

London
Sunday 25th March, 2018

Shaping Tomorrow

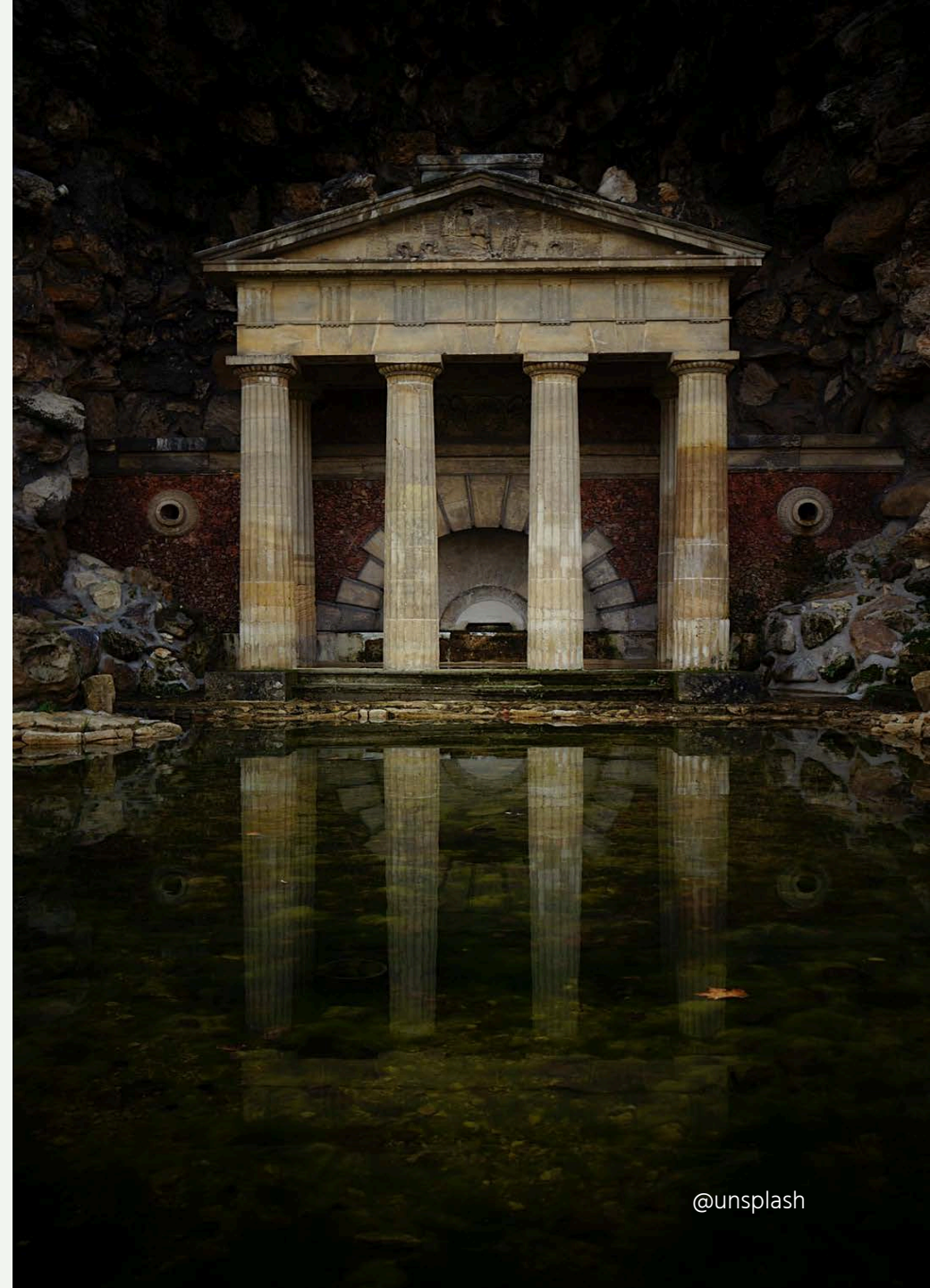
Presentation to the Board of Trustees



Internet Society Executive Team

The Pillars of our Plan

1. Adopting a campaign approach for specific outcomes
2. Continuing to work in the areas that matter to us
3. Building a more united organization and community
4. Focusing on new work that takes us toward our goals and addresses new threats



Setting ourselves up for Success

We have used the first quarter of 2018 to:

- Align around our shared goals
- Put new teams and team structures in place
- Integrate our work across departments and agree tactics and approaches
- Advance key projects
- Deliver concrete results in support of our big objectives



“When we hit the ground the whole team knew exactly how and what to pitch and present. We are precise and to the point. It’s working!”

Naveed Haq, APAC Regional Bureau



Campaign Progress

As the champion of an open, globally-connected, trusted and secure Internet, our mission has never been more important.



