How to design and build, launch and navigate?

Complex, human-centric community systems.

Model the flows of value



start simple, show, discuss, in community:

Understand how we can:

See what emerges or 'coalesces'. Consider 'autopoiesis'\* ..learn, iterate, grow the use-cases:

KYC? Cross-Selling / Loyalty?  
Data Commons? Ballots? Events? ....

work - benefit together from this?  
comply (legal) - reduce our mutual risk / meet obligations?  
play - have fun / enjoy doing this together?



- product(s)
- service provision
- assurance community
- cooperative governance

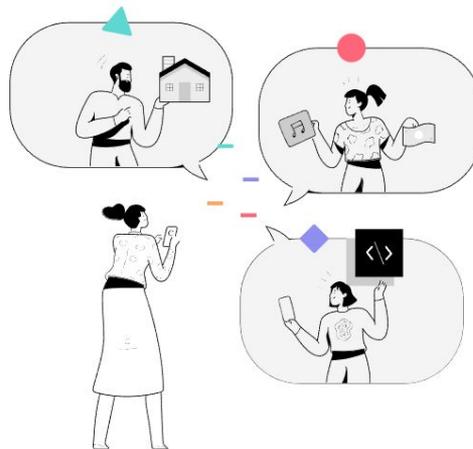
\* Autopoiesis - the capacity to self-reproduce and organise

# Common Co-operative Membership.

We're a group of co-operatives working on common co-operative membership using verifiable credentials.

Email: [contact@coopcreds.com](mailto:contact@coopcreds.com)

[CONTACT](#)



## The Problems

An overview of the problems we're trying to address, drawing from the experiences of FairBnB.coop, Resonate and Pavilion.

## Our Solution

Our solution to the problems we've identified. A common co-operative membership implemented through Verifiable Credentials.

## Our Work Plan

An overview of our work plan for the next year, and how you can get involved at each phase of the work.

## Verifiable Credentials

A digital credential stored in a digital wallet. Like a physical credential, such as a drivers licence, or a university degree, you can use it to prove something.

## Ecosystem Models

Short summaries of proposed models for the Co-operative Credentials Ecosystem.

## Your credential was verified!

Click your avatar in the top right to see more.

-   
Our latest pitch
-   
Our technical overview
-   
Our community calls

all categories ▾ all tags ▾ **Categories** Latest  + New Topic

| Category   | Topics | Latest  |
|--|--------|---|
| <b>Problems</b><br>Where we describe the problems we're looking to solve, with real-world examples.  | 4      |  <b>Open Workplace Recognition using Verifiable Credentials</b> <span style="float: right;">0</span><br>Ecosystem <span style="float: right;">11d</span>  |
| <b>Development</b><br>Where we discuss the development of the Co-op Credentials technical infrastructure.  | 7      |  <b>Notes from Team Meet 19th August</b> <span style="float: right;">0</span><br>CoopCreds Team <span style="float: right;">Aug 25</span>   |
| <b>Ecosystem</b><br>Discussions about ecosystem around Co-op Credentials.  | 21     |  <b>Trust.. in remote working</b> <span style="float: right;">0</span><br>Problems <span style="float: right;">Aug 22</span>  |
| <b>Organisation</b><br>Where we discuss the coopcreds.com organisation itself.   | 3      |  <b>Conference RSD11 - Brighton</b> <span style="float: right;">1</span><br>CoopCreds Team <span style="float: right;">Aug 22</span>  |
| <b>Use Cases</b>   | 6      |  <b>Osioke's Notes and Ideas</b> <span style="float: right;">14</span><br>CoopCreds Team <span style="float: right;">Aug 19</span>  |
| <b>Events</b>  | 9      |   |
|  <b>CoopCreds Team</b> <span style="float: right;">55</span><br>Where we discuss the Stay Fair Play Fair ESSIF Lab project.<br>Events   |        |  <b>Pragmatic Standardisation for Coop Credentials: Google and Apple Wallet APIs?</b> <span style="float: right;">3</span><br>Ecosystem standardisation <span style="float: right;">Aug 17</span> |
|  <b>Consultation</b> <span style="float: right;">27</span><br>Where we keep the stakeholder responses to our surveys. The private survey sub-categories are kept strictly private, viewable by admins only. |        |  <b>Proposal for Nick to attend Rebooting the Web of Trust</b> <span style="float: right;">1</span><br>CoopCreds Team <span style="float: right;">Aug 16</span>                                  |

FDI for international trade - the global



Search or jump to...

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## Co-operative Credentials

Common co-operative membership using verifiable credentials.

<https://coopcreds.com>

[contact@coopcreds.com](mailto:contact@coopcreds.com)

Verified

Follow

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### Pinned

Customize pins

[coopcreds.com](#) Public

Common co-operative membership using verifiable credentials.

● HTML ☆ 2

[discourse-verifiable-credentials](#) Public

Discourse plugin to control Discourse group access via verifiable credentials.

● Ruby

View as: **Public**

You are viewing the README and pinned repositories as a public user.

You can [create a README file](#) visible to anyone.

[Get started with tasks](#) that most successful organizations complete.

### Repositories

Find a repository...

