

Rules and Procedures for Digital Assets

This is a co-creation document, make sure you respect the Content rules below

All capitalized terms not otherwise defined in this document shall have the meanings ascribed to them in the [OVN wiki](#).

What is your interest?

1. **Only read the rules** about [production](#) and [procedures](#)
2. **Understand the context**, read about [digital assets](#).
3. **Contribute to the** [development of new rules](#).

See also [Metamaps equivalent doc](#).



This document presents the rules and procedures that apply to digital assets. For more insight, see the [Rationale behind these rules and procedures](#).

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1. Introduction

1.1 Definition: Digital assets are non-material or “virtual”. Example: documents, brochures, presentations, pictures, videos, etc.

2. About digital assets

2.1 Types of digital assets

2.1.1 With respect to sensitivity

2.1.1.1 Definition: *sensitivity* is a quality of a digital asset that relates to possibilities of harm or wrong doing. We can say that sensitive digital assets (content) can be vectors of attack. i.e. bad actors can use these assets (or the information they contain) to cause harm to the OVN, to individual AFFILIATES or to a VENTURE.

2.1.1.2 Definition: *sensitive digital assets* are those assets that can be exploited to cause harm, as described here above.

2.1.1.3 Definition: *public fixed sensitive assets* are sensitive digital assets with key a function that depends on their form, and must be preserved in their given form, or their changes must be considered very carefully by core AFFILIATES (ex. experienced AFFILIATES), or by a majority of AFFILIATES. Examples of public fixed sensitive assets are: logos, governance documents, constitutional documents (ex. Vision and mission statements), web applications, etc.

2.1.1.3.1 Most ***public fixed sensitive assets*** are transparent (anyone can view) but closed (modification is regulated).

2.1.1.3.2 Authenticity is important for ***public fixed sensitive assets***, therefore digital scarcity must be applied. For example, we need to know that this text is the official governance text that applies to ***public fixed sensitive assets***.

2.1.1.3.3 The [Rules about the use of the Sensorica brand](#) apply to all activity within the OVN.

2.1.1.4 Definition: *private sensitive assets* are sensitive digital assets with key functions that depend on the information that they contain (content), therefore they must be kept away from public view.

2.1.1.4 .1 Most of the ***private sensitive assets*** are non-transparent (only a few can view). They can however be closed or open (with respect to access to modification). [Note that this type of assets can be open but non-transparent, meaning that they

are not visible to anyone, but anyone can ask to contribute and view, only after signing an NDA agreement]. Example: contact lists containing private information of other individuals, some strategic plans of action, etc.

2.1.1.4 Definition: *non-sensitive digital assets* present no danger when exposed to the public or when they are modified by anyone. Therefore they are subject to open collaboration. For example, they have public edit, or at least comment access.

2.1.2 With respect to the medium

2.1.2.1 Definition: **Definition:** digital assets can exist in different media formats: **text, image, sound, video**. So-called **multimedia** assets are a composite of all the previously mentioned. Examples are websites (including blogs), applications, social media channels, etc.

2.1.3 With respect to process

2.1.1 Definition: *process-related digital assets* that have functions that are directly related to processes. Some can be multimedia (see 2.1.2.1). Some examples are:

- **Designs** - a formal representation of something. They come in the form of electronics, mechanical, optical, software designs
- **Code** - a program that can be executed by a machine. Example, computer programs.
- **Reports** - a document describing something. They come in the form of a process report, event report, ...
- **Publication** - a document presenting an idea, some information or knowledge. They come in the form of presentations, blog posts, articles, books, ... They can be text, video, sound or live presentation or performance.
- **Plans** - a series of tasks, actions. Can be the content on project management tools such as Trello.
- Etc.

2.2 Property regime

2.2.1 Digital assets used by AFFILIATEs within an OVN are under the nondominium or commons property regimes.

2.2.2 Clarification: In the *nondominium* property regime, the asset doesn't belong to anyone (it can own itself or be owned by a trust/CUSTODIAN) but anyone can have access to use it, under certain rules and conditions. When it comes to its reproduction,

some of these assets cannot be duplicated (digital scarcity is applied), or their multiplication must be regulated. Examples are websites and web applications.