Not everyone has a voice in how the Internet is run. **We must promote the values of good Internet Governance: diversity and inclusiveness.**



The Internet of Things promises to change the way we live but can put our security and privacy at risk. **We can help make the increasingly-connected world a safer place.**



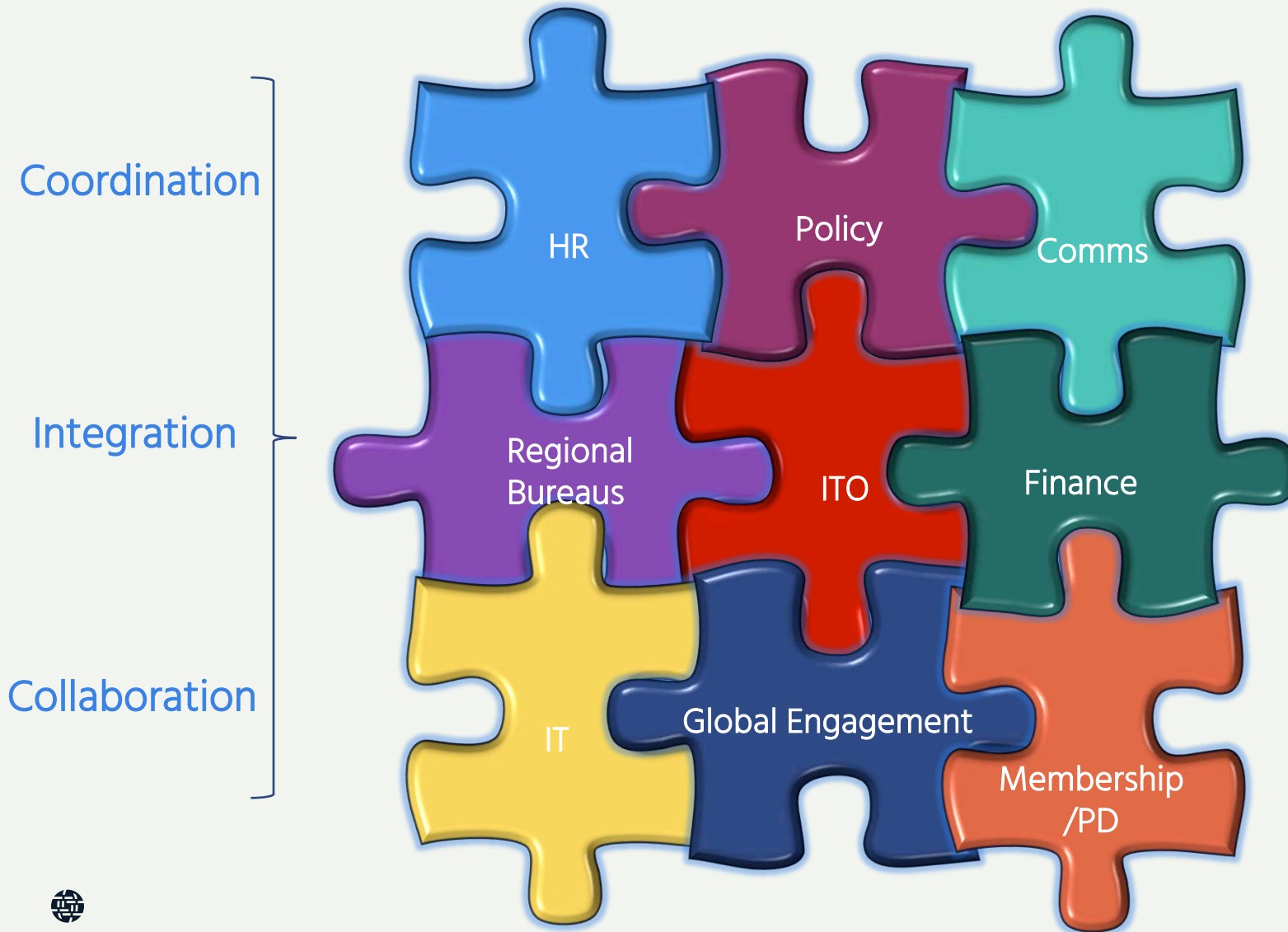
The global routing system is not as secure and resilient as it could be. **MANRS can secure the network.**



Not everyone is connected yet. **Community Networks empower people to connect to each other and to opportunity.**

