

November 2019

# Action Plan 2019 Update

## Impact Indicators & Project Progress

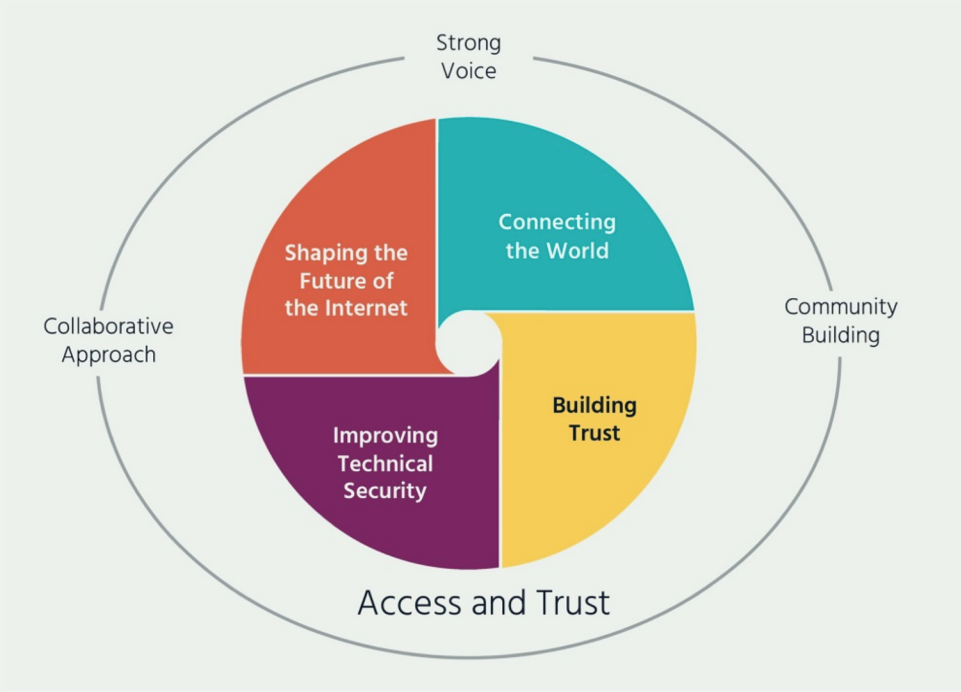


Prepared for Internet Society Board of Trustees

# Status Updates

Focus Area	Project
Connecting the World	Community Network Campaign IXP & Interconnections Facebook IXP Grant
Improving Technical Security	MANRS Campaign
Building Trust	IoT Campaign

Approach	Project
Fostering a Collaborative Approach	Support IG Community
Strengthening Our Voice	Brand Online Presence
Building Our Community	Chapters Engagement Service Bureau



# Connecting the World

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
1. # of governments that publicly support, fund, or change regulations or policies to support CNs based on ISOC direct actions with partners	At least 4 governments express a willingness to use public funds for CNs	N/A	4 of 4
2. # of development agencies/ international development banks supporting or funding CNs	At least 2 International development agencies pledge to make CNs part of funding portfolios	N/A	5 of 2

## Key Accomplishments Q3

- CN Summits held in APAC & LAC w/ partners (UNESCAP). As a result, govts in the region are changing their mind about CNs; ITU has approached us to provide info for a report on “last mile connectivity”.
- ITU-D, CITEL, IADBLAC project started, marking a shift in the region to actively support CNs and change policies/regulatory regimes to actively help deploy them in Argentina, Brazil, Colombia, and Mexico.
- CN training launch in NA as part of training beta. Partners/colleagues used to conduct the training and expand community of interest. First 8-week training programme launched by ISOC prior to a CN Summit to prepare participants and launch a new on-line training programme via Zoom & in-person at upcoming Summit to launch a new network in a community.
- Zimbabwe flagship launched. Reflecting the importance of govt support, project was halted by the Govt as they re-reviewed its scope. Result: Govt authorized & fully supported the project/promotion.
- CN build in Maskwacis, Canada completed. This network is a direct result of the impact of prior Indigenous Connectivity Summits & the importance of scaling/training community.
- ISOC consulted on 2 US bills related to access with suggested language on CNs & tribal/indigenous communities being included as a result of advocacy and action by partners.