2.2.3 Clarification: In the **commons** property regime, the digital asset doesn't belong to anyone and anyone has access to use it. When it comes to its reproduction, anyone can make copies (abundance mindframe), under certain conditions such as "share alike", "non-commercial", etc.

2.2.4 *Process-related digital assets* are under the commons property regime.




Granting the CUSTODIAN ROLE to an agent: ... propose rule ...



Revoking the CUSTODIAN ROLE to an agent: ... propose rule ...

3 Repositories of digital assets

3.1 Definition: a **repository** is a virtual/digital *Space* that contains digital assets. See for example [Sensorica's Digital Environment](#).



Digital assets are created and are stored in repositories, which are embodied as third-party information systems (or platforms), which come with embedded governance elements. We need to adapt our governance to make it compatible with the native governance associated with these information systems. For example, Google Drive is used to create and store Google Docs. These Docs have a set of access rules already implemented by Google. Also, videos can be stored and distributed using Youtube.

Some of these rules might not be compatible with the [OVN](#) organizational model. Nevertheless we need to harmonize them with the [OVN governance](#) model.

3.2 From the principle of [transparency](#) it follows that all *non-sensitive digital assets* are made visible to all AFFILIATES, and, by default unless mentioned otherwise, with the general public.

3.3 From the principle of [openness](#) it follows that all *non-sensitive digital assets* are stored in such a way that provides at least the possibility of feedback from network AFFILIATES or from the general population, or provides access to modify or improve, compatible with processes of *fork* and *remix*.

4. Distribution of digital assets



Digital assets are made to be disseminated or shared with all AFFILIATES, and even publically. The notion of **transparency** is important when it comes to distribution (see [Repositories](#)).

4.1 *Non-sensitive digital assets* are stored in repositories that allow them to propagate through the general public with minimal friction. Some *non-sensitive digital assets* are even designed for viral propagation through social media for example. Example, the repository offers *share* links or *syndication mechanisms*.

4.2 Conditions for propagation

- A. **License:** All *non-sensitive digital assets* produced by AFFILIATES are released under an open license, such as CC-By-SA.
- B. **Branding:** All *non-sensitive digital assets* produced by AFFILIATES carry the OVN's logo (which is a *sensitive digital asset*) and links to OVN's digital identity (i.e. the website).

5. Production of digital assets



We noticed that people share differently for different good reasons. Not everyone is able to co-create. We should not force these individuals into one way of creating digital assets. We can distinguish

different types of digital assets production processes¹

- Individual
- Collaborative
- Cocreative

5.1 Individual process type

You create alone and clearly identify this creation as yours, reflecting your vision, intention, goals, opinion. You can distribute this asset anywhere on repositories and channels associated with the OVN: website, wiki, social media, etc.

NOTE: you cannot claim that your creation was a product of the OVN or that it reflects the vision, opinion, etc. of a majority of OVN AFFILIATES, or to claim that you represent the OVN.

Rules

1. The digital asset is accessible to all OVN AFFILIATES (or anyone) to view and comment
2. For viewers, use *comments* to influence the creator's opinion

5.2 Collaborative process type

You coordinate with a few other individuals to create this digital asset. For example, if the medium is text, you write a section and someone else writes another section of the same document. You make it clear who wrote what and clearly state that the content is the result of a *collaborative process* and it only represents the opinion of the authors.

NOTE: you cannot claim that your creation was a product of the OVN or that it reflects the vision, opinion, etc. of a majority of OVN AFFILIATES, or to claim that you represent the OVN.

