

# 2017 Action Plan

## Presentation to Board of Trustees



10 – 11 November 2016  
Hyderabad, India

# Harnessing our passion to continue building a stronger, more effective Internet Society





# Internet Society

2017 - The next step in our ongoing journey



Because of what we have done already, we have a broader understanding of the potential and power that a global Internet Society community can accomplish. We are joined in the belief that a **ubiquitous and trusted Internet** is a unique force for good in the world. We remain focused on creating an Internet of opportunity for everyone in the world.

# Our Approach



## Strategic Value

A plan that allows us to:

Strengthen our focus on the issues that matter

Deepening our emphasis on Access & Trust

Work towards the outcomes we want to see

Being results-driven and action oriented

Deepen integration across our work and our community

Working together across teams, objectives, initiatives and projects

Unite behind a common purpose

A plan that will see us act as one, together

A more streamlined plan that reflects this strategic approach



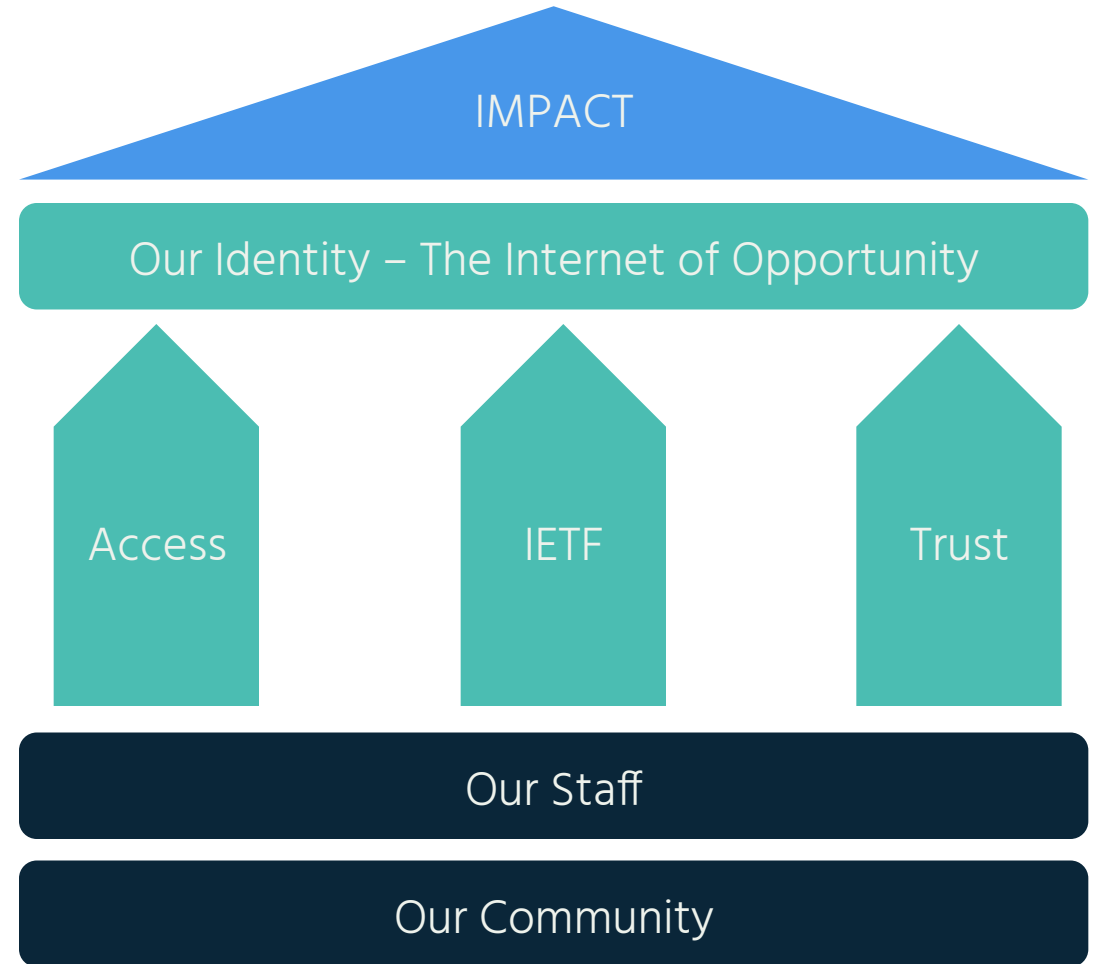
- 1. Increase trust in the Internet**
- 2. Connect the unconnected**
- 3. Strengthen the Internet Society**
- 4. Sustain the IETF**