## Upcoming Milestones Q4

- CN Summits in Africa, Europe and North America (ICS)& tech training in Eur & NA
- CN builds in Uluhaktuk, Canada and Pu‘uhonua Waimānalo, US
- CN trainings (policy and technical) to be completed Q4 (103 enrolled, including facilitators)
- ISOC InterCommunity on CNs with ISOC Community
- IGF Workshops on CN and Community Building

# Connecting the World

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
3. # of IXPs supported: Rest of World	N/A - None listed in Action Plan (Plan was more specific to Africa)	Rest of World: 15	8 of 10

## Key Accomplishments Q3

- MENA Region held IXP Training Workshops in KSA, Kuwait and Jordan, a first for ISOC in the region, resulting in asks for more training and partnership with KSA and Kuwait.
- Training in Montenegro for IXP with regulators, academics and government to continue a relationship started three years ago where trust has been built and our expertise requested to “level-up” the IXP
- PKIX Karachi node made operational. This is a major victory for the team and partners. We started by partnering with the regulator in 2016 after 2 other attempts to launch an IXP in Islamabad. Trust was built and the IXP in Islamabad launched in 2017, Lahore in 2018, and with the launch of the Karachi IXP the region has a new node where operators can exchange traffic vs long-haul traffic from Amsterdam to Singapore.
- MMIX (Myanmar) upgraded their policies and route server to join MANRS, exhibiting the impact of projects working together to achieve our objectives.
- Macedonian IXP upgraded (4 year continued relationship), where we introduced new partners for better sustainability.
- Argentinian IXP (Ushuaia) and Peruvian IXP (Lima) launched
- Peering Fora and NOGs held VNIX-NOG (Vietnam) MyIXPeering Forum (Malaysia) SANOG, NANOG, CARPIF, LACNOG, Euro-IX Fellows

## Upcoming Milestones Q4

- PKIX WS (Nov)
- Bosnian IXP, Vancouver-IX and James Bay IX to be operational
- Further development of Inuvik IXP (Switch was sent in Q3)
- Further Development of Guatemala IXP
- NOGs : KHNOG, npNOG



# Connecting the World

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
4. # of IXPs developed: Africa	1. Scale the technical operations of at least 10 IXPs in Africa 2. 80% of African traffic remains in Africa (symbolic target)	Africa: 5	10 of 10

## Key Accomplishments Q3

- Award Burkina Faso IXP (BFIx) Cache-fill grant funds. iXP launched and government part of training to strengthen partnership and ensure the IXP was “authorized”
- Contract signed with the Rwandan ISP Association to become the Secretariat of the African Peering and Interconnection Forum (AfPIF).
- Held the 10<sup>th</sup> African Peering and Interconnection Forum (AfPIF), increasing Participation and community, over last year, interconnection deals set up by attendees, and core community transition of AfPIF underway.
- Identified two studies to complement FB Grant work and decided on consultant to undertake two studies in 2019 and 2020
- Submission of the data-request to Facebook for the Kenya and Nigeria IXP study

## Upcoming Milestones Q4

- Sign contracts with at least 3 of the 4 cache-fill awardees and begin Cache-fill project service
- Begin Update of the Kenya and Nigeria IXP study (ISOC Study released in May 2012 –reboot with new data)



# Improving Technical Security

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
5. # of MANRS members & % increase from end of 2018	Double number of MANRS members* <i>*It was assumed when Action Plan was drafted in Q4 2018 that there would 100 members by the end of 2018.</i>	# of MANRS members as of 31 Dec 2018 = 146	- 257 MANRS Members - 76% increase from 2018 year-end
6. Deployment of MANRS Observatory and # of routing incidents & correlation with increase in MANRS members	# of routing leaks and assessment of whether MANRS or other efforts (route signing) make a difference	# of routing incidents Dec 2018 = 2051	- MANRS Observatory successfully deployed (August) - 1815 Routing Incidents (in September 2019)* <i>*This data is captured on a monthly basis.</i> - Correlation N/A (Need more data over more time to establish meaningful correlation).