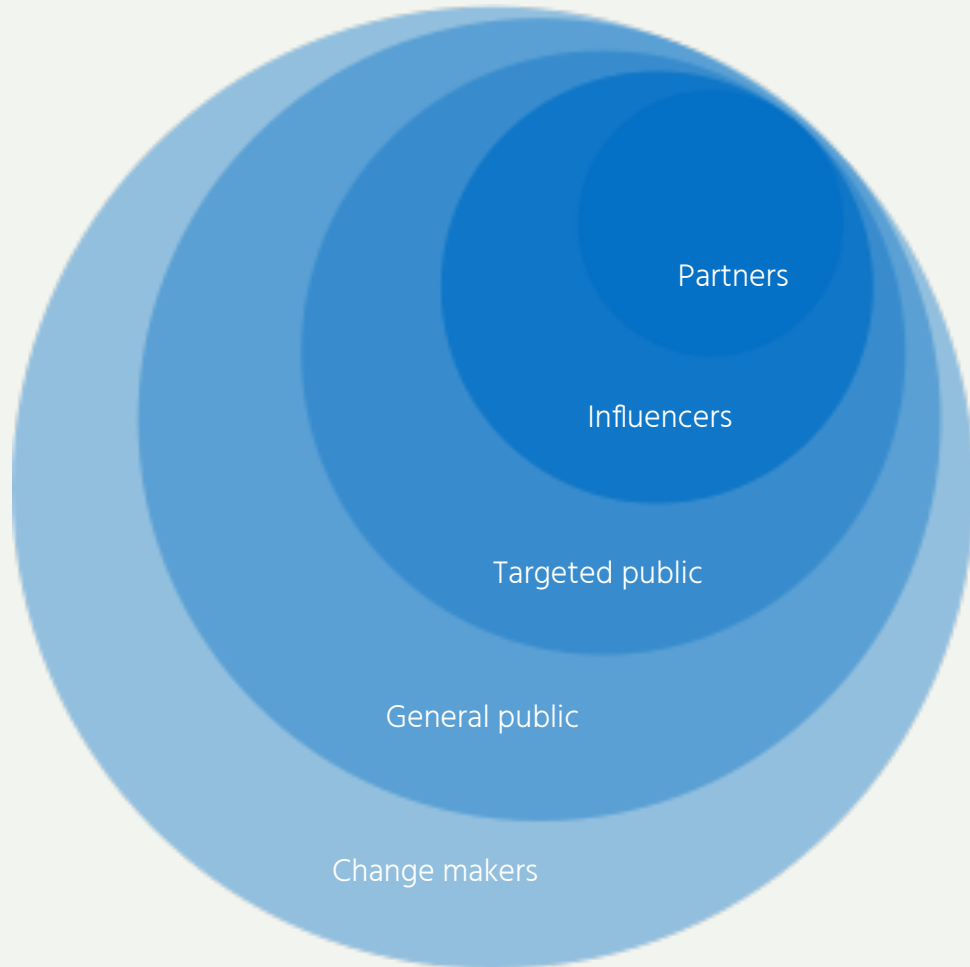
The Internet is a force for good. But it's up to each of us to keep it that way.

Working With Common Purpose



Working together to
#ShapeTomorrow

Reaching Out In Unison. It Takes All of Us.



Partners and Members

Ground zero. The Internet Society's voice is stronger when partners and members all speak together.

Influencers

massively enhanced by using press and influencers to amplify.

Targeted public

Speaking to sized and scoped audiences using insight and clear calls to action will help build relevant content and bring new supporters on-board.

General public

The clearer and more resonant our public voice, the more likely we are to start hitting the consciousness of the wider public.

Change makers

Multiple audiences understanding and amplifying our message will create a cultural environment that will help achieve our goals.

Internet of Things: Security by Design in Q1

GOAL: Adoption of security and privacy in IoT devices and services to protect the network, its users and critical information infrastructure.

Globalizing the OTA Framework

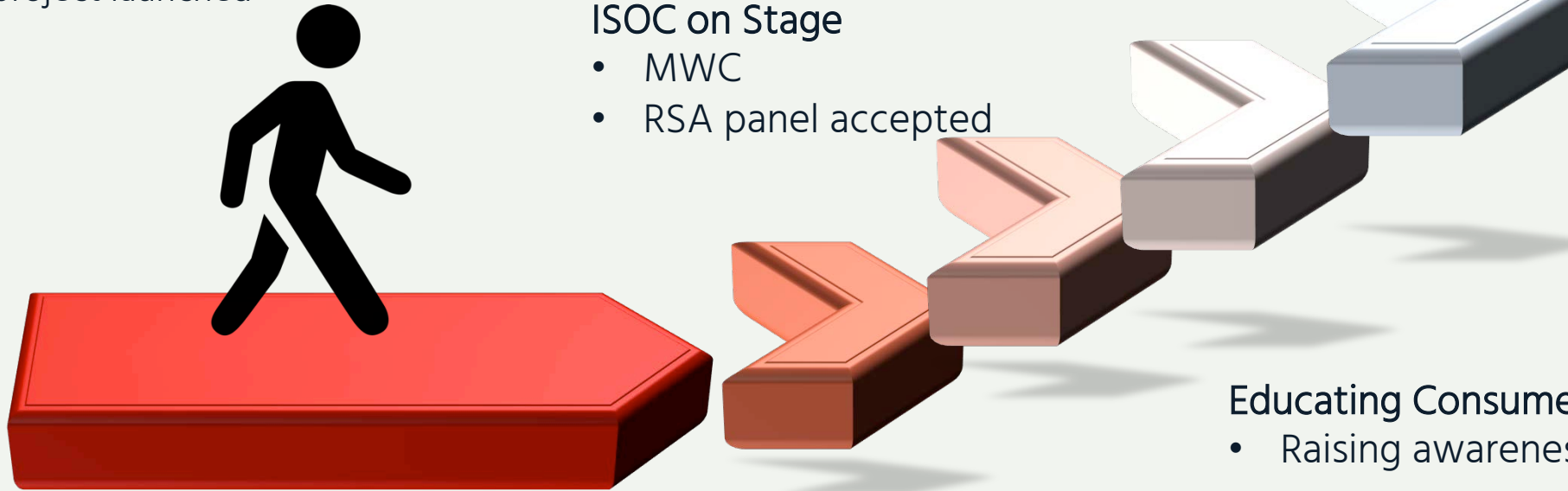
- CES Meetings
- OTA Framework translated into Japanese
- OTA members engaged in campaign
- Engaged in final discussions with 5 IoT device manufacturers and service providers planning to publically commit to the OTA IoT Trust Framework
- Canada IoT project launched