## A formula for Impact

### Geared for action

- Build the capacity of our community to carry out our mission
- Support our staff to be champions of our cause
- Continue in our work to extend the reach of the Internet and build human capacity to use it
- Support the IETF in its work to make the Internet better
- Create the conditions for an Internet that is more trusted
- Strengthen the Internet Society to take us into the future

The path to Impact





What will we do to  
get there?



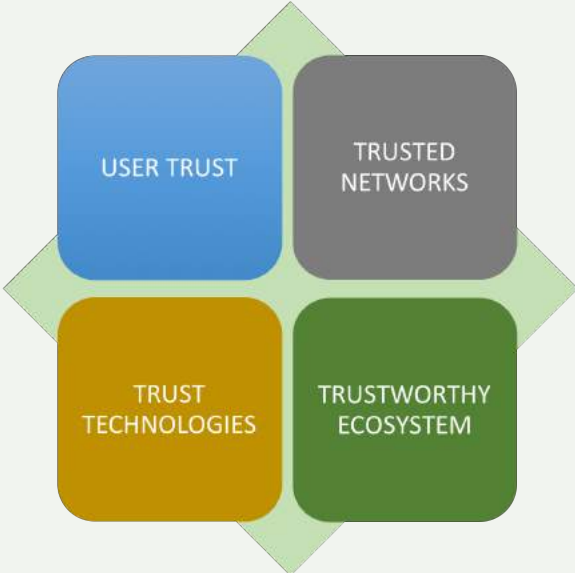
## Tackling Trust: the existential threat to the Internet

We risk permanent damage to the world's belief in the Internet if we don't act now to build user trust



# Objective 1 - Increase Trust in the Internet to deliver its full benefit

We will strengthen the reliability, security and stability of the Internet to help users see it as a safe means to communicate. We will do this by focusing on 4 layers of trust



# The Trust Framework as an organizing principle

Policy Heavy



User Trust

About trust in, and by end-users

Trust Technologies

About establishing trust between connected parties

Trusted Networks

About packets

Tech Heavy

Policy Heavy

Trustworthy Ecosystem

About Governance



## Measurable outcomes

### What we want to see by the end of 2017:

- Trusted Ecosystem: ISOC will be **positioned as a global and regional leader**, framing international dialogue on trust and setting the international cybersecurity policy agenda. At all levels the trust discourse will take place along the lines set out in our Trust Framework.
  - **Regional opportunities:** e.g. privacy policy frameworks /models in Asia Pacific, building on APEC work; cybersecurity and privacy best practices in cooperation with African Union Commission
  - **Global Opportunities:** UN Government Group of Experts (GGE) on cyber policy & UN Security Council; Dutch Commission; G7 and G20 meetings;
- User Trust: **Privacy recognized as being fundamental to user trust**; our Ethical Data Handling Framework recognized by multiple stakeholders as an important tool in for effecting change in the way user data is handled.
  - Regional workshops
  - Human Rights
  - Ethical Data Handling

## Measurable outcomes continued

What we want to see by the end of 2017:

- Technologies for Trust: ISOC will have **furthered the technical and policy understanding** around the subject of block-chain, encryption, and identity federation.
- Trusted networks: The **MANRS initiative will have grown to a critical mass**, its recognition as one of the indicators of good networking practices will remain unchallenged.

## Bringing urgency to the debate on Access

It's not acceptable that only half of the world's population is connected. Everyone must have access to the same social, economic and human opportunity.



