Setting ourselves up for Success

We have used the first quarter of 2018 to:

• Align around our shared goals
• Put new teams and team structures in place
• Integrate our work across departments and agree tactics and approaches
• Advance key projects
• Deliver concrete results in support of our big objectives
“When we hit the ground the whole team knew exactly how and what to pitch and present. We are precise and to the point. It’s working!”

Naveed Haq, APAC Regional Bureau
Campaign Progress
As the champion of an open, globally-connected, trusted and secure Internet, our mission has never been more important.

Not everyone has a voice in how the Internet is run. **We must promote the values of good Internet Governance: diversity and inclusiveness.**

The global routing system is not as secure and resilient as it could be. **MANRS can secure the network.**

The Internet of Things promises to change the way we live but can put our security and privacy at risk. **We can help make the increasingly-connected world a safer place.**

Not everyone is connected yet. **Community Networks empower people to connect to each other and to opportunity.**

The Internet is a force for good. But it’s up to each of us to keep it that way.
Working With Common Purpose

Coordination

Integration

Collaboration

Working together to
#ShapeTomorrow
Reaching Out In Unison. It Takes All of Us.

**Partners and Members**

Ground zero. The Internet Society’s voice is stronger when partners and members all speak together.

**Influencers**

massively enhanced by using press and influencers to amplify.

**Targeted public**

Speaking to sized and scoped audiences using insight and clear calls to action will help build relevant content and bring new supporters on-board.

**General public**

The clearer and more resonant our public voice, the more likely we are to start hitting the consciousness of the wider public.

**Change makers**

Multiple audiences understanding and amplifying our message will create a cultural environment that will help achieve our goals.
Globalizing the OTA Framework
- CES Meetings
- OTA Framework translated into Japanese
- OTA members engaged in campaign
- Engaged in final discussions with 5 IoT device manufacturers and service providers planning to publicly commit to the OTA IoT Trust Framework
- Canada IoT project launched

IOST Policy:
- G7 coordination
- IoT Security for Policymakers
- Policy research underway

ISOC on Stage
- MWC
- RSA panel accepted

Educating Consumers:
- Raising awareness among consumers (Safer Internet Day, WCRD)

GOAL: Adoption of security and privacy in IoT devices and services to protect the network, its users and critical information infrastructure.
Internet Governance: Expanding the MS model in Q1

Key governments become leaders in the MS approach
- Campaigning at I&J Conference in Ottawa
- Thought leader positions in the *Hill Times*
- Shine The Light

IGOs open up their processes
- AU Declaration on Internet Governance

New generation of leaders champion MS approaches
- Leveraging 25 Under 25 on Safer Internet Day
- Amplifying voice of female innovators on IWD

**GOAL:** Reform decision-making approaches to deliver sound Internet policies that put people’s interest at the center.
Community Networking: Connecting the Unconnected in Q1

Demonstrate CNs work
• Direct outreach to change-makers at WSIS
• Partnership with CITEL
• MOU with Organization of American States

Influence change in policy to establish CNs
• Solidifying relationship with GSMA on CNs
• Top tier media coverage like NYT and Excelsior to sway public opinion

GOAL: New policies, partnerships and ways of working to connect the hardest to reach places.
MANRS: Protecting the Public Core in Q1

GOAL: Persuade network operators to adopt MANRS

Network Operators publicly commit to adopting and implementing MANRS
4 new sign-ons

MANRS becomes globally recognized
Visual rebrand of MANRS complete

Ensure campaign sustainability
LinkedIn, Akamai, Cloudflare, Limelight to be Ambassadors

Build and support MANRS adopters
4 new members.

Facilitate resources
Online training is live
Major Wins and Milestones to date
Creating Impact

We are using external media successfully to:

• Amplify our messages more broadly
• Build awareness
• Introduce the issues we care about
• Drive broader exposure for our campaign objectives
• Shift opinion with key decision-makers
Leveraging the opportunities

Secure it

This World Consumer Rights Day, join people around the world to stand up for a safer connected world.

Learn More
Creating Momentum and driving engagement
Driving Action

Shape the Internet of tomorrow

The Internet creates amazing opportunity. Take action to ensure it stays that way.

