

DP19 – Amplifying Presence and Community Engagement

1. Purpose of This Draft

This draft articulates Desirable Property 19 (DP19) as the condition under which the meta-layer becomes visible, inviting, culturally resonant, and socially adopted without collapsing into extractive growth, hype cycles, influencer capture, or engagement theater.

DP19 defines how the Metaweb, Overweb, and broader meta-layer ecosystem cultivate awareness, shared identity, community-led promotion, and durable participation. It treats amplification not as advertising alone, but as the public-facing expression of a civic substrate.

The meta-layer cannot become trustworthy civic infrastructure if people do not understand it, recognize themselves in it, and feel invited to participate. Presence must be amplified through symbols, narratives, tools, communities, public relations, education, and lived experiences that make the meta-layer legible.

If DP19 is weak, predictable failures follow: the meta-layer remains technically compelling but culturally invisible; public language becomes confused with the metaverse, Web3 speculation, or AI hype; community energy dissipates; early supporters lack ways to help; growth depends on centralized marketing; and adoption becomes shallow because the public never develops emotional or practical familiarity.

DP19 connects directly to:

- DP2, participant agency and empowerment
- DP3, adaptive governance
- DP5, decentralized namespace
- DP7, interoperability
- DP8, community-defined participation and governance zones
- DP9, developer and community incentives
- DP10, education and onboarding
- DP14, trust and transparency
- DP16, roadmap and milestones
- DP18, feedback loops and reputation
- DP20, ownership and stewardship

DP19 does not prescribe a single brand, campaign, influencer strategy, or communications calendar. It defines the minimum conditions under which amplification and engagement remain participatory, truthful, inclusive, and aligned with the meta-layer's purpose.

2. Problem Statement

Infrastructure does not become public infrastructure merely by existing.

The web itself became powerful because people learned to recognize its patterns, tell stories about it, build on it, link to it, invite others into it, and imagine themselves inside it. The meta-layer requires a similar cultural threshold. People must be able to name it, describe it, share it, experience it, and see why it matters.

Today's web, however, has trained people to associate digital growth with extractive dynamics:

- social media virality
- influencer-driven attention
- engagement farming
- opaque recommendation systems
- growth hacking
- brand performance without substance
- communities treated as marketing funnels
- platform metrics mistaken for public legitimacy

This creates a dilemma. The meta-layer must reach people where attention already lives, but it cannot adopt the same attention-extractive patterns it seeks to transcend.

DP19 addresses this by reframing amplification as community presence. The goal is not merely to promote the meta-layer, but to help communities recognize, inhabit, and extend it.

A healthy DP19 implementation must be able to answer:

- What is the meta-layer called in public language?
- What symbols, stories, and experiences make it memorable?
- How can participants share it without becoming unpaid ad labor?
- How can communities grow adoption while preserving trust?
- How can public relations establish narrative clarity without centralizing control?
- How can youth, families, educators, civic leaders, developers, journalists, and local communities each find a meaningful entry point?
- How can incentives support community-led amplification without rewarding spam or manipulation?

- How can engagement be measured by meaningful participation rather than shallow reach?

Without DP19, the meta-layer risks becoming a brilliant architecture with no cultural surface.

3. Threats and Failure Modes

3.1 Narrative confusion

The public cannot distinguish the meta-layer from the metaverse, Web3 speculation, browser extensions, social media, AI agents, or generic digital trust projects.

Example: A journalist describes the Metaweb as “another metaverse platform,” obscuring its role as an interface-level civic layer above the existing web.

Why this matters: Names and narratives shape adoption. Confusion blocks participation before people encounter the architecture.

3.2 Brand vacuum

The ecosystem lacks memorable names, symbols, metaphors, and public language.

Example: Builders can explain the architecture technically but cannot offer a phrase, image, or story that ordinary people remember.

Why this matters: Public infrastructure needs cultural handles. Without them, people cannot share the idea.

3.3 Hype without substance

Amplification promises more than the system can currently deliver.

Example: A campaign claims the meta-layer will “fix the internet” while usable tools, governance pathways, or safety guarantees remain early-stage.

Why this matters: Overclaiming converts early curiosity into later distrust. DP19 must align with DP16 roadmap honesty.

3.4 Influencer capture

Public narrative becomes dependent on a few high-visibility personalities.

