The Pillars of our Plan

1. Adopting a campaign approach for specific outcomes
2. Continuing to work in the areas that matter to us
3. Building a more united organization and community
4. Focusing on new work that takes us toward our goals and addresses new threats
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
Not everyone is connected yet. Community Networks empower people to connect to each other and to opportunity.

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.

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

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

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.
**Internet of Things: Security by Design in Q1**

**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 publically commit to the OTA IoT Trust Framework
- Canada IoT project launched

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

**ISOC on Stage**
- MWC
- RSA panel accepted

**GOAL:** Adoption of security and privacy in IoT devices and services to protect the network, its users and critical information infrastructure.

**Educating Consumers:**
- Raising awareness among consumers (Safer Internet Day, WCRD)
Internet Governance: Expanding the MS model in Q1

**GOAL:** Reform decision-making approaches to deliver sound Internet policies that put people’s interest at the center.

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
- Engagement around our ideas to reform the IGF

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

Empowering Communities
- Deployment agreement signed with Kyrgyzstan

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

Build and support MANRS adopters
• 4 new members.

Facilitate resources
• Online training is live

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

GOAL: Persuade network operators to adopt MANRS
Bringing it all Together

The time to reform the #IGF to improve it, is now. A call for action.
internet society.org/blog/2018/03/18
#internetgovernance
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>IXPs and interconnection</td>
<td>• AFPIF launched (August, Cape Town)</td>
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<td>NDSS</td>
<td>• 71 papers, 18 posters, 4 workshops, 2 keynotes, and one co-located IRTF working group meeting.</td>
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<td></td>
<td>• Eighteen student grants awarded.</td>
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<td>SDGs</td>
<td>• ISOC elected as vice-chair of EQUALS Steering Committee</td>
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<td></td>
<td>• W20: participation in the digital inclusion group lead by GSMA</td>
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<td>IETF Support</td>
<td>• IETF Journal now fully online</td>
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<td>• 13 policy makers in London for the policy program</td>
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<td></td>
<td>• 10 Technology fellows at IETF 101</td>
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<tr>
<td>Training</td>
<td>• 299 Trainees have started Introduction to Network Operations Course in Africa - Rwanda: 92, Ethiopia: 50, Kenya: 86, Uganda: 71</td>
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<tr>
<td>Chapter Development</td>
<td>• Updated Chapter letter distributed. 29 signed to date.</td>
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<td></td>
<td>• Chaptherton awarded WSIS prize</td>
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<td>• Chapter admin fund launched</td>
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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

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
## Building Alliances: Civil Society Initiative

<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>
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<tr>
<td></td>
<td>Confirmed partnerships w/ PIR,</td>
</tr>
<tr>
<td></td>
<td>TechSoup, CIVICUS, Resource Alliance,</td>
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<tr>
<td></td>
<td>NTEN</td>
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<tr>
<td>Upcoming Q2</td>
<td>Extend partnership network to include:</td>
</tr>
<tr>
<td></td>
<td>• Digital Impact Alliance, Net Hope, Stanford</td>
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<td>Center on Philanthropy and Civil Society</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>
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<td></td>
<td>Conducted listening campaign among Civil Society constituents</td>
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<tr>
<td>Upcoming Q2</td>
<td>Complete external survey (closes 30 June)</td>
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<td>Participate in key Civil Society events</td>
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<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>
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<tr>
<td></td>
<td>• 2000 organizations already in place</td>
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<tr>
<td></td>
<td>• Regional Resources in place</td>
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<tr>
<td>Upcoming Q2</td>
<td>Building database to reach 4000 organizations</td>
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<td>Create use cases to support internal adoption of database tool</td>
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<tr>
<th>Track 4</th>
<th>Supporting the Campaigns</th>
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<tbody>
<tr>
<td>Achieved Q1</td>
<td>Introduced and socialized Campaign key issues among Civil Society</td>
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<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
Working Together to Shape Tomorrow