

March 2020

# 2019 Action Plan Summary of Achievements

## Impact Indicators



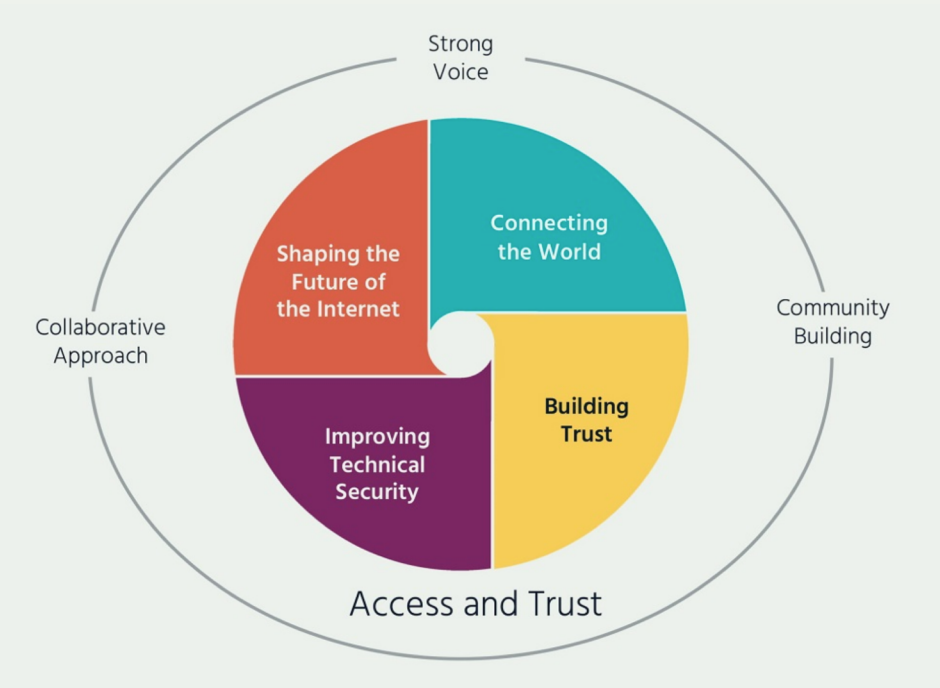
Prepared for ISOC Board of Trustees

Presented by Andrew, Sullivan, CEO and President

# 2019 Action Plan Components

Focus Area	Project
Connecting the World	Community Network Campaign IXP & Interconnection 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	2019 Achievement
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	Not applicable	Completed (200%) 8 of 4 governments
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	Not applicable	Completed (300%) 6 of 2 development agencies/ international development banks

## Insights/Considerations

The number of governments and international development agencies supporting Community Networks is growing and this is directly related to the work our teams and partners have been doing. Continued global and local engagement is creating a movement and changing the way many are looking at complimentary infrastructure options. The ITU and GSMA now are supporting community networks, and Governments and key funders are looking at them as economic development catalysts.



# Connecting the World

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievement
3. # of IXPs supported: Rest of World	10	Not applicable	Completed (120%) 12 of 10 IXPs – Rest of World

## Insights/Considerations

We are seeing more countries open up to IXP development in Eastern Europe and the Middle East, as well as a continuing need for development and management training for existing IXPs. Our work on IXPs has led not only to more Internet “technical” infrastructure being developed, but also to more well-trained technical experts being developed. This dual-track strategy creates new Internet communities, and strengthens existing ones. The latter leads to more sustainable governance of IXPs from the community, brings in new business opportunities, and creates a more robust technical infrastructure over time.



# Connecting the World

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievement
4. # of IXPs developed: Africa	Scale the technical operations of at least 10 IXPs in Africa	Africa: 5	Completed (100%) 10 of 10 IXPS
	80% of African traffic remains in Africa*		Data from Nigeria and Kenya indicates that at least 70% of local traffic exchanged locally at the end of 2019

## Insights/Considerations

The work on the Facebook grant has helped our team reach out to more partners and to reconsider the criteria for IXP development via cache-fill support. Partners are looking at development from a more business-like perspective, and looking at long-term strategic planning and management options.

Lessons-learned include the need for more IXP management and business training. The ISOC team with its partners will be implementing this in its 2020 work.

*\*80% of African traffic remains in Africa:* This is a target that serves to orient community and drive forward momentum with partners. We are revising a baseline ISOC Report on IXPs in Kenya and Nigeria. Some of the data we have gathered for the revised report indicates that over 70% of local Kenyan and Nigerian is exchanged locally. We will be working on tracking other countries through the “Infrastructure & Community Development” project in 2020 to see what data across Africa looks like. We will work with other partners to gather more data to demonstrate the impact of IXPs on the overall health of local and national markets. The latter will be work done with our partners and the Measurements Project.



