Shaping Tomorrow – Q2 2018
Presentation to the Board of Trustees

Internet Society Executive Team
Facing the Challenges of the Future, Together
Gaining Momentum

Using the base we built in Q1, we have used Q2 to advance all areas of our Action Plan.

We have done this by:

• Improving team collaboration
• Deepening our commitment to our goals
• Thinking bigger
• Exploring new ways of working
• Involving our community more
• Being more action-driven
• Creating a bigger impact
Speaking with One Global Voice

“Let’s show the world exactly what we mean when we say we believe in an Internet that includes everyone.

The future of the Internet is unwritten, but full of endless opportunity. Join us in sending the message that we’re ALL better together. Your voice counts. Let’s make sure Africa is heard as we work together to shape tomorrow.”

Dawit Bekele, African Internet Summit – Dakar, Senegal
May 2018
1. Campaign Progress

Adopting a campaign approach for specific outcomes
We have a duty to act.

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

People are losing trust in the Internet.
Not everyone is connected yet.
An increasingly connected world is putting data and privacy at risk.
The network is fragile and needs our protection.
Internet Governance in Q2: Expanding the MS model

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

*Key governments become leaders in the MS approach*
- Engagement with Senegal, Canada and Philippines
- Launch of African Data Privacy Guidelines (AIS)
- eLAC Ministerial
- GCSC published a norm on protecting Election Infrastructure

*IGOs open up their processes*
- Joint call to G20 Leaders with Mozilla/Web Foundation – more than 60 organizations signed
- Influenced development of W20 declaration
- PP-18 & IGF strategy in development

*New generation of leaders champion MS approaches*
- CEO keynote at SSIG
- Engagement at G20 Consumers Summit
- Moderated online course – Shaping the Internet
Impact in Q2

G7
- Success in showing that collaborative processes can lead to better outcomes
- Canada now a champion of the MS model and a leader in using it for domestic policy (IoT and AI)
- Follow-up engagement with ISOC to discuss implementing MS processes for AI and ethics discussions
- ISOC now a key stakeholder and advisor for policy formation in Canada

G20
- Opening up G20 processes
- ISOC increasingly visible in G20 arena

ISOC/AU Data Protection Guidelines
- Culmination of years of progress (OECD, UNESCO, AU, APEC Tel)
- Senegal gov. requested Privacy workshop
Community Networks in Q2: Connecting the Unconnected

**Demonstrate CNs work**
- OMAC Roundtable, 23 May
- Link to MS campaign through the joint call to G20 Leaders.
- W4C ZeroConnect
- Flagship Deployments

**Empowering Communities**
- Building Wireless Community Networks Training
- Workshops in Ethiopia/Nepal
- Indigenous communities panel

**Influence change in policy to establish CNs**
- Outreach through CITEL partnership; ITU; EuroDIG
- High visibility around joint Statement with AccessNow to #SwitchItOn and #KeepItOn at RightsCon

**GOAL**: New policies, partnerships and ways of working to connect the hardest to reach places.
Impact in Q2

Together We Can #SwitchItOn and #KeepItOn!

Access Now and the Internet Society release joint statement calling for an open Internet that includes everyone.

Real-world Deployments
- 3 projects underway
- First glimpse of project in Murambinda, Manicaland, Zimbabwe
- Commitment from Georgia to work on a new project

Unleashing Community Networks: Innovative Licensing Approaches

Licensing Paper Launch
- First of its kind report
- Gets the issue on the table; positions ISOC as a thought leader
Globalizing the OTA Framework
- OTA Framework written for new audiences
- Enterprise IoT Risk Assessment Checklist
- MS workshop in Senegal
- Research on IoT markets
- MOU with Consumers International signed
- Canada IoT initiative in progress

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

IoT Policy:
- #myG7 campaign launch
- IoT Security for Policymakers launched, 19 April
- Pre-G7 IoT panel, Ottawa, June 6

ISOC on Stage
- IoT European
- G20 Consumers Summit
- RSA panel – Trust by Design
- ConnectTech Asia & MWC Shanghai

Educating Consumers:
- IoT Day outreach
- Consumer Messaging
Impact in Q2

Reaching Consumers
- A defining relationship full of scope and potential
- Important leverage point for changing manufacturer and consumer behavior

A Partnership to Tackle Growing Risks in a Connected World
MANRS in Q2: Protecting the Public Core