IoT Policy:

- G7 coordination
- IoT Security for Policymakers
- Policy research underway

ISOC on Stage

- MWC
- RSA panel accepted



Educating Consumers:

- Raising awareness among consumers (Safer Internet Day, WCRD)

Internet Governance: Expanding the MS model in Q1

Key governments become leaders in the MS approach

- Campaigning at I&J Conference in Ottawa
- Thought leader positions in the *Hill Times*
- Shine The Light

IGOs open up their processes

- AU Declaration on Internet Governance
- Engagement around our ideas to reform the IGF

New generation of leaders champion MS approaches

- Leveraging 25 Under 25 on Safer Internet Day
- Amplifying voice of female innovators on IWD

GOAL: Reform decision-making approaches to deliver sound Internet policies that put people's interest at the center.



Community Networking: Connecting the Unconnected in Q1

Demonstrate CNs work

- Direct outreach to change-makers at WSIS
- Partnership with CITELE
- MOU with Organization of American States

Influence change in policy to establish CNs

- Solidifying relationship with GSMA on CNs
- Top tier media coverage like NYT and Excelsior to sway public opinion

GOAL: New policies, partnerships and ways of working to connect the hardest to reach places.

Empowering Communities

- Deployment agreement signed with Kyrgyzstan



MANRS: Protecting the Public Core in Q1

Network Operators publicly commit to adopting and implementing MANRS

- 4 new sign-ons

MANRS becomes globally recognized

- Visual rebrand of MANRS complete

Build and support MANRS adopters

- 4 new members.