Example: A thought leader becomes the de facto voice of the meta-layer, shaping public perception without accountability to participating communities.

Why this matters: Civic infrastructure cannot rely on celebrity mediation.

3.5 Community-as-funnel extraction

Participants are treated primarily as growth channels.

Example: Ambassadors are asked to generate posts, referrals, and events but receive little agency over strategy, messaging, governance, or value flows.

Why this matters: Community-led promotion must be reciprocal, not extractive.

3.6 Spammy bounty dynamics

Incentives reward volume over quality.

Example: A bounty pays for social posts, producing low-effort threads, duplicate graphics, or misleading claims.

Why this matters: Amplification incentives can degrade trust if they reward noise.

3.7 Platform dependency

Engagement depends too heavily on proprietary social platforms.

Example: A movement grows on one platform's algorithm, then loses reach when rules, APIs, ranking, or moderation policies change.

Why this matters: A meta-layer committed to agency and interoperability cannot depend entirely on rented attention.

3.8 Exclusionary adoption pathways

The public face of the meta-layer appeals only to technical, crypto, policy, or AI governance audiences.

Example: Parents, teachers, youth, local communities, artists, journalists, and non-technical civic actors cannot find themselves in the story.

Why this matters: Public legitimacy requires plural entry points.

3.9 Gamified engagement without civic depth

Leaderboards, badges, and rewards stimulate activity without building understanding, trust, or stewardship.

Example: Participants chase ambassador points but cannot explain the values, risks, or governance responsibilities of the meta-layer.

Why this matters: Engagement is not the same as orientation.

3.10 Public relations centralization

Media and partnership strategy is controlled by a narrow group without transparent accountability.

Example: Official messaging changes to satisfy funders or partners without community visibility or review.

Why this matters: Narrative power is governance power.

3.11 Adoption without retention

People encounter the meta-layer once but do not develop ongoing presence, practice, or identity.

Example: A viral campaign drives signups, but participants do not return because the onboarding path is unclear or the experience lacks immediate relevance.

Why this matters: DP19 must produce durable engagement, not only awareness spikes.

4. Core Principle

Amplifying presence and community engagement in the meta-layer means helping people recognize, share, inhabit, and steward a new civic layer of digital life through truthful narratives, resonant identity, participatory campaigns, reciprocal incentives, and durable engagement pathways.

Amplification is legitimate only when it increases agency, understanding, and accountable participation.

Engagement is healthy only when it deepens belonging, contribution, and stewardship.

Example: A family-facing campaign introduces the meta-layer as a safer, co-creative layer above the web, provides parent and youth guides, invites local workshops, offers badges for meaningful participation, and routes community feedback into governance.

What this feels like: People do not feel marketed to. They feel invited into a shared project.

Without this: The meta-layer remains either obscure infrastructure or another brand shouting for attention.

5. Primary Mechanisms and Structural Conditions

5.0 Presence and Engagement Layer: Narrative, Identity, Participation, and Continuity

DP19 requires a presence and engagement layer that makes the meta-layer recognizable and participatory across cultural, civic, technical, educational, and local contexts.

This layer includes:

- naming and brand systems
- public narratives
- community-led promotion
- ambassador programs
- social sharing tools
- press and partnership pathways
- bounties and rewards

- educational engagement
- events and rituals
- participation badges
- onboarding journeys
- feedback loops from public engagement into governance

The purpose of this layer is not to manufacture attention. It is to make presence discoverable and meaningful.

Failure mode: **growth skin**, where branding and marketing sit on top of the system without shaping participation, governance, or trust.

5.1 Naming, branding, and memetic clarity

The meta-layer requires memorable, symbolic public language that conveys its mission of agency, transparency, trust, and new layers of digital interaction.

Naming systems SHOULD be:

- easy to say
- easy to explain
- visually memorable
- culturally adaptable
- distinct from extractive or dystopian digital narratives
- compatible with decentralized namespace patterns
- capable of supporting both technical and public-facing meaning

Candidate or ecosystem terms may include Metaweb, Overweb, Sky-Web, Canopi, or other community-developed language.

The chosen terms must help people understand that this is a layer above today's web, not a replacement world that pulls them away from reality.

Failure mode: **semantic fog**, where no one can explain what the project is in one sentence.