GOAL: Persuade network operators, IXPs and NRENs to adopt MANRS

Network Operators publicly commit to adopting and implementing MANRS
- Further sign-ons
- Interest from MSFT: potential to benefit from TechAccord
- Key meetings, inc. ETNO engagement

MANRS becomes globally recognized
- Branding in use
- MANRS Explainer video completed

Build and support MANRS adopters
- Building partnerships with key organizations
- Regional events
- Presence at AIS, EuroDIG, RIPE 76

Facilitate resources
- Policy brief for regulators
- Endorsement from USG report on Resilience Against Botnets

Ensure campaign sustainability
- APAC and ME Chapter workshops held
Impact in Q2

Promoting MANRS
• MANRS explainer video – a powerful tool for promoting more MANRS adoption

New Partners
• MOU with NIC.br signed in Panama this week
• Shows weight and momentum

New IXP Program
• 10 founding participants, 16 today
• Set of actions specifically for IXPs, vs. MANRS actions that are for network operators
Campaign Effectiveness

Chart Growth in the MANRS membership (Network Operators)
Building Partnerships

Prioritizing strategic relationships with organization whose values are aligned with ours to help us achieve our objectives
Spreading our Message

Internet Society Vice President: “Georgia’s model of introducing internet technologies usable in different world regions”

Internet Infrastructure Security Guidelines for Africa
A joint initiative of the Internet Society and the Commission of the African Union

Internet Society and African Union Commission launch guidelines on Personal Data Protection

Protecting Privacy and Personal Data Key to Digital Economy in Africa, says Internet Society

Sorry just isn’t Enough. Businesses Must Do Better When It Comes To People’s Data.
Building Awareness with a bigger Audience

- Social media campaign that made the link between IoT policies and users in the real world
- Connecting the dots between Policy and Public
- Helped to drive awareness of the issue with a broader audience in order to bring about the change at Policy level
Finding our Public Voice

I don’t know you

Lack of public voice

I know you

Undifferentiated public Voice

I believe in you

Public voice with purpose and differentiation

I’m going to fight alongside you

Public voice with purpose and differentiation that drives campaign activity
2. Key Projects Update

Continuing to work in the areas that matter to us
Maintaining our Core Values to Advance our Mission

• **IETF Support & Sustainability**
  o AIS Hackathon, Fellows at IETF102, European Commission workshop, Journal now online, outreach in APAC/LAC/Africa

• **IPv6 Launch Anniversary**
  o Leveraging partnerships, significant tech media coverage

• **Technology Outreach & International Engagement**

• **Jonathan B. Postel Award**
  o 2018 Awardee selected. Ceremony at IETF102
## Core Projects: Q2 Update

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<tr>
<th>Global Engagement</th>
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<tr>
<td>IXPs and interconnection</td>
<td>- Supporting IXPs with toolkits and equipment</td>
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<td>- Synergies with MANRS IXP Program</td>
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<td>Chapter Development</td>
<td>- 83 Chapters signed new Charter</td>
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<td>Tech Training</td>
<td>- Over 300 people trained to date</td>
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<td>Beyond the Net</td>
<td>- 20 small grants received/approved</td>
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<td>- 49 applications under evaluation</td>
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<td>- 810 students connected in rural Tanzania</td>
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<td>Sustainable Development</td>
<td>- EQUALS, AIS gender events, Girls in ICT Editathon, W20, Y20, Youth &amp; Future of Work roundtable</td>
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<th>Public Policy</th>
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<td>2018 Global Internet Report</td>
<td>- VIPs for “Future Thinking” monthly interviews</td>
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<td>- Partnerships with leading universities on all 5 continents</td>
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<td>- Community sessions and community Survey</td>
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<td>Trust Initiatives</td>
<td>- APEC Cybersecurity framework advancing</td>
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<td>Human Rights</td>
<td>- Successful engagement at RightsCon 2018</td>
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<td>Encryption</td>
<td>- Ongoing advocacy for end-to-end encryption (Chatham House, US Congress, Australia)</td>
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<td>General Policy Engagement</td>
<td>- Net Neutrality; GDPR; encryption; Internet shutdowns; Digital Geneva Convention; cybersecurity</td>
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3. Organization & Community

Building a more united organization and community
Involving Our Community and Strengthening Ties

Q2 has seen greater community interaction and more focused efforts to involve our community in our work, e.g.:

