

European Trust Foundation Launches to Create Stronger Digital Trust in Europe

New independent foundation formed of ten major industry associations

BRUSSELS, 22nd JUNE 2016 - [EEMA](#), the leading independent not for profit, European think tank focussing on identification, authentication, privacy, risk management, cyber security, the Internet of Things and mobile applications, today announced the launch of the [European Trust Foundation](#). Created and coordinated by EEMA, the Brussels-based European Trust Foundation is an independent collaboration between ten industry associations, to bring about stronger digital trust throughout Europe.

The European Trust Foundation is open to any European (non-vendor) organisation whose aim is to promote and encourage trusted digital services across Europe. The ten founding member associations are: [EEMA](#), [ESI](#), [IDnext](#), [LSEC](#), [Norstella](#), [Open Signature Initiative](#), [PIMN](#), [SSEDIC2020](#), [TDL](#) and [Vendercom](#).

Chair of EEMA, Jon Shamah, states: “Our objective for the European Trust Foundation is to become the leading independent and neutral foundation working with Governments, corporates, trade-associations, SME bodies and others both within and outside the EU. Working together this body of experts will contribute projects and initiatives to make trust stronger and more transparent in the single European digital market.”

The foundation will use its expansive global network of expertise and influence to independently and transparently drive technical, innovation, communications, commercial expertise and support to projects, organisations and initiatives across the digital society and beyond. The first example of this collaboration took place on 15th and 16th June, when foundation members, EEMA, IDnext and TDL hosted the Trust in the Digital World conference in The Hague. For more information about The European Trust Foundation visit: <http://www.europeantrustfoundation.eu/>

About EEMA

[EEMA](#), is the leading independent European think tank focussing on identification, authentication, privacy, risk management, cyber security, the Internet of Things and mobile applications. EEMA’s world class conferences provide the forum to network with digital enterprise experts, high level EC and other government experts. Meanwhile, its series of high level fireside briefings in Brussels and

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London provide the ideal forum for industry leaders to tackle controversial hot topics in an intimate, invitation only setting.

Through collaboration with EU & Global Partners (including the creation and coordination of the European Trust Foundation), EEMA has an established and growing network throughout Europe. This community provides the ideal platform to disseminate information and share expertise regarding the high-profile and significant EU projects EEMA is involved in. Visit eema.org for more information, or email: info@eema.org

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