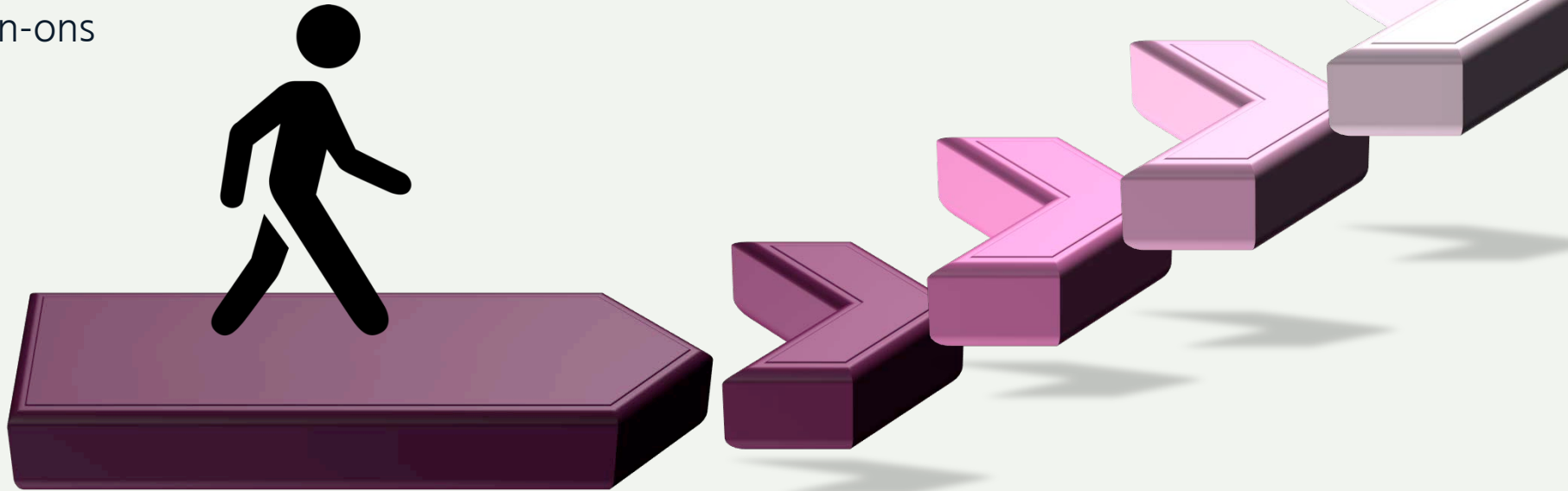
Facilitate resources

- Online training is live

Ensure campaign sustainability

- LinkedIn, Akamai, Cloudflare, Limelight to be Ambassadors

GOAL: Persuade network operators to adopt MANRS



Bringing it all Together



DECLARATION ON INTERNET GOVERNANCE AND DEVELOPMENT OF AFRICA'S DIGITAL ECONOMY

WE, the Heads of State and Government of the African Union, meeting at the 30th Ordinary Session of the AU Assembly in Addis Ababa, Ethiopia, from 28 to 29 January 2018;

Acknowledging that the Internet is an essential tool and a dynamic force for economic, social and cultural development, and recalling in that regard Resolution 26/13 of the Human Rights Council;

Also acknowledging that Africa's voice in Internet Governance is critical to the development of Africa's economy and enabling Africa to contribute more effectively to the global economy (and that Africa's economy needs to be significantly extended);

Recalling the commitments made during the Geneva and Tunis World Summits on the Information Society in respect of a shared vision of Internet Governance (IG), which led to the adoption of a Declaration of Principles and a working definition of IG;

Taking into account the concerns raised by allegations of mass surveillance and violations of the right to privacy in the digital environment and **reaffirming** the commitments made in UN General Assembly resolutions 68/97 and 68/166 to "respect and protect the right to privacy, including in the context of digital communication";

Noting with concern that less than 20% of Africans are online, that the majority of those not connected are in the rural areas, notably women and the poor, and that the average cost of fixed line and mobile Internet exceeds 50% of average per capita income;

Reaffirming our commitment to the need for stability, for the safety of citizens and enterprises, confidentiality of online data security, through the AU Convention on Cybersecurity and Personal Data Protection, and taking into account the scalability of Africa's Internet infrastructure;

Recalling the commitment of Member States to promote and protect fundamental freedoms, especially the right to freedom of expression and access to information (on and offline), and human and peoples' rights enshrined in instruments of the African Union and of the United Nations and recognizing that these rights must be upheld online as well as offline;

Noting with appreciation the efforts of the AU, in collaboration with the United Nations Economic Commission for Africa (ECA) and civil society organizations, to strengthen the participation of African countries in global Internet Governance and related public policy discussions, which led to the creation of the African Internet Governance Forum;



Raul Echeberria
@raulecheberria

Following

The time to reform the #IGF to improve it, is now. A call for action.
internetociety.org/blog/2018/03/l...
#internetgovernance

3:29 PM - 17 Mar 2018

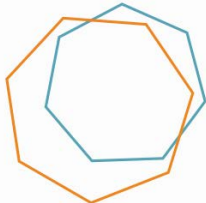
18 Retweets 23 Likes



18



23



GLOBAL INTERNET
AND JURISDICTION
CONFERENCE 2018
FEBRUARY 26-28 • OTTAWA, CANADA

Creating Impact

We are using external media successfully to:

- Amplify our messages more broadly
- Build awareness
- Introduce the issues we care about
- Drive broader exposure for our campaign objectives
- Shift opinion with key decision-makers



Leveraging the opportunities


Secure it

This World Consumer Rights Day, join people around the world to stand up for a safer connected world.

[Learn More](#)

Creating Momentum and driving engagement



A group of people, including a man in a blue checkered shirt, a woman in a white polka-dot shirt, and a man in a black t-shirt with 'WAND', 'rurallink', and 'VOIUS' logos, are gathered outdoors. In the background, there is a telecommunications tower with a solar panel. The sky is blue with white clouds.

Driving Action

Shape the Internet of tomorrow

The Internet creates amazing opportunity. Take action to ensure it stays that way.

We are building an online engagement platform. Our Campaign Hub will be:

- a place for people to take action
- a central destination and a focus point for our advocacy.