5.2 Iconic presence and visual identity

The meta-layer needs recognizable visual language that can travel across tools, events, documents, interfaces, campaigns, and community spaces.

Visual identity SHOULD support:

- trust without institutional stiffness
- openness without vagueness
- civic seriousness without bureaucracy

- youth resonance without pandering
- global adaptability
- accessibility and readability
- remixability by communities

Visual identity MAY include marks, icons, badges, color systems, mascots, interface motifs, overlay metaphors, and ritual objects.

Failure mode: **corporate flattening**, where the public identity feels like another platform brand rather than a shared civic substrate.

5.3 Narrative architecture

DP19 requires a coherent set of stories for different audiences.

Narratives SHOULD be tailored for:

- general public
- youth and students
- parents and families
- educators
- civic technologists
- journalists
- municipalities
- developers
- AI governance communities
- artists and creators
- funders and institutional partners
- local organizers

Each narrative should preserve the same core claim while meeting the audience where it is.

Example core claim:

The meta-layer lets people and communities add trust, context, presence, and governance above the web they already use.

Failure mode: **audience collapse**, where one technical narrative is expected to work for everyone.

5.4 Community-driven marketing

Participants should be able to help amplify the meta-layer through meaningful, governed contribution pathways.

Community-driven marketing MAY include:

- ambassador programs
- local organizer kits
- event hosting
- explainers and videos
- memes and cultural artifacts
- translation and localization
- youth-led campaigns
- school and university clubs
- community showcases
- civic workshops
- creator collaborations
- onboarding circles

These efforts SHOULD be reciprocal. Contributors should receive recognition, feedback, learning opportunities, and where appropriate, compensation.

Failure mode: **volunteer extraction**, where enthusiasm is used without support, recognition, or voice.

5.5 Ambassador and steward programs

Ambassador programs can help the meta-layer travel across regions, languages, sectors, and communities.

An ambassador program SHOULD define:

- role expectations
- community accountability
- messaging guidelines
- onboarding curriculum
- escalation paths
- recognition systems
- conflict-of-interest rules
- renewal or sunset processes
- feedback responsibilities

Ambassadors should not merely promote. They should listen, translate, connect, and help communities enter governance pathways.

Failure mode: **brand reps without governance**, where ambassadors broadcast messages but cannot shape the system.

5.6 Social media integration

Participants may need tools to share Metaweb experiences and insights on existing social platforms such as X, Instagram, LinkedIn, TikTok, YouTube, Mastodon, Bluesky, and others.

Cross-posting tools SHOULD support:

- participant consent
- context preservation
- source links
- provenance markers
- audience selection
- platform-specific formatting
- privacy review before posting
- clear distinction between personal expression and official messaging

Social sharing should bring people into deeper context, not strip context for reach.

Failure mode: **context collapse marketing**, where meaningful Metaweb activity becomes flattened into promotional snippets.

5.7 Public relations and media strategy

DP19 requires proactive public narrative work.

Public relations MAY include:

- press kits
- explainers
- op-eds
- interviews
- journalist briefings
- public demos
- media partnerships
- family media outreach
- civic technology features
- education-sector stories
- thought-leader engagement

- crisis communication protocols

PR materials SHOULD be truthful about maturity, limitations, and roadmap status. They should distinguish aspiration from operational reality.

Failure mode: **PR overclaiming**, where media attention creates expectations the system cannot yet satisfy.

5.8 Partnerships with trusted messengers

The meta-layer can grow through partnerships with trusted communities and institutions.

Potential partners include:

- educators
- libraries
- municipalities
- newsrooms
- parent networks
- youth organizations
- civic tech groups
- internet governance communities
- digital safety organizations
- creator communities
- open-source networks
- local cultural institutions

Partnerships SHOULD preserve community agency and avoid converting trusted messengers into sales channels.

Failure mode: **borrowed trust abuse**, where institutions lend legitimacy to systems they cannot meaningfully govern or understand.

5.9 Bounties, badges, and rewards

Incentives may support amplification, onboarding, content creation, translation, event organization, and public education.