We are building an online engagement platform. Our Campaign Hub will be:

• a place for people to take action
• a central destination and a focus point for our advocacy.
Key Projects Update
Maintaining our Core Values to Advance our Mission

- IETF Support & Sustainability
- Internet Hall of Fame
- Jonathan B. Postel Award
- Youth Engagement (25 Under 25)
- InterCommunity 2018
## Core Projects: Q1 Update

<table>
<thead>
<tr>
<th>Project</th>
<th>Q1 Progress</th>
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<tbody>
<tr>
<td>IXP and interconnection</td>
<td>• AFPIF launched (August, Cape Town)</td>
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</table>
| NDSS                     | • 71 papers, 18 posters, 4 workshops, 2 keynotes, and one co-located IRTF working group meeting.  
                           • Eighteen student grants awarded.                                                                                                         |
| SDGs                     | • ISOC elected as vice-chair of EQUALS Steering Committee  
                           • W20: participation in the digital inclusion group lead by GSMA  
                           • 13 policy makers in London for the policy program                                                                                     |
| IETF Support             | • IETF Journal now fully online  
                           • 299 Trainees have started Introduction to Network Operations Course in Africa - Rwanda: 92, Ethiopia: 50, Kenya: 86, Uganda: 71 |
| Chapter Development      | • Updated Chapter letter distributed. 29 signed to date.  
                           • Chaptherton awarded WSIS prize  
                           • Chapter admin fund launched                                                                                                           |
Organization & Community
Improving how we work

A focus on internal communications:
• Refreshed and renewed our internal staff newsletter Snapshot as *Inside ISOC*
• Making our Intranet into a shared resource

TYTIP Update:
• AMS Database Replacement
• Financial Management System (General Ledger)
• Intersect
Deepening our Brand

Internally:
- Provide our community with better tools and resources (Digital Asset Manager)
- Staff and community training (using our brand)
- Creating common resources (corporate collateral, key documents)

Externally:
- Creating unified messaging to help us talk consistently
- Talking in a different tone to different audiences
- Showcasing our brand through the campaigns/website. Staying topical and relevant with a more news-centric focus
- Delivering content-led outputs that drive a new perception of us as an organization
New Initiatives Update
Online Trust Alliance

Launched in 2017. Staffing: Completed. Accomplishments in Q1:

• Released Cyber Incident & Breach Trends Report in January, with >50 press mentions

• Strong supporting messages for the IoT campaign

• Hired OTA Program Manager, started in February

• Most OTA members have received renewal invoices, only a few not renewing thus far
Collaborative Governance

Launched in February. Staffing: Completed.

Accomplishments in First 45 Days:

• Advisors: ~100 registered
• Training: Developing curriculum for two-day training; Plenty of Interest
• Convening: Have identified a number of possible topics for convening; now in discussions to better define the issues;
• Convening: Providing support to ISOC multistakeholder projects in Canada and Africa.
• Academic network for research and writing: engaging experts worldwide; developing recruiting materials to establish the network with planned rollout in Q2
<table>
<thead>
<tr>
<th>Track 1</th>
<th>Engage Civil Society Partners as Force Multipliers</th>
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<tbody>
<tr>
<td>Achieved Q1</td>
<td>Channel Partner strategy</td>
</tr>
<tr>
<td>Upcoming Q2</td>
<td>Extend partnership network to include:</td>
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<tr>
<th>Track 2</th>
<th>Understanding Civil Society &amp; the Role of the Internet</th>
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<tbody>
<tr>
<td>Achieved Q1</td>
<td>Created external survey (distribution 22 March)</td>
</tr>
<tr>
<td>Upcoming Q2</td>
<td>Complete external survey (closes 30 June)</td>
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<tr>
<th>Track 3</th>
<th>Building Tools for Organizational Use</th>
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<tbody>
<tr>
<td>Achieved Q1</td>
<td>Built database of Civil Society organizations</td>
</tr>
<tr>
<td>Upcoming Q2</td>
<td>Building database to reach 4000 organizations</td>
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<tr>
<th>Track 4</th>
<th>Supporting the Campaigns</th>
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<tr>
<td>Achieved Q1</td>
<td>Introduced and socialized Campaign key issues among Civil Society</td>
</tr>
<tr>
<td>Upcoming Q2</td>
<td>Embed Next Gen Leaders representing Civil Society as key influencers, with focus on target Campaign countries</td>
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Looking Ahead
Q2: Carry On and Mobilize

- Ramp-up our consumer and public-facing components in our campaigns
- Ask our community to advocate for Community Networking
- Build awareness for the OTA Framework
- Use AIS to call on Senegal and other African countries to implement the multistakeholder model
- Urge policy-makers to adopt the recommendations in our IoT Policy paper
- At the G7 we’ll demand security for IoT and show that the inclusive model is the way to get there
Using Key Moments to Be Heard

- **African Internet Summit**
  - 6th-11th May
  - Senegal

- **G7**
  - 8th 9th June
  - Canada

- **BRICS Summit**
  - July
  - South Africa

- **International Youth Day**
  - 12th August

- **GIR Launch**
  - 20th November

- **G20 Leaders Summit**
  - 30th November – 1st December

- **International Human Rights Day**
  - 10th December
Thank you.