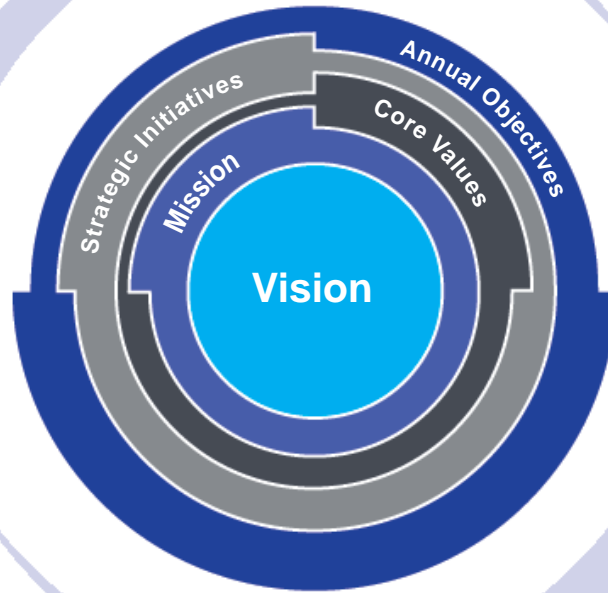


Internet Society Vision and Operating Model



2010 ANNUAL OBJECTIVES

- I. Build greater awareness of the Internet Society and its mission by significantly enhancing its global outreach programmes and campaigns.
- II. Advance the health of the Internet by making open standards, development, and deployment more tangible to business and technical communities.
- III. Extend the Next Generation Leaders Programme to build a cadre of individuals who are knowledgeable about the issues at the intersection of technology and policy.
- IV. Develop additional revenue sources in support of the Internet Society's expanding suite of programmes and the standards-development efforts of the IETF and other organizations.
- V. Strengthen the Internet Society's Chapter and Member activities so they are maximally effective in realizing the organization's mission and goals.
- VI. Enhance network confidence by actively promoting and supporting developments that engender user trust in networked environments.

VISION

The Internet is for everyone.

MISSION

Promote the open development, evolution, and use of the Internet for the benefit of all people throughout the world.

STRATEGIC INITIATIVES

- I. **Enabling Access:** focuses on enabling access to the Internet by addressing the fundamental impediments to Internet growth and usability. These include technical capacity building; policy, regulation, and the access environment; and underserved communities.
- II. **InterNetWorks:** focuses on the continued operation of the global Internet, taking a holistic approach to identify issues and opportunities in technology development and deployment for open networking.
- III. **Trust and Identity:** focuses on ensuring that the Internet provides channels for secure, reliable, private communication between entities, which can be clearly authenticated in a mutually understood manner. A trusted Internet takes into account security, transaction protection, and identity assertion and management.

CORE VALUES

The Internet Society's core values are the fundamental principles that guide all of our activities. They are the beliefs and commitments on which our mission is based.

1. The quality of life for people in all parts of the world is enhanced by their ability to enjoy the benefits of an open and global Internet.

2. Well-informed individuals and public and private policy makers are the essential foundation of an open and global Internet society.

3. The genius of the Internet is that its decentralized architecture maximizes individual users' power to choose (or create) and use the hardware, software, and services that best meet their needs, and if the Internet is to continue to be a platform for innovation and creativity, its open, decentralized nature must be preserved.

4. Enduring and sustainable progress toward our vision is best achieved by a combination of global initiatives and activities at a local level that engage people in their home regions.

5. Technical standards and Internet operating procedures should be developed and asserted through open and transparent processes, with minimal barriers to participation or access to information.

6. The social, political, and economic benefits of the Internet are substantially diminished by excessively restrictive governmental or private controls on computer hardware or software, telecommunications infrastructure, or Internet content.

7. Rewarding and productive use of the Internet depends on the ability to trust critical services.