## Key Accomplishments Q3

- MANRS Actions: Conducted 2 workshop around Routing Security emphasizing MANRS Actions | Updated MANRS Actions for Network Operators
- Agreement with APNIC to connect APNIC Academy with MANRS hands-on lab
- MANRS participant count growth in Q3, 56 new ISPs and 8 new IXPs joined in Q3
- Produced MANRS briefings for CEOs & CSIRT community
- Community engagement with SANOG 34, RONOG 6 and FIRST
- Developing automated reporting of MANRS conformance

## Upcoming Milestones Q4

- MANRS hands-on lab going live at APNIC
- Agreement with RIPE NCC to host hands-on lab
- MANRS Community Meeting @ RIPE 79
- Agreement with partners in at least 3 regions (APNIC, RIPE, AFRINIC /LACNIC) to host MANRS lab
- Develop MANRS Implementation Guide for IXPs
- Develop MANRS Actions for Content Providers
- Develop procedures for handling MANRS participants that become non-conformant



# Building Trust

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
7. # and % increase of manufacturers (against targets) who adopt minimum standard or any derivation of the OTA framework	5 manufacturers representing 10% of consumer market segment commit to adoption of any derivation of OTA framework	List of target manufacturers	N/A. Project work winding down ahead of full discontinuation at the end of Q4.

## Key Accomplishments Q3

- French IoT Working Group outcome finalized
- IoT Privacy for Policymakers paper published
- The Senegalese showcased their IoT Security MS Process in the ITU at the Study Group 20 regional Africa group meeting in August; Internet Society is referenced in the report

## Upcoming Milestones Q4

- IoT Security Policy Platform to release joint statement at OECD Global Forum on Digital Security
- Launch of Canadian Consumer Education and Awareness Campaign, the first publicly-facing step to transitioning the Canadian IoT project's Implementation working group recommendations
- French IoT Working Group Outcome will be publicly announced
- UK IoT MS Roundtable led by UK Chapter (date tbc depending on the Brexit progress)



# Fostering a Collaborative Approach

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
8. # and % increase of governments (against targets) of national governments that utilize multistakeholder approach based on ISOC advocacy/engagement	Engage national governments to encourage application of m/s approach	List of target governments as identified by Policy team and RBDs for 2019	# of National Governments: 15 % increase – N/A* <i>*baseline data not available</i>

## Key Accomplishments Q3

- The African Union Cyber Security Expert Group was approved - the result of our work on the African Internet Infrastructure Security Guidelines from 2017
- The Multistakeholder IoT Security Policy Platform reached consensus on its joint statement on IoT security for consumer devices
- The Multistakeholder Net Neutrality Roundtable (U.S.) concluded and released a Framework for Consensus
- ISOC submitted comments to the UN High Level Panel on Digital Cooperation (UN HLPDC)

## Upcoming Milestones Q4

- Conclusion of French Multistakeholder IoT process
- Internet Governance Forum - implementation of ISOC's new approach
- Completing revision of online IG course





# Building Our Community

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
9. Strength of chapters on region-by-region basis	<ul style="list-style-type: none"> <li>- “Health ranking of chapters”</li> <li>- Increase in level of community engagement and involvement in support of ISOC goals and action plan</li> </ul>	<ul style="list-style-type: none"> <li>- Region-by-region assessment of chapters and % that meet previously set standards.</li> <li>- Definition of effective chapter governance and outcomes.</li> <li>- Baseline for effective engagement and involvement. <i>(To be established - 2020 )</i></li> </ul>	<ul style="list-style-type: none"> <li>- 123 Chapters in “Good Standing”</li> <li>- 8 Chapters in “Rejuvenation”</li> </ul> <p><i>*Region-by-region view available in Grow Dashboard</i></p>