Reward systems SHOULD:

- define valuable contributions clearly
- reward quality over volume
- distinguish official, community, and experimental materials
- avoid misleading claims

- include review processes
- disclose conflicts of interest
- connect to DP18 reputation logic
- support non-monetary recognition where appropriate
- avoid leaderboards that reward spam

Examples of rewardable actions:

- high-quality explainer video
- local workshop
- multilingual translation
- school onboarding guide
- trusted press contact development
- civic demo night
- documentation improvement
- community case study
- accessibility adaptation

Failure mode: **bounty spam**, where incentives produce noise instead of understanding.

5.10 Gamification with guardrails

Gamification can motivate participation, but it must be carefully bounded.

Healthy gamification MAY include:

- learning quests
- contribution badges
- local chapter milestones
- collaborative challenges
- public good achievements
- stewardship streaks
- peer recognition
- community showcase unlocks

Gamification SHOULD NOT reward harassment, spam, superficial virality, or unhealthy attention competition.

Failure mode: **casino engagement**, where the system trains people to chase points rather than build civic capacity.

5.11 Youth and educational familiarity

Long-term adoption depends on familiarity during formative learning contexts.

DP19 SHOULD support youth and education pathways through:

- school-safe explainers
- classroom activities
- youth ambassador programs
- digital literacy curricula
- annotation and bridge-building exercises
- civic internet labs
- student-led showcases
- family-facing onboarding
- partnerships with educators and youth media

The goal is not to recruit children into a product. The goal is to cultivate agency, trust literacy, and co-creative expectations for the web.

Failure mode: **youth capture**, where young people are targeted for growth instead of empowered as future stewards.

5.12 Family-centered engagement

Families can become trusted entry points into the meta-layer when the story emphasizes safety, creativity, agency, and shared digital care.

Family-centered engagement MAY include:

- parent guides
- youth safety explainers
- co-creation activities
- family media outreach
- community workshops
- safer web campaigns
- intergenerational digital literacy sessions

Failure mode: **tech abstraction**, where families cannot see practical relevance to everyday internet life.

5.13 Municipal and civic engagement

Cities, towns, and civic institutions can use the meta-layer to transform public engagement from complaint intake into participatory co-creation.

Municipal engagement MAY include:

- civic overlays above public service pages
- participatory planning annotations
- public meeting context layers
- local issue maps
- real-time dialogue tools
- citizen proposal pathways
- community event overlays
- participatory design dashboards

Failure mode: **complaint-system trap**, where engagement channels collect grievances without resolution, collaboration, or visible adaptation.

5.14 Cultural production and remix

The meta-layer needs cultural artifacts, not only documentation.

Communities SHOULD be encouraged to create:

- memes
- shorts
- songs
- posters
- zines
- games
- rituals
- visual metaphors
- local stories
- public demos
- speculative futures
- civic myths

Cultural production helps the meta-layer become imaginable.

Failure mode: **documentation-only adoption**, where only experts can understand or care about the system.

5.15 Events, rituals, and gathering grounds

Community engagement grows through repeated gatherings and shared practices.

DP19 MAY support:

- demo days
- build nights
- annotation jams
- bridge walks
- civic salons
- local chapter meetings
- online town halls
- contributor onboarding waves
- youth showcases
- press briefings
- public retrospectives
- seasonal campaigns

Events should create continuity and contribution pathways, not one-off spectacle.

Failure mode: **event evaporation**, where gatherings generate excitement but no durable roles, artifacts, or next steps.

6. Engagement Metrics and Community Health

DP19 must distinguish meaningful engagement from attention metrics.

6.1 Healthy engagement indicators

Healthy engagement MAY include:

- repeat participation
- successful onboarding
- contribution diversity
- local chapter formation
- multilingual participation
- participant retention
- quality of public explanations
- number of community-led events
- feedback routed into governance
- cross-community collaboration
- stewardship roles filled

- creator and educator adoption
- civic use cases launched

6.2 Risk indicators

Risk indicators MAY include:

- high reach with low retention
- bounty-driven spam
- audience confusion
- misleading public claims
- concentration of narrative power
- ambassador burnout
- platform dependency
- hostile media framing
- exclusion of non-technical audiences
- social posts disconnected from participation pathways

6.3 Engagement receipts

Major campaigns SHOULD generate engagement receipts.

An engagement receipt MAY include:

- campaign purpose
- intended audience
- claims made
- materials used
- responsible stewards
- incentives offered
- participation outcomes
- feedback received
- lessons learned
- governance follow-up

Failure mode: **metrics without memory**, where campaigns are repeated without learning.

