

# Data as Truth that Empowers the Last

Remaking the global legal consensus on the web

## A Questscope - IBO Collaboration Proposal

QuestScope and IBO are both Nonprofit NGO's with a common vision of building a new justice ecosystem for cyberspace, a layer of justice on the internet. It will take the form of a trusted marketplace built on a new platform for digital media markets and be used immediately in markets familiar with our work.

The platform is designed to enable influence through inclusion of previously excluded people to create and sell their own intellectual property in a unique stakeholders' market under international law through an energy efficient exchange and identity system which also embraces the natural world as a key stakeholder. Using private international law to create new norms for a marketplace in cyberspace is a first example of how the international justice layer can work.

### **The Problem of Data Ownership and Use in Cyberspace**

The internet has impoverished our artists and musicians (creators) through digital intermediation, the dominance of media platforms and the hijacking of content to fuel internet advertising business models. The international and national legal systems, poorly adapted to digital worlds, have exacerbated these inequalities through the use of complex licensing arrangements which affect the ownership of the creators' intellectual property (IP). In a digital world, the question of who owns the underlying data which represent that IP in cyberspace raises many more unresolved questions which leads to conflicts.

Law does not help resolve the conflicts. And that is because the marketplace in cyberspace was not anticipated by today's lawmakers, and they are struggling to keep up with the changes. A fundamental problem is the conflict between the legislative rights and benefits that appear to be granted to the creator, and the market conditions that enable those rights to become alienated from the creators. This fundamental question of who owns the data associated with the IP, the creator or the intermediary, transcends fields. Especially in today's commercial markets, the problem of data ownership is the same for all digital storytellers, whether paid for journalists, or, activist volunteers telling their stories on the front lines. Through acceptance of critical application terms of service agreements, their digital work is co-opted by social media platforms and, in the worst cases can be used by others for their political ends and by governments for social control. With the creation of a prevailing new norm in cyberspace to protect the IP for those creating digital assets, especially from peripheral communities, the creators of those assets will be able to build intellectual, social or financial capital for themselves and their societies.

### **Climate Justice**

Whilst digital markets and use of new peer to peer technologies such as distributed ledger technology can address the problem of data ownership with the right governance framework, it comes at an environmental cost. Digital technologies now emit more than 4% of greenhouse gases a year....and the energy consumption required for digital technologies is increasing by 9% a year. This means that business, technical and legal developments must not erode natural or environmental capital even as it delivers socio-economic empowerment for people. Both the

governance framework and the technology we use to build the ecosystem will be designed to minimize the environmental impact.

### ***Althing* for a Digital World**

In 930 the world's first parliament, the *Althing* met at what became known as the Law Rock in Iceland. This hardy band of Viking immigrants determined a new social and political consensus without kings, a new way of making laws and administering justice. The same is now needed for the digital world.

Instead of starting with the kings of that world, we must start with peripheral communities who can tackle the provenance problem, gaining new access and adding unprecedented value to economic opportunity, and creating new ways to reach audiences with their art and their truth.

Working together for the past 6 months, QuestScope, IBO and their peripheral communities in Africa and the Middle East, have outlined a program to create a new platform that enables artists and journalists to prove provenance, connect with global audiences and monetize their work.

There are 5 key pillars to the program supported by technical and program management workstreams all supported by the requisite current international laws:

1. **Data as Art and Truth - Media Curation, Journalism & Storytelling**
  - Content moderators will be part of the marketing and cultural influence team to ensure that no illegal content is created, distributed, bought or sold.
  - A technical innovation is the ability to have every subsequent repurchase of the Digital Asset provide a predetermined payment percentage to the original creator. This will build internal community buy-in for broader adoptions.
2. **Digital Dignity & Human Rights - Global Legal Framework**
  - Will create digital confirmation of applicable international law for the global digital community that can enable financial asset management, content moderation, and technical domains to execute on their functions.
  - Will provide for establishment of an automated Terms of Service to enable technical architecture to decrease the processing load required to clear the minimal amount of DLT transactions. Environmental protection/improvement is a priority to ensure that both the individual digital asset creator and the environments in which creators live are clients/beneficiaries of equal significance in this paradigm.
3. **Art as Currency, Currency as Provenance - Value Exchange & Payments**
  - Digital Wallet for storage of value
  - Cosigner verification from organization (e.g., Questscope) that can provide assurance the funds go to the individual creator's interests.
  - Access to any digital currency and legal capabilities to transfer those assets.
  - Fiat Currency distribution system and intake system.
  - On the ground distribution of the fiat funds (if necessary) to the original creator of the digital asset.
  - Savings system and community resource access system set up that complies with the laws/legal frameworks.
  - Payments will go to creators and communities supporting creators.

#### 4. **Data as Energy - Environmental Impact**

- Recognition of the unsustainable energy consumption that provides the unique aspects of DLT drives our initiative to think and implement the technology in a new, environmentally inclusive way. Analyzing community processing power in realtime and shifting the key non-fungible traits of a digital file to a smaller file size disengages this system from the historic and potential future environmental damage of this technology while still providing solutions to populations once excluded from markets.
- Creating a standardized, always “on” hash function in an enterprise system that will directly decrease power consumption.

#### 5. **Access to Global Markets - Ecosystem Development**

- The technical architecture supports the delivery of a verifiable digital asset created by an individual. The asset and the story associated with the asset (provenance), especially in the case of refugees (e.g., in Jordan), will initially be products of the training and expertise provided in the camp-based photography school of the project group Lens on Life/Questscope, or music, in the case of PeaceTones in Africa.
- When the asset is created the necessary influencing frameworks through digital platforms and social influencers, celebrity endorsements and strategy built by project groups will provide the creator of the digital asset a new market of interested purchasers.
- The price of the digital asset over time can increase or decrease and the market price of certain creators could increase over time providing internal market incentive to develop richer stories, more compelling digital assets and a possible market for collectors.

Jordan Chaney is Chief of Project for this endeavor. He co-developed experimental DLT design & co-authored 3 patents specifically around DLT solutions. Executive team includes:

- Curt Rhodes, PhD International Director & Founder of Questscope
- Jeffrey Aresty, JD Founder and Director of the Internet Bar Organization
- Nicky Hickman expert in digital identity and technical operations executive
- Adel ElMissery, PhD expert in AI & DLT system creation and proven CTO

The program will be co-created with two peripheral communities, one focused on photographic art and journalism (lens on Life) in Jordan, and the second rooted in music, in Africa, Peacetones. We will use two proven approaches to capacity building to do this and effect change.