## Key Accomplishments Q3

- 1 Chapter workshop organized in LAC (Total 2019: 5 workshops organized: Middle East, Africa, Europe, APAC, LAC)
- Chapter Performance Evaluation criteria adjusted with working group & presented to the Chapters
- Chapterthon launched
- 2<sup>nd</sup> round of Chapter Admin Funding programme
- Supported ChAC to develop & implement a process to select their BoT Elections and Nominations Committee reps
- Chapter visits in Africa, Middle East
- Partnerships: AIESEC & ISOC partnership: Our chapters in Namibia & Nepal successfully implemented projects under this partnership-Global Citizens: 10 Chapters initially engaged. Global debate postponed to 2020 due to lack of funding.

## Upcoming Milestones Q4

- 1 Chapter workshop (North America)
- Chapterthon voting & selection of winner
- Chapter volunteer group working on Beyond the Net Medium and Large Grants selection
- 2<sup>nd</sup> round of Chapter Performance Evaluations
- Chapter visits in LAC, Europe, NA



# Strengthening Our Voice

Impact Indicator	Targets Specified in Action Plan	Baseline	YTD Progress through Q3 2019
10. Increase in page views, with significant proportion on campaign pages	3 million page views	Total Page Views Jan 1 2018 to Sept 30 2018 = 2.59M	Total Page Views = 2.60M (.5% Increase YOY) <i>Update: As of 4 Nov 2019, Total Page Views reached <u>3M</u></i>

## Key Accomplishments Q3

- Launches: ISOC Foundation website; MANRS Observatory; g7openletter.org micro-site
- Completed Audits: Mobile Usability across our websites; Performance/Speed across our websites
- Other: Migration of IETF Journal site to Shifter

## Upcoming Milestones Q4

- Action Plan 2020 on main website
- Chapter website theme development begins
- Implementation of suggestions/fixes from audits (Mobile Usability, Performance, Standards)
- Website realignment and content refresh to map to 2020 Action Plan and 2025 Strategy



# Strengthening Our Voice

Impact Indicator	Targets Specified in Action Plan	Baseline	Progress through Q3 2019
11. % increase in brand health	Brand health baseline plus 3% increase by end of 2019	<ul style="list-style-type: none"> <li>- Definition of brand health and specific measures that make up the consolidated metric</li> <li>- Assessment of ISOC's brand health as of 31 Dec 2018 or measure as of 30 June 2019 to establish baseline for rest of year</li> </ul>	<ul style="list-style-type: none"> <li>- Definition consists of shared, earned and owned media (<i>see slide 12</i>); consolidated metric not feasible for 2019</li> <li>- Assessment N/A: 2019 was a year for establishing meaningful metrics &amp; the processes/tools for measuring measurement</li> </ul>

## Key Accomplishments Q3

- New brand video launched
- Successful InterCommunity webinar held using new model – Encryption Advocacy (August)
- Internet Hall of Fame ceremony – Over 70 news articles generated spanning 6 countries
- MANRS Observatory outreach resulted in 10 feature articles in key media outlets (*ArsTechnica, CSO, Dark Reading, and The Register*)
- Op-ed by Raj Singh on CN's published in South China Morning Post ahead of APAC CN Summit
- 100+media hits globally from the OTA's Cyber Incidents and data breach report
- Results from first paid consumer-focused messaging campaign on Facebook for MANRS exceeded engagement rate target by 33%. Related organic Twitter campaign to help boost MANRS membership among network operators; achieved on-target click-through results
- With Brandwatch, built dynamic dashboard attuned to our 5 critical measurement needs (mentions, reach, engagement, follower growth, sentiment), initial results in late Q3 encouraging
- Rolled out new approach to social messaging w/ more segmented use of each social network
- Awareness Campaign: initial creative presented to stakeholders, creative direction decided
- ITW event was brand led –identified, managed, and supported by event team
- Staff stories on Backchannel



## Upcoming Milestones Q4

- Support for CN Summits
- MozFest: Brand-led activation focusing on encryption
- Awareness campaign prep for Q1
- Events optimizing logistics securing DMC for travel

# Additional Information – Communications

## Shared Media

We continue to attract followers and increase engagement across our 3 biggest channels: Facebook, LinkedIn and Twitter.