7. Governance of Public Narrative

Narrative power must be governed because public language shapes legitimacy, funding, adoption, and expectation.

Communities SHOULD define:

- who can speak officially
- what counts as official messaging
- how community materials are labeled
- how claims are reviewed
- how mistakes are corrected
- how media inquiries are handled
- how partnerships are approved
- how ambassador conduct is governed
- how public feedback affects strategy

Public narrative governance should balance coherence with pluralism.

Failure mode: **message authoritarianism**, where one voice controls the story and suppresses community creativity.

Opposite failure mode: **narrative fragmentation**, where conflicting claims make the project incoherent.

8. Inclusion and Localization

DP19 requires global and local resonance.

Amplification and engagement systems SHOULD support:

- multilingual materials
- regional leadership
- culturally specific metaphors
- youth participation
- gender inclusion
- accessibility
- low-bandwidth participation
- non-Western civic contexts
- local governance traditions
- community translation rather than literal language substitution

Localization is not only translation. It is meaning-making in context.

Failure mode: **global English default**, where the meta-layer claims universality while speaking to a narrow audience.

9. Relationship to Existing Platforms

The meta-layer should use existing platforms without becoming dependent on them.

DP19-aligned strategy SHOULD include:

- platform-specific sharing practices
- decentralized community channels
- owned knowledge bases
- interoperable contact lists where consented
- portable contributor records
- open archives of public materials
- RSS, email, and web-native distribution
- bridges between social platforms and meta-layer spaces

Failure mode: **rented movement**, where the public presence of the meta-layer can be throttled, erased, or distorted by one platform's policies.

10. Evaluation Criteria

A DP19-aligned implementation should be evaluated against the following questions.

10.1 Narrative clarity

- Can different audiences explain the meta-layer in their own words?
- Are Metaweb, Overweb, and related terms clearly distinguished?
- Does public language avoid confusion with extractive or dystopian digital narratives?

10.2 Truthfulness

- Do campaigns distinguish current capabilities from aspirations?
- Are roadmap dependencies and limitations visible?
- Are public claims corrected when they become inaccurate?

10.3 Community agency

- Can participants shape amplification strategy?
- Are ambassadors accountable to communities, not only central teams?
- Are community-generated materials recognized and supported?

10.4 Incentive alignment

- Do bounties reward quality, care, and learning rather than volume?

- Are rewards transparent and fair?
- Are spam, duplicate content, and misleading claims discouraged?

10.5 Inclusion

- Are materials accessible across language, region, age, ability, and technical literacy?
- Do youth, families, educators, local communities, and non-technical participants have real entry points?
- Are trusted messengers supported without being exploited?

10.6 Retention and continuity

- Do campaigns lead to durable participation pathways?
- Are events connected to roles, artifacts, or governance channels?
- Can participants move from awareness to contribution?

10.7 Governance and accountability

- Is official messaging governed?
- Are errors corrected transparently?
- Are media and partnership strategies accountable to the ecosystem?

11. Implementation Patterns

11.1 One-sentence public anchor

Every campaign should be able to use a clear public anchor.

Example:

The meta-layer lets people and communities add trust, context, presence, and governance above the web they already use.

11.2 Audience-specific explainers

Develop tailored explainers for parents, students, developers, journalists, municipalities, creators, and AI governance audiences.

11.3 Ambassador kits

Provide ambassadors with slide decks, FAQs, demo scripts, visual assets, local event templates, ethical messaging guidelines, and feedback forms.

11.4 Community media commons

Create a shared repository of approved, remixable, versioned public materials.

11.5 Press kits with maturity labels

Press materials should label what is live, experimental, conceptual, and proposed.

11.6 Learning-first bounties

Reward explainers, translations, workshops, demos, and case studies that help people understand and participate.

11.7 Local chapter campaigns

Support city, campus, school, library, and community chapter pilots with lightweight governance and reporting.

11.8 Youth-led creative campaigns

Invite youth to create shorts, memes, zines, and demos that translate meta-layer values into native cultural formats.

11.9 Cross-posting with context

Sharing tools should preserve provenance, links, and consent while adapting format to each platform.

11.10 Engagement retrospectives

After major campaigns, publish what worked, what failed, what was learned, and what changes next.