## Objective 2 – Connect the Unconnected to the Internet of Opportunity

We will work to expand access to the Internet while also tackling the underlying barriers to its sustained use. We will do this through 4 initiatives designed to:

- **Help Deploy Ubiquitous & Trusted Infrastructure:** If ISOC doesn't play this catalyst role, infrastructure deployment will simply be slower in some regions.
- **Develop Capacity of communities to build and use the Internet to its maximum potential:** Investing in the next generation of Internet leaders.
- **Empower Communities & Support Sustainable Development:** Empower users to translate access into opportunities for development.
- **Promote Policies that support Deployment & Meaningful Access:** Moving from theory to practice, help implement the right policies at the local level.





## Measurable outcomes:

### What we want to see by the end of 2017:

- An **acceleration of the infrastructure development**: five new IXPs leveled-up or deployed, additional villages connected through W4C in Eastern EU, Africa and LAC, etc.
- An **active cohort of Internet leaders** promoting our Access agenda in key policy and technical fora (e.g. ITU WTDC, IETF, G20..)
- That the **role of ICTs in supporting SDGs becomes mainstream**. Development agencies will include ICT readiness in their lending criteria, governments in developing countries will invest in getting women online, etc. 80+ “Beyond the Net” projects will boost tangible development in the field.
- That local policy leaders in key countries will have **implemented ISOC's Enabling Environment framework**, ISOC will become a key convener with RIDDs and Internet access and adoption will in turn significantly accelerate.

Bringing it all together

Telling the world through identity-led,  
action-driven campaigns



## Building and using our strengths to be more effective as a force for change

We must focus on our resources, build our relationships and extend our sphere of influence to remain relevant in a fast changing climate



## Objective 3 – Strengthen the Internet Society

We will enhance our ability to act and to create impact by continuing to build a global community and increasing our external presence. To do this, we will:

- **Drive Communications and Embed our Identity:**
  - Actively drive the transition to our new identity, especially through a reinvigorated Website presence
  - Continue to professionalize our communications ability to make us more effective on the global stage.
  - Devise and deliver targeted, action-oriented communications campaigns that shift thinking to achieve thought leadership
- **Maximize our relationships to advance shared goals:**
  - Deepen engagement with Org Members and potential members
  - Focus on individual members
  - Drive ISOC's presence at external events and our own 25<sup>th</sup> anniversary activities



## Measurable outcomes

Achieving greater presence and building our relationships

What we want to see by the end of 2017:

- A redesigned and redeployed website
- **Cohesive identity** across the organization and community
- From global to local - Success in **telling our story in the regions**
- **Greater awareness of our work** across Access and Trust among key audiences and in the public domain
- Increased **media exposure**
- Positioning the Internet Society as a stronger, more powerful voice - a **reference point for the Internet**
- A new **multi-tiered framework** and program for individual member engagement that facilitates lifetime membership
- **Strengthening Chapters**
- **Impact at key internal and external events**
- Successful leadership and support for ISOC's 25th anniversary year



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### Internet and Development: A Reality-Check

10/13/2016 10:30 am ET

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**Constance Bommelaer de Leusse**  
Constance Bommelaer de Leusse is the Senior Director of Global Internet Policy at the Internet Society.

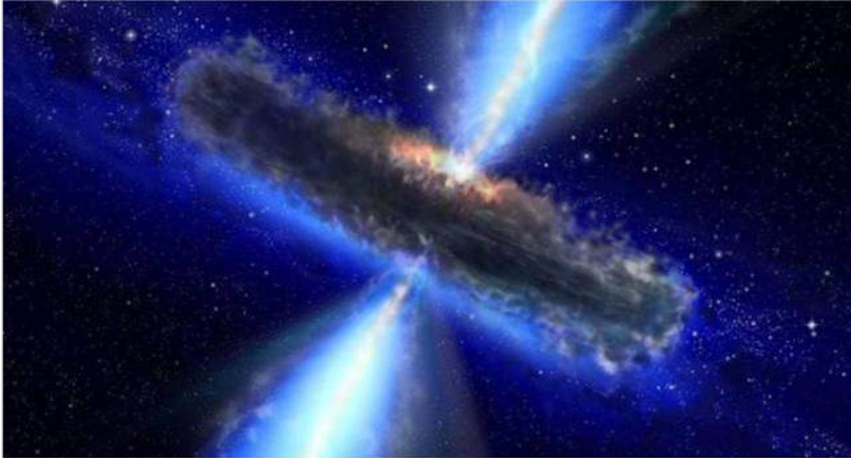
**Tereza Horejsova**  
Project Development Director at DiploFoundation

