

The Case for Good ID

Advocacy Messaging Toolkit

Messaging for Testing

Introduction

The following message framework was developed by FleishmanHillard with support from Omidyar Network to test key arguments, messaging, and language related to Good ID with private and public sector stakeholders.

The messages below were tested via an online survey between August 21, 2019 and September 12, 2019 with more than 70 government and business representatives. Stakeholders were selected for their knowledge of identity programs and the digital economy, and only those who were “very” or “extremely” knowledgeable on these topics and currently working for an organization developing identity or personal data products and services were invited to participate in the survey.

Government and business respondents were presented with an introductory narrative about Good ID, and then surveyed on the audience-specific messages below. Stakeholders evaluated these messages using an online tool to highlight words and phrases they found appealing and/or confusing. They were also asked to rank and select the strongest arguments within each theme below.

Insights and findings from the message testing are reflected in The Case for Good ID Advocacy Messaging Toolkit. You can also review detailed results of the message testing in Appendix B: The Good ID Message Testing Report.

Core Messages to Test

The core messaging below was developed to test different approaches for the overall framing for Good ID. These messages were designed to set the context, explain what’s at stake, and define Good ID.

Introducing Good ID

To transact with trust in the modern world, we must prove that we are who we say we are. We all have identity profiles to facilitate this, some established informally in our online activity and others formally created by governments and businesses. With access to identifiable data like demographics, location, preferences, and biometrics, governments use these profiles to identify each person uniquely and to extend rights or entitlements to qualified groups. Companies also use identity data to vet, serve, and learn more about their customers and potential customers. Together, these identities—created by and for us—are managed through a system of technologies, policies, and daily practices.

We must trust and find value in the identity system for it to be a force for good. Systems must uphold our rights to legal identity and to privacy, and decision making must be equitable and inclusive. Above all, we must have awareness, agency, choice, and balance of power with institutions as it relates to our identities. We must have someone to hold accountable when our information is misused or inaccurate, or we change our minds. And we must have assurances and alternatives when technology and policies fail.

- *A Good ID is worthy of the public’s trust.*

- *A Good ID is any form of identification that is equitable, useful, and secure.*
- *A Good ID is distinguished by features like ardent transparency, accountability, privacy, inclusion, personal agency, and security.*
- *A Good ID is a protected asset, controlled by individuals and safeguarded by law.*
- *A Good ID unlocks opportunities fairly, enabling all of us to engage in society on our own terms and safeguard ourselves against misuse.*
- *A Good ID can manifest in different ways, allowing for innovation and sovereign decision making.*

Strengthening Personal Agency and Safeguards

Governments and businesses are increasingly leveraging digital enrollment and authentication to certify our identities. The technologies they are using are relatively new, and the risks may be unknown and very significant. All identity programs require careful stewardship to ensure they remain a force for good and not a means of exclusion, surveillance, and control.

Furthermore, people are amassing long, often insecure trails of personal identity information just from engaging online with companies and other individuals. Very few of us understand how we are digitally identified or how our information is used by businesses, governments, and individuals. Moreover, we don't know what rights we have, what risks we are exposed to, and what safeguards are or could be in place.

- *How we are identified in the digital age has massive implications for economies, societies, and individuals.*
- *Our economy and society prosper when everyone can participate with protections.*
- *When the digital world is harmful for some, disempowering for many, and unguarded for all, everyone suffers.*
- *Anyone, who wants to, should be able to fully and fearlessly engage in our digital world.*
- *To do so, we must have a safe and trusted form of ID that we want to use.*
- *Strengthening personal agency and safeguards are some of the best ways to empower people at the center of any identity system, minimize risks for institutions, and generate positive outcomes for all.*

Taking Action

To unlock the full value of our identities, governments and businesses need to build trust. The Good ID approach accomplishes this with respect and safeguards. For example, institutions build trust by enabling each person to decide how little or how much they wish to be seen in the digital world, and by designing systems to include, benefit, and protect everyone. By embedding better personal agency and safeguards into policies, technologies, and practices, identity can truly become a force for good and ultimately improve the economy, society, and individual lives.

It's never too late to invest in Good ID. At any point, governments and businesses can engage community groups, affected individuals, and other experts to examine how identity decisions are made; who has ownership and control of identity data; and what policy and technology safeguards are needed to protect our identities.

Audience-Specific Messages to Test

The tailored messaging below was developed to test what advantages of the Good ID approach would most motivate government and business decision makers based on their priorities. These messages were designed to better understand which features, benefits, and promises of Good ID resonate most with target audiences, as well as wording and directions to avoid.

Public Sector

Overview

- *Governments have important tasks like fostering economic growth and inclusion, national security, and innovation. Understanding the population well and having our support makes these tasks tremendously easier.*
- *Most identity systems are designed or purchased to solve finite, administrative objectives, not to maximize national goals. By aligning with Good ID guidance, decision makers can shape the direction of government-issued ID and data governance to support the will of the people as well as economic growth and inclusion, national security, and leadership and innovation.*
- *By strengthening personal agency and safeguards, governments can ensure greater peace and prosperity for all of us. Good ID is the only approach designed to deliver this exponential value.*

Economic Growth and Inclusion

- *Choosing the Good ID approach is advantageous because it can help governments unlock opportunity and economic participation for all of us.*
- *When government leaders choose the Good ID approach, they can:*
 - *unlock more value from the digital economy, including e-commerce as well as regional travel and trade.*
 - *include more people in the formal economy, sometimes for the first time.*
 - *transform educational, economic, and home ownership opportunities for several generations and help dislodge families from the cycle of poverty.*
 - *become more attractive and credible to investors.*