Rules

3. The digital asset is accessible to all OVN AFFILIATES (or anyone) to view and comment

¹ **Historical note:** This categorization was introduced after a discussion between Tibi and Yasir, in 2013. Before that, Tibi was trying to establish a culture of co-creation. Yasir was not comfortable with co-creation. His arguments were that co-creation was messy and sometimes slow, because it introduced a lot of debates, discussions... Yasir's opinion was that our content management tools were not advanced enough to allow effective co-creation. Tibi's argument was that it was a matter of skills and culture, and that once we learn how to do it properly we can become very effective. He agreed with Yasir that better tools can improve the effectiveness of co-creation. In the end, Tibi thought that some people were not capable of evolving within an environment of co-creation. This can be from insecurity, from a strong sense of ownership of one's creations, etc. etc. This discussion led to a diversification of creation spaces, to allow different types of individuals to create potential. The accent is kept on openness (allow participation) and transparency (access to read and perhaps comment), but that can be delayed. In the end, everyone is creating shared digital assets. Later, this split proved to be effective.

4. For viewers, use *comments* to influence the contributors' opinion
5. Contributors must describe the rules for access to participation
6. If someone wants to participate ask permission to creators
7. Contributors must describe how to participate

1.3 Co-creative process type

You call on everyone (even non-AFFILIATEs) to participate in the creation of the digital asset. The digital asset is created like content evolves on wikipedia. The main distinction between *co-creation* and *collaboration* is that at the end of the *co-creation* process it is very difficult to identify the work of every participant, since everyone can modify everyone else's input. It is not mandatory to have all the contributors' names associated with the digital asset, and it should be clear that the digital asset does not reflect the vision, opinion or intention of all the contributors (i.f. the final form does not reflect a strict consensus).

NOTE: you cannot claim that your creation was a product of the OVN or that it reflects the vision, opinion, etc. of a majority of OVN AFFILIATEs, or to claim that you represent the OVN.

Rules

1. anyone has access to the creation process (OVN AFFILIATEs or public access)
2. **DON'T delete parts** - propose changes and reach consensus with other contributors, use comments or the chat space to negotiate
3. you CAN improve without permission
4. you CAN improve the style and format without permission

Methodology

For written content, use the [\(S\) SENSORICA paper study report proposal TEMPLATE](#)

6. Procedures

Procedures that apply to all content

1. Storage: Store your content in a repository that can be accessible by at least all OVN AFFILIATEs
2. Access: Work in a shared environment, giving access to at least all OVN AFFILIATEs, at least to view and comment.
3. Choose and label your content with the proper process type: Individual, Collaborative, or Co-Creative
4. Announce your intentions and invite OVN AFFILIATEs to at least monitor your work,

comment, or contribute, according to the process type you chose.

5. Attribution: Make sure you cite work that you remix into your own work.

Rationale behind these rules and procedures

Content forms the matter of our **collective thinking process**, or [crowdthinking](#). It is the memory behind the [collective/social intelligence](#) that an OVN must enhance and exploit.

At the most fundamental level, it is important in a p2p network that the content is accessible to all peers and usable by all peers. **Content is treated as [commons](#)** within an OVN.

At a second level, content production must leverage social/collective intelligence. In other words, **content is [crowdsourced](#)**. The process must allow wide participation and must rely on tools, methodologies and rules to reduce the complexity and the costs associated with the co-creation process.

Also related to content production processes, content must contain features that make the process [stigmergic](#). In other words, content producers must be associated with the content *intention*, make transparent key and timely *information about the process itself*, including the *rules of engagement*, as well as the *instructions* about how to contribute and where to go next.

Content does not only serve internal purposes. It also acts at the interface between the OVN and other actors in the larger ecosystem. Thus, **content can have an impact on the REPUTATION of the OVN**, the evaluation by other actors of OVN's potential, the probability of OVN engaging in relations with other actors, etc. Content producers must be mindful of different types of impacts and insert within the content features that help maximize this impact.

In order to maximize the impact of content on the network, content must exhibit viral aspects, to spread through social media channels. Incentive mechanisms can be attached to content that reaches key actors, the ones that can use it and in doing so actualize potential for the network.

Contributors

Authors are those who participate in the creation of the digital asset. The creation process can include a remix of other existing digital assets, in which case *attribution* needs to be provided. Contributors to these existing digital assets that are remixed become contributors of the newly created digital assets (transfer property of *contributor*). The creation process might include *remix, surfacing, integration, structuring*, etc. It is mainly the responsibility of every contributor to add his/her name in the list of contributors associated with a digital asset. The order of contributors in the list should reflect effort and is negotiated within the group.