- OMAC roundtable on Community Networks
- European, APAC & Middle East and African Chapter Meetings (Sofia, Nepal, Addis Ababa)
- ARB Visit to Guinea & Guinea Chapter
- Session on IoT security and privacy, Rabat

Plus:
- More regular, bi-weekly outreach and communications to our members with campaign updates
- Campaign related action plans in Chapters
- ICANN62 activities
- InterCommunity 2018 planning
Improving how we work

#ISOC Strong
- Office News
- Internal Communications
- All Staff Meet-Up

TYTIP:
- Intersect
- New Financial System
- AMS
4. New Initiatives Update

Focusing on new work that takes us toward our goals and addresses new threats
Online Trust Alliance

Accomplishments in Q2:

- **Strong presence at RSA Conference for IoT** - panel session on IoT security, checklist for IoT in enterprises, many press articles
- Multiple submissions to US government and support of G7/Canadian multi-stakeholder effort (with region/policy team) to advocate OTA IoT Framework
- Ongoing blogs and press interviews keeping security and privacy front of mind
- OTA Program Manager left in May, working to replace
- ~70-80% of legacy OTA members expected to renew. Many have not committed - working to keep them on board.
Collaborative Governance

Accomplishments in First 120 Days:

• **Outreach:**
  o Over 200 advisors registered; planning July call to discuss training.
  o EuroDIG Keynote. Promotion of MS convenings with European NRIs and ISOC Georgia

• **Training:**
  o Curriculum for two-day program nearly complete.
  o Negotiating with CGI.br to partner on August training in Brazil
  o Proposal for African Union Commission

• **Convening:**
  o Topics identified; now in discussions to better define the issues. Facilitation for ISOC MS projects in Canada (IoT security) and US (net neutrality)

• **Academic network for research and writing:**
  o Engaging experts worldwide. Developing recruiting materials to establish the network with planned rollout in summer
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<tr>
<th>Track 1</th>
<th>Engage Civil Society Partners as Force Multipliers</th>
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<tr>
<td>Achieved in Q2</td>
<td>Extended partnership network to include:</td>
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<td>• Digital Impact Alliance, Net Hope, Stanford Center on Philanthropy and Civil Society</td>
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<td></td>
<td>• Consumers International with whom we are designing IOT campaign-specific programming</td>
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<tr>
<td>Upcoming in Q3</td>
<td>• Deliver #InternetForImpact programs to engage Civil Society broadly</td>
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<td>• Example includes Stanford Roundtable in July</td>
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<th>Track 2</th>
<th>Understanding Civil Society &amp; the Role of the Internet</th>
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<td>Achieved in Q2</td>
<td>• Participated in key Civil Society events, Nonprofit Technology Network</td>
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<td>• Led or participated in convenings around InternetForImpact at AIS in Senegal and IFC in Thailand</td>
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<tr>
<td>Upcoming in Q3</td>
<td>• Continue survey outreach and analysis</td>
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<th>Track 3</th>
<th>Building Tools for Organizational Use</th>
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<td>Achieved in Q2</td>
<td>• Completed database of 4000 civil society organizations, sortable by campaign, region, and cause</td>
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<tr>
<td>Upcoming in Q3</td>
<td>• Integrate into Aptify</td>
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<td>• Create use cases to support internal adoption of database tool</td>
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<th>Track 4</th>
<th>Supporting the Campaigns</th>
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<td>Achieved in Q2</td>
<td>• Embed Next Gen Leaders representing Civil Society as key influencers, with focus on target Campaign countries (in progress)</td>
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<tr>
<td>Upcoming in Q3</td>
<td>• Develop Youth strategy</td>
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<td>• Identify and deliver 1-2 pilots to engage youth around one identified campaign</td>
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Looking Ahead
Focusing on the Big Picture

By year end, we want to see:

• **Demonstrable progress by Canada, France, Senegal & Philippines** toward the reform of government process and the adoption of collaborative policy-making by key governments

• **3 deployments that prove the model and 5 countries** who are acting in support of Community Networks as a viable and credible form of alternative access

• **5 manufacturers signed up to the OTA Framework and mounting demand** for a trust-mark from consumers, policymakers and industry as a step toward securing commitment from manufacturers of consumer IoT devices to build security into their products

• **177 organizations** forming a community of MANRS proponents, working together to protect the public core of the Internet
Putting people at the heart of the Internet.
#ShapeTomorrow
Thank you.