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#### Positive outcomes for the Internet and for the people who use it Action Plan 2021



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#### **The Internet Endures**

No one could have predicted the events of 2020.

Through it all, the Internet has been the one constant in many people's lives. It has been our unwavering connection to the world around us.

Because of its underpinnings, the Internet has remained reliable, and resilient - a lifeline for so many people throughout the globe.

More than any other year, 2020 has reminded us of the importance of our mission.





Photo by <u>Pradnyal Gandhi</u> on <u>Unsplash</u>

# We need to keep working to ensure the Internet is there for everyone.



#### Continuing on the path to 2025

As we do so, we are marching toward our strategic goals for the Internet to be open, globallyconnected, secure, and trustworthy.

Our Action Plan for 2021 is the next step in this journey.

We will stay focused on building, promoting and defending the Internet alongside our community and partners in the areas where we can make the most difference, so that it remains a force for good in the world, and brings opportunity to all.





# A renewed sense of purpose and urgency



#### Overview of our work

We need to make the Internet stronger. The Internet needs our help to maintain its critical properties and be there for everyone. We need to grow the Internet. Nearly half the world's population is not connected.

We need to empower people. Attract, engage, and strengthen our whole community.



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# Growing the Internet



#### **Building Community Networks**

Each day without Internet connectivity is a day of lost opportunity.

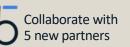
We plan to bring more people online by

- Bridging the connectivity gap and expanding access
- Supporting the human networks
- Supporting new and existing Community Networks (CNs)
- Building a global network of CN champions
- Focusing on local capacity
- Advocating for countries or international organizations to introduce policy or regulatory language enabling the deployment of CNs



Number of countries and organizations that change policies, regulations, rules, or projects to support CNs

Train 300 individuals and deliver more advanced training to 15 CN Leaders





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#### Fostering Infrastructure and Community Development In many places, Internet access is marked by slow

speeds, high costs, and unreliable service.

We plan to support the Internet's infrastructure by

- Building the communities (e.g. NOGs, NRENs) that build the Internet
- Creating new and enhancing existing IXPs
- Building technical capacities and leadership
- Advocating for an enabling policy environment







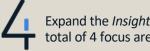
#### Measuring the Internet

We can be a leader in helping the world to understand how the Internet is changing.

We will use data to help others strengthen their understanding of the Internet by

- Offering insights into the health, availability, and evolution of the Internet
- Continuing to provide a valuable platform *Insights* – that anyone can reference to identify trends, generate reports, and tell data-driven stories about the Internet
- Partnering with measurement groups and economists to further enhance the platform

Release Version 2 of the *Insights* platform



Expand the Insights platform to a total of 4 focus areas





# Strengthening the Internet



#### Promoting the

#### Internet Way of Networking

If we don't consider how our actions could harm the Internet, we risk breaking the underlying foundation that makes it work for everyone.

We will advocate for the "Internet Way" by

- Keeping the Internet strong, resilient, and a place for infinite opportunities
- Protecting the "network of networks" that is the Internet
- Training others about the critical properties of the Internet Way of Networking
- Promoting the use of the Internet Impact Assessment Toolkit (IIAT)

200 Train 200 individuals See the IIAT used to assess the impact of new or existing policies in at least 4 policymaking processes



#### **Extending Encryption**

The Internet is under threat - governments around the world are finding new and unique ways to undermine the use of strong encryption.

We will stand up for encryption by

- Addressing the threats to protect and promote encryption through 2021 and beyond
- Mitigating government attacks on encryption
- Increasing the adoption of end-to-end (e2e) encryption by growing Global Encryption Coalition membership
- Rallying around strong encryption with the launch of Global Encryption Day

**10%** Increase adoption of e2e encryption by 10% globally



Mitigate government attacks on encryption in 8 target countries



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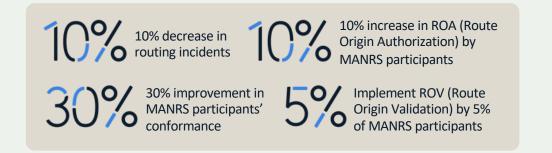


#### Securing Global Routing

Mutually Agreed Norms for Routing Security (MANRS) are vital to our trust of the Internet.

We will help improve the security and stability of Internet routing for everyone by

- Reducing global routing incidents
- Increasing uptake in routing security measures
- Assessing the community's readiness to lead MANRS







#### Preserving the

#### **Open Internet Model**

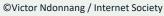
Open standards are as critical now as they were in the early development of the Internet.

We will protect the open standards that underpin the open Internet model by

- Taking a proactive approach to the World Telecommunication Standardization Assembly (WTSA)
- Advocating for greater openness, transparency, and collaboration
- Getting the message out to our community and partners

In the lead-up to or during WTSA, we aim to have 4 governments or governmental agencies express support for our positions







# Empowering People to Take Action



### Supporting

#### **Community Participation**

People who champion the Internet are at the heart of what we do.

We will better support their participation by

- Attracting and engaging Individual Members
- Providing fundamental information to our Chapters
- Improving the function of Special Interest Groups
- Strengthening our community connections and participation
- Focusing on content to support participation



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#### **Building Expertise and Capacity** We can build up those who support our mission with knowledge-sharing and learning opportunities.

We will strengthen our community by

- Driving action through knowledge
- Preparing future Internet advocates
- Sharing cutting-edge knowledge



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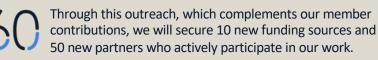


### Securing Resources for

#### **Growth and Greater Impact**

By cultivating broader financial support for the work of the Internet Society, we can do more, include more people, and ensure our work responds to people's needs.

• Targeting outreach for new, diversified funding and partnership







#### Conclusion

This Action Plan represents our focus on achieving tangible outcomes that make a positive difference for the Internet.

- We will work directly in areas that affect Internet access, and the security of the Internet.
- We will advocate for the true, global Internet through sustained and focused communications efforts that link to our objectives.
- We will work to strengthen our standing as an influencer in Internet decision-making around the world, and as a trusted source of balanced insight and opinion.
- We will make improvements and drive initiatives to help us be more effective in our work.



We will do more for the Internet.

And we will work with, and alongside our global community, building our reputation as a movement of people who are driven by the shared vision:

The Internet is for everyone.



# Thank you.

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