# Improving Technical Security

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievement
5. # of MANRS members & % increase from end of 2018	Double number of MANRS members	2018 = 146 MANRS members 2019 = 311 MANRS members	Completed 113% YOY increase
6. Deployment of MANRS Observatory & # of routing incidents & correlation with increase in MANRS members	Deploy MANRS Observatory	N/A	Completed MANRS Observatory deployed in Aug 2019
	# of routing leaks* <i>*This data is captured on a monthly basis.</i>	Dec 2018 Baseline = 2051 routing incidents	Completed 2376 routing incidents (Dec 2019) (17% increase from Dec 2018)
	Assessment of whether MANRS or other efforts (route signing) make a difference	N/A	In progress Additional data collection required. (see notes below)

## Insights/Considerations

In 2019, the project sought to prove the following long-term hypothesis: if the number of MANRS membership increases, then the number of routing incidents decreases. However, the 2019 measurements demonstrated that although the number of MANRS participants doubled, the incidents increased by 17%. For 2020, the MANRS project has defined KPIs that are realistically anchored to the MANRS activities and ambitions. The long-term objective remains the same: to reduce the number of routing incidents. The relation between MANRS membership and the number of incidents needs more explanation and discussion.



# Building Trust

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievement
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	<b>N/A</b> <i>Project discontinued mid-2019</i>

## Insights/Considerations

The lesson is that we need to be more careful in selecting and designing our projects, to only do projects that we can deliver on, select the appropriate KPIs, and to build sufficient internal capacity before implementing.

More broadly: The mid-year discontinuation of the IoT campaign came unexpectedly for partners with which the team had built productive relationships and had incubated substantial projects with. This may have made future engagements with these partners more difficult. A more integrated and strategic approach in managing partnerships in the face of these sort of changes needs to be developed in future cases of portfolio change. In addition, the utility of a longer off-ramp ought to be factored into the planning for any such cessation of projects involving partners.



# Fostering a Collaborative Approach

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievement
8. # increase of governments (against targets) that utilize multistakeholder approach based on ISOC advocacy/engagement	Engage national governments to encourage application of multistakeholder approach	N/A	Completed 15 Governments

## Insights/Considerations

The measurement includes national governments as well as regional and global governmental processes.





# Building Our Community

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievements
9. Strength of chapters on region-by-region basis	“Health ranking of chapters”	Region-by-region assessment of chapters and % that meet previously set standards	Completed 124 Chapters (94%) in “Good Standing” 7 Chapters (6%) in “Rejuvenation”
		Definition of effective chapter governance and outcomes.	In progress
	Increase in level of community engagement and involvement in support of ISOC goals and action plan	Baseline for effective engagement and involvement. <i>(To be established - 2020 )</i>	To be established in 2020

## Insights/Considerations

- The success of the pilot Chapter training program has led to a decision to scale-up the program globally in 2020
- Our review of the Chapter evaluation criteria in consultation and in collaboration with a volunteer working group from community has lead to higher buy-in from the Chapters themselves.
- Requiring Chapters to have local bank account in the name of the Chapter has impacted our work with chapters quite significantly. This is challenging for some Chapters and affects their ability to receive funding and be effective locally.
- Nearly 40% of Chapters across all regions do not have an official bank account. (APAC followed by NA and LAC had the highest % of Chapters with no bank accounts.)
- We de-chartered 6 Chapters (whose rejuvenation was not successful) in 2019 – this contributes to increasing the overall health of our Chapters and creates an opportunity for new Chapter formation in those countries.



# Strengthening Our Voice

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievements
10. Increase in page views, with significant proportion on campaign pages	3 million page views	2018 Total Page Views = 3.58M	Completed Total Page Views = 3.59M (0.28% YOY increase)

## Insights/Considerations

Total page views in 2019 (3.59M) proved to be consistent with 2018 page views (3.58M), resulting in a .28% YOY increase. Of note, Q4 accounted for 28% of page views for 2019 - slightly higher than the 25% quarterly average.



# Strengthening Our Voice

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievements
11. % increase in brand health	Brand health baseline plus 3% increase by end of 2019	Definition of brand health and specific measures that make up the consolidated metric	Completed PESO (paid, earned, shared and owned media) framework adopted for defining and measuring brand health.
		Assessment of ISOC's brand health as of 31 Dec 2019 to establish baseline	To be established in 2020 A view of brand health will be captured using individual KPIs in the PESO framework starting in Q1 2020.

## Insights/Considerations

A key learning in 2019 is that brand health cannot be realistically represented by one consolidated metric as originally assumed. Rather, brand health is best captured by considering the following measures in parallel: paid, earned, shared and owned media. This four-pronged approach to brand health measurement will enable more meaningful and actionable insights moving forward.



## Other

Impact Indicator	Targets Specified in Action Plan	Baseline	2019 Achievement
Assess our flagship fellowship programs (tech & policy fellows to IETF, IGF Ambassadors and Youth@IGF). Develop a cohesive strategy to maximize impact for the fellows and for ISOC	Broad evaluation of all fellowship programs to look for overall unity of purpose	List of all - global, regional, and project - direct and sponsored fellowships and budget allocation (Internal use)	Completed
	Measurement of Policy Guests to IETF	Not applicable	Completed

### Insights/Considerations

- The fellowship program evaluation conducted in 2019 has contributed to the design of a new program that is ready for community consultation in 2020.
- There was strong interest from governments in the IETF's work on Internet security which is high on many governments' agendas as they weigh policy measures to deal with security challenges at the national level.



# Thank you.

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