How can we create a more inclusive Internet? What are the practical steps we can take to expand global connectivity? Last week, leaders from some of the Internet's main organizations and businesses, together with the World Bank, gathered in Washington D.C. to discuss these questions. Why? Because bringing people online is one of the most powerful tools for development, and the world has finally

Data Centre ▶ Networks

### Internet Society wants to fill in the Great Routing Black Hole

Operators to show their MANRS, aka Mutually Agreed Norms for Routing Security



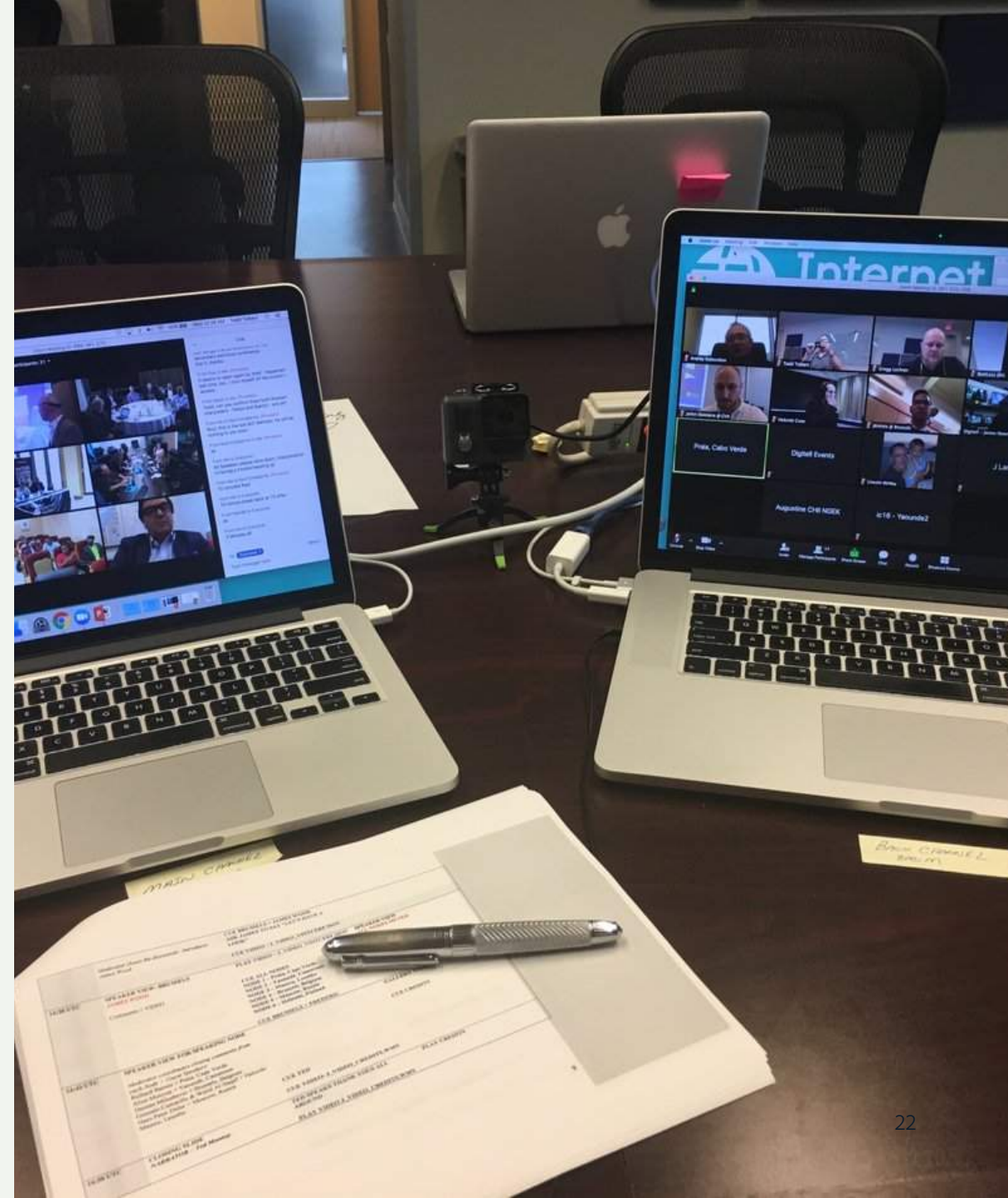
12 Oct 2016 at 06:02, Richard Chirwin

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## Objective 3 – Strengthen the Internet Society

We will also continue to build a world-class organization through operational strength and financial stability. We will:

- **Build our ability to use the Internet itself**
  - Continue to improve our operational systems and bring innovation to our Technology environment
  - Understand, rationalize and better engage with our membership through better information
- **Prioritize our fundraising efforts:**
  - Sustain and grow collaborations with grant partners
  - Implement effective individual giving program
- **Advance our working culture:**
  - Connect our culture to our identity
  - Support staff and build satisfaction



## Measurable outcomes

Being a champion user of the Internet, boosting our financial resources and creating a world-class work environment

### What we want to see by the end of 2017:

- Better knowledge of and information about those in our community and a **clearer understanding of our membership** make-up
- **Closer relationships enabled through technology** and more frequent interactions
- A **greater ability to connect** with those around the world through technology
- An **increase in corporate IETF sponsorships** vs. 2016
- Continue to **sustain and grow our grants** program
- The implementation of an **effective Individual Giving program**
- A work **culture that reflects our identity**
- **Satisfied, energized people** ready to do their best in support of our mission



## Objective 4 - Support the IETF

We will work with the IETF to strengthen its financial sustainability and promote diversification of participation to help make the Internet better

### — **Grow Financial Sustainability by:**

- Continuing to secure sponsorships for the IETF