- Corporate followers up by 17% compared to 2018.
- User engagement average is up by 75% compared to 2018.

## Earned Media

We maintain a healthy flow of media coverage while strengthening the more influential coverage that we generate in top-tier outlets (any publication with at least 1 million unique monthly visitors).

- We see quarter-over-quarter growth in 2019 for both earned media and articles in top-tier outlets.

## Owned Media

We see the effectiveness of our shared and earned channels in driving views to our website.

- Evidenced by reaching our full year target for Total Page Views two months ahead of schedule.
- Organic search emerging as another driver of traffic to our website. Since we started tracking in Q2, this is 8.2% of our search traffic. We will use this to establish a baseline metric to measure against in 2020.

**Together, these results are an indicator of the effectiveness of our brand and the value created for the Internet Society through communications. They demonstrate that we continue to drive good visibility for the organization and its work, and that we have the basis to continue to grow our sphere of influence.**



## Other

Impact Indicator	Targets Specified in Action Plan	Baseline	Progress through Q3 2019
Assess our flagship fellowship programs (tech and policy fellows to IETF; IGF Ambassadors and Youth@IGF) and develop a cohesive strategy to maximize impact for the fellows and for ISOC.	<ul style="list-style-type: none"><li>• Broad evaluation of all fellowship programs to look for overall unity of purpose</li><li>• Measurement of Policy Guests to IETF</li></ul>	List of all - global, regional, and project -direct and sponsored fellowships and budget allocation (Internal use)	Completed