[Join us](#)

[Donate](#)

Key Projects Update

Maintaining our Core Values to Advance our Mission

- IETF Support & Sustainability
- Internet Hall of Fame
- Jonathan B. Postel Award
- Youth Engagement (25 Under 25)
- InterCommunity 2018



Core Projects: Q1 Update

Project	Q1 Progress
IXPs and interconnection	<ul style="list-style-type: none">• AFPIF launched (August, Cape Town)
NDSS	<ul style="list-style-type: none">• 71 papers, 18 posters, 4 workshops, 2 keynotes, and one co-located IRTF working group meeting.• Eighteen student grants awarded.
SDGs	<ul style="list-style-type: none">• ISOC elected as vice-chair of EQUALS Steering Committee• W20: participation in the digital inclusion group lead by GSMA
IETF Support	<ul style="list-style-type: none">• IETF Journal now fully online• 13 policy makers in London for the policy program• 10 Technology fellows at IETF 101
Training	<ul style="list-style-type: none">• 299 Trainees have started Introduction to Network Operations Course in Africa - Rwanda: 92, Ethiopia: 50, Kenya: 86, Uganda: 71
Chapter Development	<ul style="list-style-type: none">• Updated Chapter letter distributed. 29 signed to date.• Chaptherton awarded WSIS prize• Chapter admin fund launched

Organization & Community

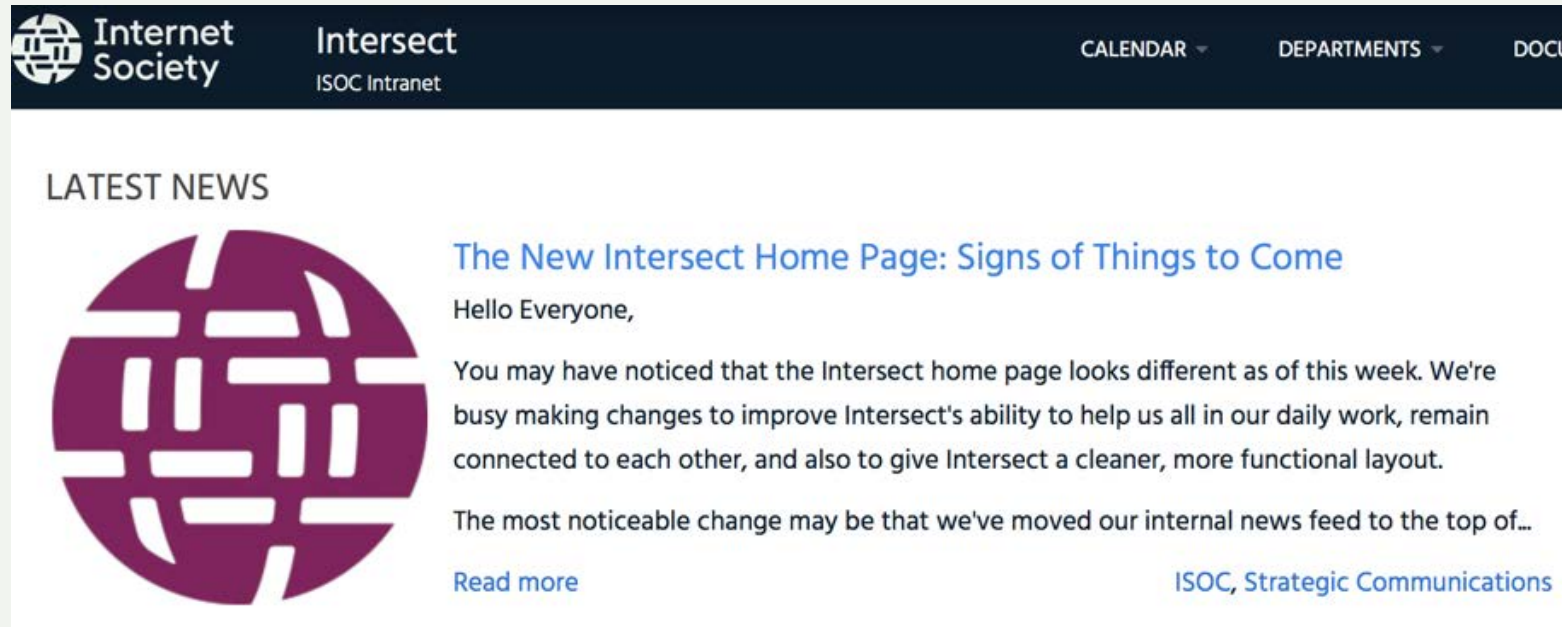
Improving how we work

A focus on internal communications:

- Refreshed and renewed our internal staff newsletter Snapshot as *Inside ISOC*
- Making our Intranet into a shared resource

TYTIP Update:

- AMS Database Replacement
- Financial Management System (General Ledger)
- Intersect