National Security

- *Choosing the Good ID approach is prudent because it can help governments recognize their entire population and comprehensively protect us against threats.*
- *When government leaders choose the Good ID approach, they can register the entire population, regardless of citizenship, to gain a complete picture of the nation and better support peace-keeping.*
- *When government leaders choose the Good ID approach, they increase opportunities for all of us to experience education, employment, and property ownership, which directly decreases the risk of violence and instability.*
- *Choosing the Good ID approach is strategic because it helps governments gain credibility and provide an exceptional public service, cultivating positive interactions between the state and its residents.*
- *When government leaders choose the Good ID approach, they can decrease the risk of protest because we feel our human rights are being honored and protected.*
- *When government leaders choose the Good ID approach, they can minimize the data they collect—making their databases less attractive to criminals.*
- *When government leaders choose the Good ID approach, they can build stronger system defenses against cyberattacks, which can disrupt the stability of a nation.*
- *When government leaders choose the Good ID approach, they can require companies to protect against breaches and better secure our identity information, preventing harms that can disrupt the stability of a nation.*

Leadership and Innovation

- *When government leaders prioritize the Good ID approach, they set themselves apart as credible, forward-looking leaders in our rapidly changing society.*

- When government leaders legislate for Good ID, they stand out as good stewards of an invaluable national asset—data.
- When government leaders stand up for Good ID, they show how strong and independent they are, not allowing big tech or foreign governments to undermine their country's goals and violate our rights.
- When government leaders introduce the Good ID approach, they drive local innovation and attract businesses that can meet emerging needs while respecting privacy.
- Choosing the Good ID approach is rewarding because it positions governments to lead the region and world with best practice, and attract new sources of innovation and business.
- When government leaders design for Good ID, they produce more transparent, responsive systems that can lead to greater life satisfaction and trust, two things that greatly affect election outcomes as well as peace and security.
- When government leaders practice the Good ID approach, they demonstrate integrity, credibility, and a commitment to human rights.

The Cost of Inaction

- Without personal agency and the safeguards of Good ID:
 - fewer of us will participate in the formal economy, slowing growth and risking instability among the excluded communities.
 - fewer of us will participate in the formal economy, deepening poverty and widening the gap between the haves and have-nots.
 - we will share less data with the government, which hinders national security and innovation and squanders identity system investments.
 - governments are likely to spend more time and money in the long run to retrofit or rebuild features of the identity system to support people's needs.
 - governments and their residents are at higher risk of data breaches, cyberattacks, and other threats, which carry high financial and reputation costs.
 - governments and their residents are more likely to be taken advantage of by big tech and foreign influences, which can weaken the nation's geopolitical power.
 - we are less likely to have positive interactions with the government, which can increase distrust and dissatisfaction and drive political unrest.

Private Sector

Overview

- As customers engage in the digital economy, our expectations are evolving as quickly as the technologies we rely on. We are increasingly demanding more data privacy, security, and agency from businesses and technologies. Businesses that are responding to these changing preferences are setting themselves apart as courageous, forward-looking leaders, and re-establishing trust in the wake of scandals.
- Trust is a powerful market differentiator.
- Good ID is the single most effective path to trust in the data economy.
- When businesses prioritize our agency and identity safeguards, they set themselves apart from the competition and secure a leadership position in the trust-broken market.
- Good ID can also help insulate businesses from shocks and drive growth in the long term.
- Data privacy and other Good ID features can also spur new innovation and business sectors as companies and governments adapt and comply.
- Strengthening customer agency and identity safeguards are some of the best ways for (B2C,

B2B, and B2G) firms to lead and succeed.

Performance

- *Businesses that choose the Good ID approach are more attractive and credible to investors.*
- *Businesses that prioritize Good ID demonstrate integrity and commitment to our basic rights and needs, resulting in more trust and loyalty.*
- *Businesses that design for Good ID can produce more transparent, responsive systems that better satisfy us as customers, leading to higher use of their products and services.*
- *Businesses that choose the Good ID approach are more trustworthy, resulting in more and better data from customers who trust their identity information will be used responsibly.*
- *Businesses that lead with Good ID and exceed regulatory standards can spend more time innovating rather than complying or repairing their reputation.*
- *Businesses that embed the Good ID approach in an MVP or early business model can save time and money in the long run.*
- *Businesses that follow Good ID guidance and collect data ethically upfront can move faster and beat their competitors when the technology catches up.*

Sustainability

- *Businesses that build Good ID into their DNA survive the biggest shocks and last longer.*
- *When businesses prioritize the Good ID approach, they minimize the data they collect, reducing legal liabilities and making their databases less attractive to criminals.*
- *When businesses prioritize the Good ID approach, they build stronger system defenses against privacy breaches and cyberattacks, protecting their company and the nation.*
- *When businesses prioritize the Good ID approach, they can anticipate future risks and implications of their products and services, protecting themselves and the world against disastrous outcomes before problems arise.*
- *When businesses prioritize the Good ID approach, they can prevent bad actors from misusing their products and services to manipulate, exclude, discriminate, spy, or otherwise violate our rights.*

The Cost of Inaction

- *Without customer agency and Good ID safeguards, businesses will fail to deliver on our expectations and fall behind trust-first companies, ultimately losing market share.*
- *Without customer agency and the Good ID safeguards, businesses will risk too much and pay heavily for it in the long term.*
 - *Pending regulation could make large buckets of data unusable, making it impossible for some businesses to deliver on their promises.*
 - *Cyberattacks and data privacy violations are business killers.*
 - *Rebuilding public trust and restoring corporate reputation is an expensive, lengthy, and difficult process—one that many businesses don't survive.*
 - *It is more expensive to adapt business models to comply with regulations than to design with Good ID guidelines upfront.*