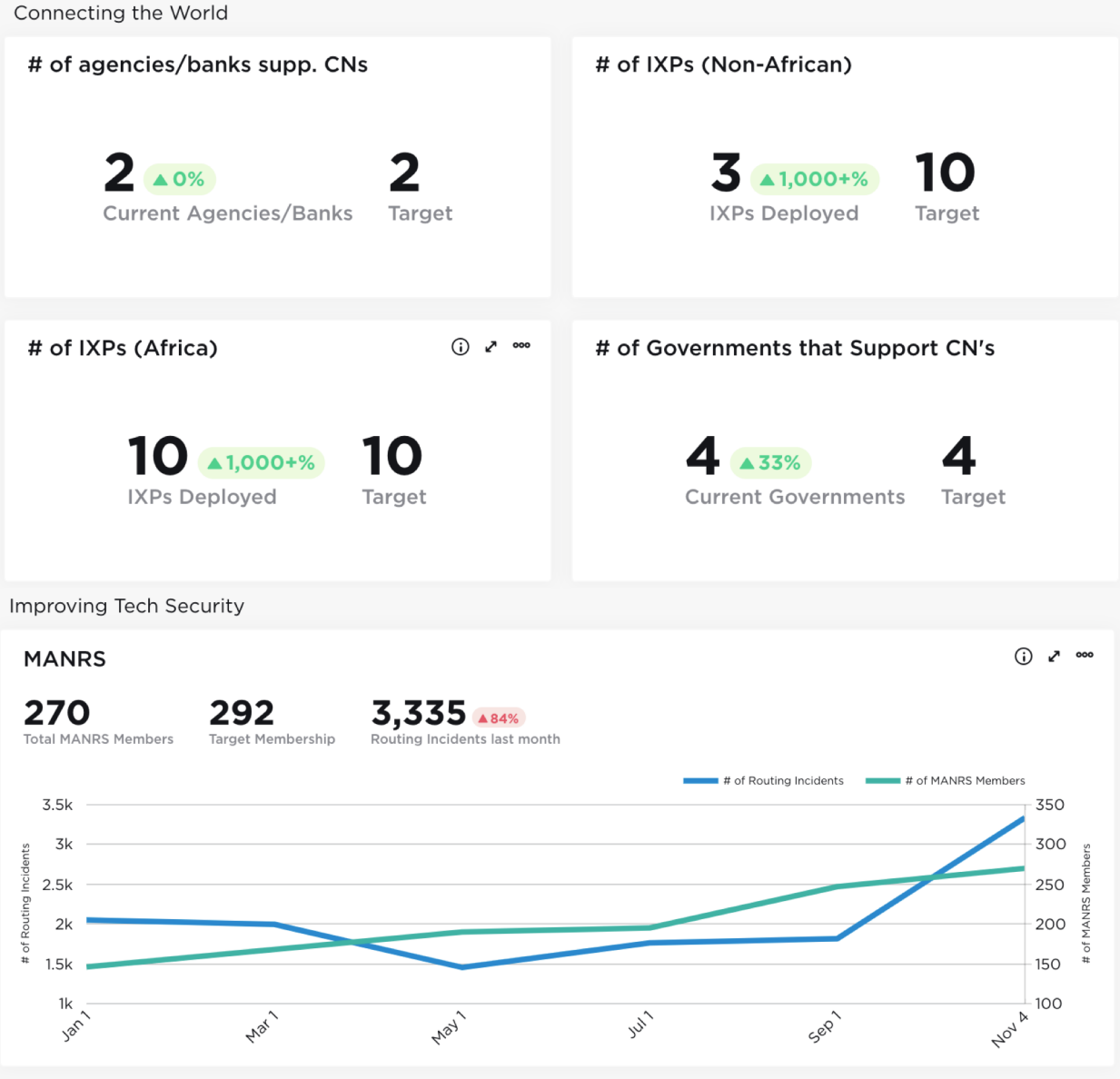
# Dashboard for Monitoring & Reporting

Board View of Impact Indicators –  
Action Plan 2019



# Grow Dashboard

## Board Impact Indicators View



Screenshot from 7 Nov 2019

# Grow Dashboard

## Board Impact Indicators View



### Building Our Community

#### Chapters/SIGs

**123**

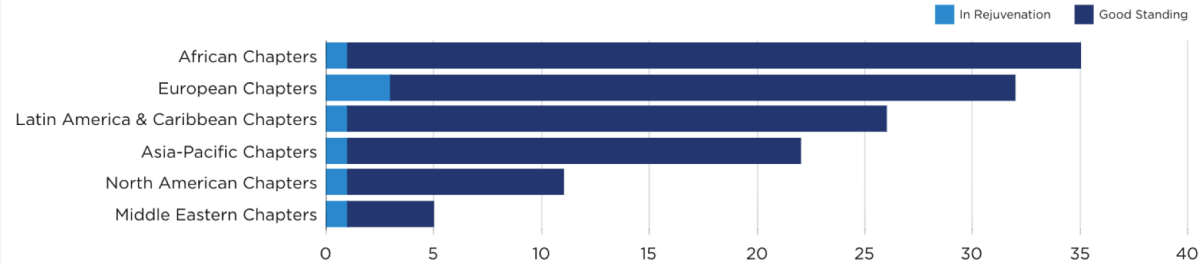
Chapters in Good Standing

**8**

Chapters In Rejuvenation

**10**

Total SIGs



### Fostering A Collaborative Approach

# of Gov'ts that utilize the MS approach du...

**15**

### Building Trust

# of IoT Manu. that adopted OTA Framework

**0**

▲ 0%

# of Manufacturers

**5**

Target

### Stronger Voice

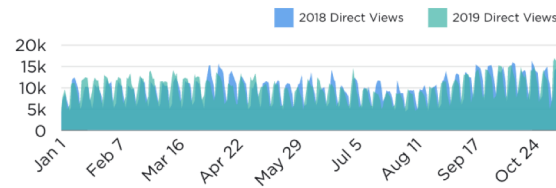
#### Page Views

**3.06M**

Total Page Views

**3.00M**

Target Page Views



#### % Increase of Brand Health

**N/A**

Current Increase/Decrease

**3%**

Target

Screenshot from 7 Nov 2019



# Thank you.

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