Type

Language

Sort

New

- [coopcreds.com](#) Public

Common co-operative membership using verifiable credentials.

● HTML ☆ 2 GPL-2.0 0 0 0 Updated 20 days ago
- [discourse-coopcreds](#) Public

● SCSS ☆ 0 GPL-2.0 0 0 0 Updated on 11 Apr
- [discourse-verifiable-credentials](#) Public

Discourse plugin to control Discourse group access via verifiable credentials.

● Ruby ☆ 0 GPL-2.0 0 0 0 Updated on 11 Mar

### People



Invite someone

### Top languages

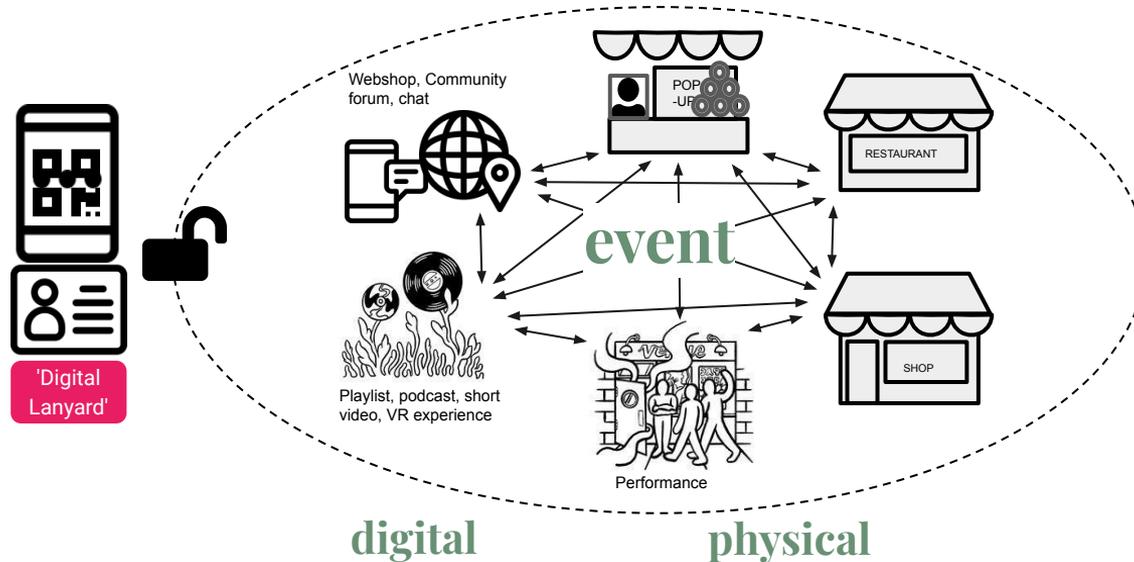
● Ruby ● HTML ● SCSS



OPEN SOURCE

## Pilot

Support **hybrid community events** (both virtual and physical 'pop-up') involving **four sectors**: ethical tourism, music and entertainment, arts and craft, and short food chain.



# Event ecosystem

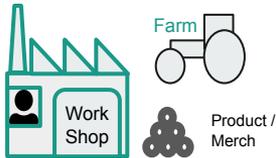
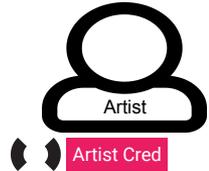
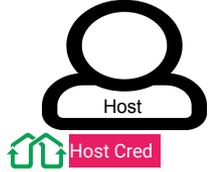
## Actors and Resources

Key:

Issue

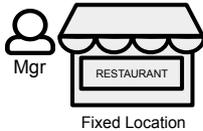
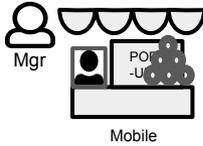
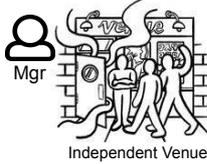
Verify

### Event Inputs



Verify Supporter/  
Lanyard

### Point of Sale



EM PoS Cred

Verify  
'Lanyard'

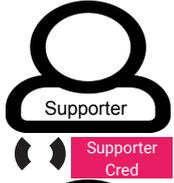
### Logistics



PoS Cred

Verify  
'Lanyard'

### Consumers



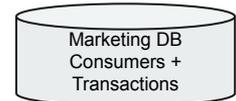
Verify PoS Cred

### Event Orchestration

Issue of Event  
'Digital Lanyard'



Event Preparation and Facilitation Services:  
Website, Social Media, Marketing Campaigns, Promotions, Event Art, Branding, Special merchandising, brokering / facilitation, plus Professional Services:  
Legal, Accountancy, IT, Office Costs, Insurance, Permits, Licenses, HR



## The 'Data Commons' opportunity

Additional coop ecosystem service opportunities to create a 'data commons'

Features **privacy-respecting marketing** and enhanced insight into consumer and producer behaviours.

Basis of premium services in enhanced market orchestration and optimisation. Such tools are typically available only to sophisticated supply-chain organizations through multinational ownership (such as Haier).

Co-op Ecosystem Benefit: Provide an identity and trust foundation for services that enable co-operatives to co-operate and compete more effectively against corporate structures.

### Event Orchestration



Event Preparation and Facilitation Services:  
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