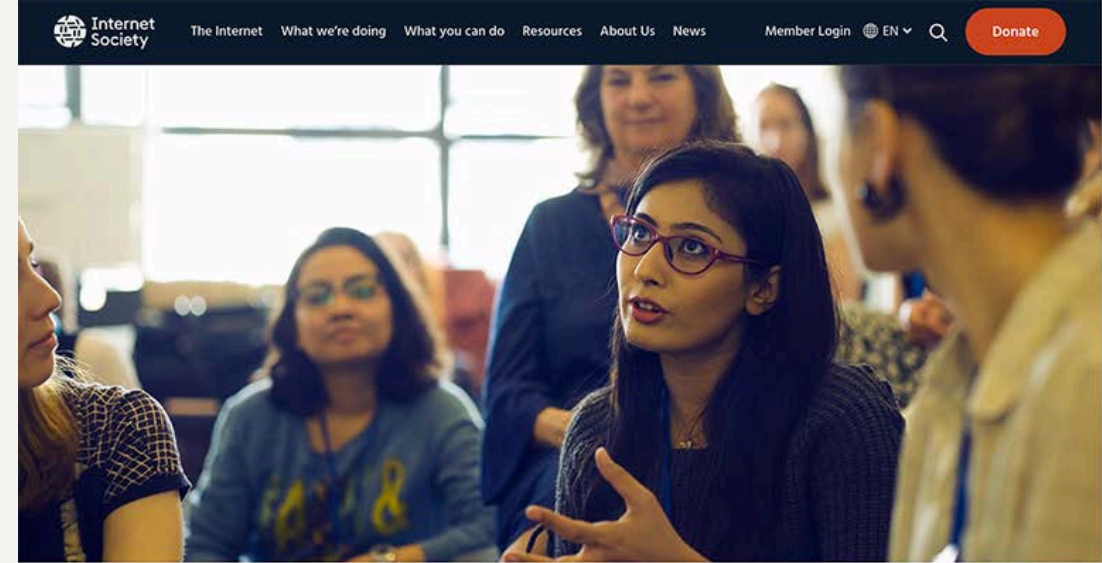
Deepening our Brand

Internally:

- Provide our community with better tools and resources (Digital Asset Manager)
- Staff and community training (using our brand)
- Creating common resources (corporate collateral, key documents)

Externally:

- Creating unified messaging to help us talk consistently
- Talking in a different tone to different audiences
- Showcasing our brand through the campaigns/website. Staying topical and relevant with a more news-centric focus
- Delivering content-led outputs that drive a new perception of us as an organization



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The Internet | What we're doing | What you can do | Resources | About Us | News | Member Login | EN | FR | ES | [Donate](#)

Women In Tech 7 March 2018

EN FR ES

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f t e

Shine the Light: Six Women Making a Difference

By Neville Hobson
Social Media Strategist

[Twitter](#) [LinkedIn](#) [RSS](#)

This [International Women's Day](#), we're boosting the profiles of incredible women around the world who are pushing boundaries using technology – and we encourage you to do the same!

Last month, during [Safer Internet Day](#) – a call to action for everyone to play their part in creating a better Internet for everyone – women in the Internet Society's [25 Under 25 group](#), using just their smartphones to record video, answered the question, "What does a safer Internet mean to me?"

Watch the videos, [explore the different ways these young women are using technology to shape tomorrow](#), then [Shine The Light](#) on some of the incredible women you know who are making an impact. Join the [#ShineTheLight TweetChat](#) with [@SIGWomenISOC](#) on March 8th... then [join SIG Women!](#)

Recent Posts

- [From Chocolate to Fitness Trackers: Recognizing My Consumer Rights and Responsibilities](#)
- [Rough Guide to IETF 101: IPv6](#)
- [Teaching Sri Lankan Girls How to Code](#)
- [Blockchain and Digital Identity – A Good Fit?](#)
- [Promoting RIPE-690 @ Netnod](#)

New Initiatives Update

Online Trust Alliance

Launched in 2017. Staffing: Completed.
Accomplishments in Q1:

- Released Cyber Incident & Breach Trends Report in January, with >50 press mentions
- Strong supporting messages for the IoT campaign
- Hired OTA Program Manager, started in February
- Most OTA members have received renewal invoices, only a few not renewing thus far



Collaborative Governance

Launched in February. Staffing: Completed.

Accomplishments in First 45 Days:

- Advisors: ~100 registered
- Training: Developing curriculum for two-day training; Plenty of Interest
- Convening: Have identified a number of possible topics for convening; now in discussions to better define the issues;
- Convening: Providing support to ISOC multistakeholder projects in Canada and Africa.
- Academic network for research and writing: engaging experts worldwide; developing recruiting materials to establish the network with planned rollout in Q2