12. Relationship to Other Desirable Properties

DP2 – Participant Agency and Empowerment

DP19 must amplify agency rather than manipulate attention. Participants should understand how to join, shape, and leave engagement pathways.

DP3 – Adaptive Governance

Public feedback from campaigns must route into governance. Narrative strategy should evolve based on community learning.

DP5 – Decentralized Namespace

Names, symbols, handles, badges, and community identities should be portable and resistant to capture.

DP7 – Interoperability

Engagement should move across platforms, communities, and tools without losing context or continuity.

DP8 – Community-Defined Participation and Governance Zones

Communities should be able to define their own engagement practices, ambassador roles, and public presence.

DP9 – Developer and Community Incentives

Bounties, badges, and rewards for amplification must align with contribution quality, transparency, and anti-gaming safeguards.

DP10 – Education and Onboarding

DP19 depends on learning pathways that convert curiosity into practical literacy.

DP14 – Trust and Transparency

Public narrative must be honest, auditable, and corrigible.

DP16 – Roadmap and Milestones

Amplification claims must align with real roadmap status and maturity.

DP18 – Feedback Loops and Reputation

Community engagement must feed back into learning systems, and public contribution should be recognized without devolving into popularity scoring.

DP20 – Ownership and Stewardship

Communities should own and steward their narratives, symbols, materials, and engagement histories where appropriate.

13. Open Questions for ML-RFC Development

1. What minimum standards should define official versus community-generated messaging?
2. What public terminology should be standardized across the meta-layer ecosystem?
3. How should brand assets be governed in a decentralized ecosystem?
4. What claims require evidence, maturity labels, or review before publication?
5. How should ambassador programs be structured across regions and languages?
6. What reward schemas prevent bounty spam while supporting public education?

7. How should campaign materials preserve provenance and version history?
 8. What engagement metrics best reflect civic participation rather than attention capture?
 9. How should youth-centered engagement be governed ethically?
 10. What rules should govern cross-posting from meta-layer spaces to social platforms?
 11. How should public relations strategy remain accountable to community governance?
 12. What local chapter model best supports global inclusion without central bottlenecks?
 13. How should public mistakes, overclaims, or misleading media coverage be corrected?
 14. What interoperability standards are needed for badges, ambassador credentials, and engagement receipts?
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14. Path Toward ML-RFC

DP19 is currently an ML-Draft and serves as exploratory scaffolding for how public presence, community engagement, branding, amplification, and adoption pathways can operate as part of meta-layer infrastructure.

Advancement toward ML-RFC status SHOULD require:

- convergence on terminology for public-facing meta-layer concepts
- a governed distinction between official, community, experimental, and partner messaging
- a minimal schema for engagement receipts
- a minimal schema for ambassador or community steward credentials
- tested bounty and badge systems that reward quality over volume
- evidence from community-led campaigns across multiple audiences or regions
- accessible onboarding materials for non-technical participants
- documented feedback loops from public engagement into governance
- demonstrated safeguards against hype, spam, and misleading claims
- at least one localization or multilingual engagement pilot

ML-RFC promotion SHOULD be contingent on:

- rough consensus among participating communities
- demonstrated use of DP19 mechanisms in real outreach or adoption settings
- clear alignment with DP9 incentive safeguards and DP18 reputation logic
- transparent handling of public claims, corrections, and campaign outcomes
- evidence that engagement pathways increase agency and stewardship, not only reach

Early ML-RFC candidates may focus on:

- public terminology and maturity-label standards
- engagement receipt formats
- ambassador credential standards
- ethical bounty and badge guidelines
- campaign transparency requirements
- community media commons governance

DP19 is likely to evolve through multiple partial RFCs rather than one monolithic specification because brand, narrative, engagement, and public participation each have distinct governance and implementation needs.

15. Closing Orientation

DP19 gives the meta-layer a public face and a living community presence.

It ensures that the Metaweb is not only built, but recognized; not only explained, but shared; not only promoted, but inhabited.

A DP19-aligned meta-layer grows through resonance rather than manipulation. It invites people into agency, context, trust, and co-creation without reducing them to metrics or marketing channels.

Brand becomes symbolic orientation.

Engagement becomes participatory belonging.

Amplification becomes civic invitation.

Presence becomes shared infrastructure.

This is how the meta-layer becomes something people can name, join, steward, and carry into the world.