- Advancing the IETF Endowment project toward its funding goal

### — **Diversified Participation aimed at:**

- Supporting the IETF in implementing its own diversification objectives
- Increasing regional diversity
- Broadening diversity of participation



Just as the Internet is growing, so too is the IETF encouraging participation in creating standards by Open Source communities and technical experts from places like Latin America and Africa. The IETF is fortunate to receive funding from sponsors, partners, and conference fees as its community expands, but these funding sources are not guaranteed. The IETF needs your support to help grow the



## Measurable outcomes

### What we want to see by the end of 2017:

- **Momentum towards the US\$20 million IETF Endowment goal** through a well-positioned campaign, leveraging some important milestones for the IETF.
- A comprehensive and **collaborative approach towards diversification** and awareness efforts of the IETF:
  - Functional regional programs in place in support of the IETF and assisted the IETF in implementing its own diversification programs.
  - Successful implementation of existing fellowship and support programs bridging the various communities and active engagement in the newly established IETF Education and Mentoring Directorate.
- **An increase to 80 Fellows** in total (35 tech and 45 policy Fellows)

# The Internet Society at 25

(Supplementary Budget)



In 2017 we will mark 25 years of advocacy for an open, secure Internet that benefits all people throughout the world.

To recognize this milestone, we will embark on a year of celebration and community building, and seize the moment to expand awareness in support of our mission. The underlying theme will be “rooted in the past while looking toward the future”, with the highest priority on moving forward.

## Outcomes

A better, stronger ISOC across the globe.

### #ISOCstrong @ 25 years

- A shared identity as a basis for moving forward
- An empowered, stronger global network with closer ties to the organization
- Achieving a higher level of thought leadership on the future of the Internet
- Greater awareness for the Internet of Opportunity among local and regional audiences.
- Revitalized Internet Hall of Fame program
- A celebration of 25 years of devotion to our mission that contributes to our work





# Internet Society



We will be #ISOCstrong

# Questions



# Thank you.

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