Building Alliances: Civil Society Initiative

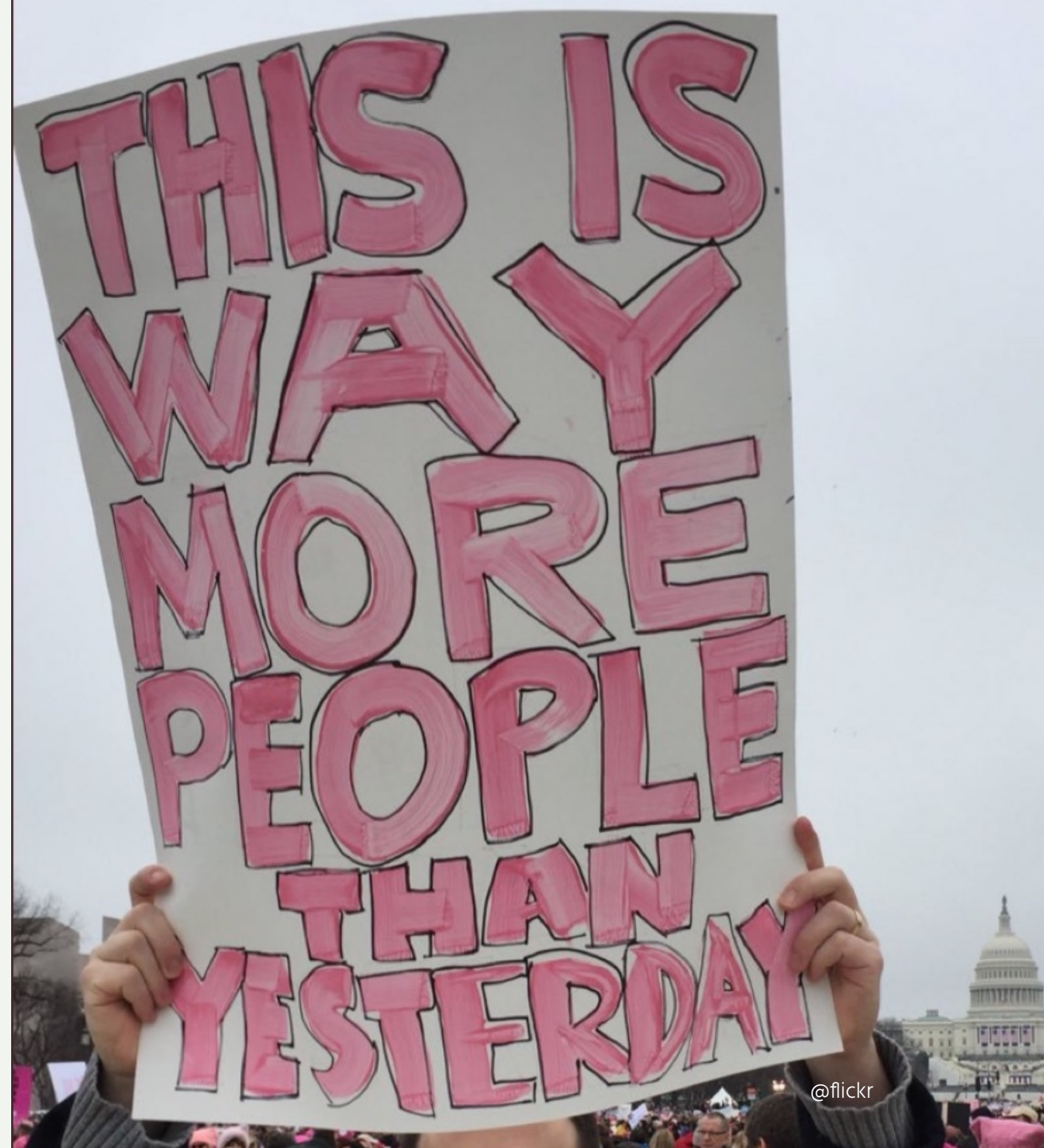
	Achieved Q1	Upcoming Q2
Track 1 Engage Civil Society Partners as Force Multipliers	Channel Partner strategy Confirmed partnerships w/ PIR, TechSoup, CIVICUS, Resource Alliance, NTEN	Extend partnership network to include: <ul style="list-style-type: none"> Digital Impact Alliance, Net Hope, Stanford Center on Philanthropy and Civil Society
Track 2 Understanding Civil Society & the Role of the Internet	Created external survey (distribution 22 March) Conducted listening campaign among Civil Society constituents	Complete external survey (closes 30 June) Participate in key Civil Society events
Track 3 Building Tools for Organizational Use	Built database of Civil Society organizations <ul style="list-style-type: none"> 2000 organizations already in place Regional Resources in place 	Building database to reach 4000 organizations Create use cases to support internal adoption of database tool
Track 4 Supporting the Campaigns	Introduced and socialized Campaign key issues among Civil Society	Embed Next Gen Leaders representing Civil Society as key influencers, with focus on target Campaign countries



Looking Ahead

Q2: Carry On and Mobilize

- Ramp-up our consumer and public-facing components in our campaigns
- Ask our community to advocate for Community Networking
- Build awareness for the OTA Framework
- Use AIS to call on Senegal and other African countries to implement the multistakeholder model
- Urge policy-makers to adopt the recommendations in our IoT Policy paper
- At the G7 we'll demand security for IoT and show that the inclusive model is the way to get there



Working Together to Shape Tomorrow



Thank you.

Visit us at
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