Attribution

Make sure you attribute ideas properly to their sources/authors. Attribution is also a form of appreciation and of reward, but it is also valuable in itself, because it links to the source.

More on documentation and attribution

Capture - registering new VALUE added in the OVN's registry

Surfacing - bringing valuable inputs from one context to another or increasing information quality (find greg rader's quadrant on this). An example of bringing from another context. is sharing VALUE from outside the OVN into the OVN - this may be *participation *contribution or *delivery depending on its use to the OVN and whether a request existed for it. An example of increasing information quality is taking content from a low quality form (email conversation) to a higher quality one (group documentation)

Attribution is linking a source to content - this may re-characterize capture as surfacing

Discussions

Fundamental Principles

- **Transparency:** anyone part of the network (and beyond) can at least view content.
- **Openness:** content production must be as collaborative as possible. First, anyone has the right to remix content, while respecting some basic rules. Second, the content production process must at least provide feedback possibilities (comment access for example). The Co-Creative process is the most open one.

The open and collaborative nature of content creates a very fuzzy situation when it comes to evaluating individual contributions. A lot of individuals can get involved in creating a document for example with a wide spectrum of involvement levels. Moreover, ideas are continuously remixed in the process. It is very difficult to create metrics for separating contributors according to their VALUE added to a document. Hence, the order of authors in the authors list is decided subjectively and negotiated among contributors.

As *Kurt* pointed out, organizations are not very good at keeping history. This means that information about how ideas developed is lost. *Yasir* proposes to add a history section to documents and to the wiki too.

Procedure to modify these rules

Recommendations

- Use common sense, be respectful, provide constructive criticism and be ready to accept constructive criticism.
- Use available means and techniques to **highlight** radically new suggestions / ideas or add important new additions and invite the community to see it.
- Use comments {Insert/Comment with “@” or “+” mention}

NOTE: Don't forget to update the *Last Modified date* in the header.

NOTE: before doing anything, read the [Introduction](#), [History](#) and [Rationale behind the rules and procedures](#) sections. Make sure you are not proposing something that has already been considered in the past.

Only active OVN AFFILIATEs can change rules. See [organizational structure](#).

To modify these rules contact the OVN ACTIVE AFFILIATEs by using OVN's main communication channel Sensorica@googlegroups.com to propose your changes. Your message should have the following subject: **IMPORTANT - governance - change of rules!** Have a discussion on the rules and try to reach a consensus. You can use [Loomio](#) for consensus building. If a consensus is reached, apply *lazy democracy* to institute the rules: create a form, send it to everyone using the same communication channel, the OVN's main communication channel Sensorica@googlegroups.com and invite everyone to vote. You can place this decision on OVN's [decision making page](#). If a consensus is not reached, submit the different versions of the rule to a vote using *lazy democracy* as described above. Majority wins.

Procedure for creating new rules

NOTE: New rules are proposed and created only in response to problems. You need to present

a pattern of problems or to justify the proposition of new rules based on a pattern that can lead to problems in the future.

Only active OVN AFFILIATES can create new rules. See [organizational structure](#).

Use the [\(S\) New rules document - Template](#) to create the space for the new rules. Do not use directly the template, make a copy and place it in ...GOVERNANCE/NORMATIVE SYSTEM folder. Contact the OVN AFFILIATES by using the OVN's main communication channel Sensorica@googlegroups.com to propose your new rule. Your message should have the following subject: **IMPORTANT - governance - new rule!**

External links for inspiration

[Systeme Kalix](#)

{*Signalization tools*}



{symbol for process/status updates - use this to signal important milestones in the process}



{symbol for notes - use this to post reminders or short messages for self or to collaborators}




{symbol for important information - use this to attract collaborators' attention}





{symbol for ToDos - use this to signal to your collaborators about what they can do}



{symbol for alternatives: enumerates possible solutions to consider}

 {symbol for reasoning: presents arguments about possible choices}

 {symbol for Information: tells you how stuff works.}

 {symbol for growing consensus: a summary of a section of this report}

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