

Hi [NAME],

I am writing to you as one of the team developing a set of guiding **principles for the Decentralized Web**. We think you are the right person to help make these principles more vibrant, concrete and useful. Our goal is to refine these principles into guidelines that will be actionable for those building a new Decentralized Web.

Why create yet another set of principles? Because DWeb builders & community members need an ethical framework. The DWeb community must have a North Star — affirmative beliefs that go beyond rejecting the problematic, powerful centralized forces of today's Web. The Principles should build and identify our shared guiding values collectively, to be distilled into a living document that we can point to as a community.

Our process is collaborative and ongoing: We have been working on these principles since May of this year. Given that this project is for and about the Decentralized Web, our process is participatory and inclusive (it is described [HERE](#)). We received individual input from several people and presented a draft at the DWeb Meetup in July.

The next step: We will host small group meetings — with 3-6 committed and expert individuals each — to discuss the intent, purpose, detailed implications, and future applications of the Principles. We'd like you to be one of those thought leaders.

If you can participate, please advise us of your availability at this link:

<https://www.when2meet.com/> by **DECEMBER 2020**. If you cannot participate, please do let us know —, and we thank you for your consideration regardless.

How you can participate:

1. Review the Principles (we will send a new version of the Principles a week ahead)
2. We seek your input on how to make these Principles more specific. The goal of these focus group discussions is to make the principles more complete, actionable and directly relevant to those creating a DWeb. Creating this specificity will likely cause a revision of the Principles and could form the basis of a longer-form Manifesto for a new web.
3. Longer-term, we want your thoughts and ideas on how to get these Principles, and the idea of a new Web, broadly adopted, and seek your counsel on that as well.

We designed the select groups based on their possible mutual acquaintance and similar areas of interest in the DWeb ecosystem. Here are the names of those in your group:

- (Wendy/John/Mai)
- Name

- Name
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And if there are constraints on you, for example with regards to attribution, etc., or if you have any questions, concerns, or any other feedback please do not hesitate to get in touch.

We look forward to the opportunity to work with you on this!

Mai's availability for APC/SSB (Group Doves)

<https://www.when2meet.com/?10030673-8iHfc>