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The Internet Society 2019 Action Plan

Presentation to Board of Trustees

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President and CEO
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Internet Society

Introduction:
Clarity of Purpose

"An open, globally-connected, trustworthy and secure Internet for everyone."

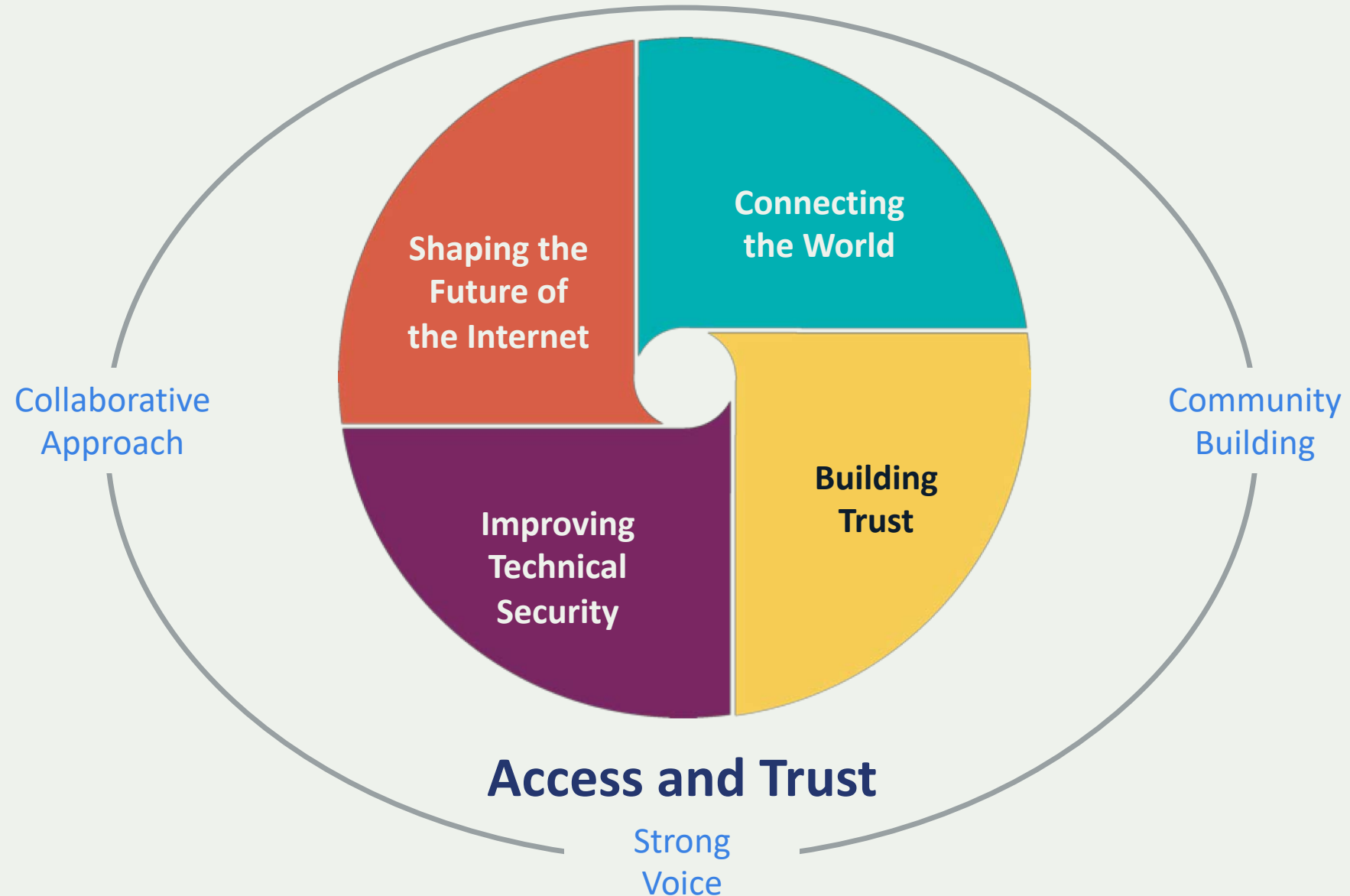Together, our vision and mission give us purpose.

Strategic Alignment & Focus

We will align our work with our key strategic goal by remaining
focused on the issues that matter most to the Internet.

- Understand the global context.
- Connect the dots; leverage expertise from across the organization
  and community.
- Work for global and regional impact.
- Measure our success and hold ourselves accountable.
- Keep our sights on the future.

The 'what' and the 'how' – a framework for organizing our work

Connecting the World

Shaping the Future of the Internet

Building Trust

Improving Technical Security

Collaborative Approach

Community Building

Access and Trust

Strong Voice

Primed for greater impact

2018 provided us with a solid foundation. In 2019 we will be more effective in addressing the global challenges facing the Internet by:

1. **Refining our campaign work** to make it smarter, more targeted and measurable,

2. **Allocating resources appropriately** and working on the program areas that are best aligned with our focus,

3. **Restoring and strengthening our ties** with the Internet Society community as a way to help us realize our vision, and;

4. **Incubating new initiatives** that allow us to respond to a changing Internet environment.

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Consistency

Clarity

Courage

A template for success.

Continuing to push for change:
Our Campaigns in 2019

What have we learnt?

2018 was our first full year of campaigning. We have learnt that:

- Campaigning is hard, but we have what it takes to be successful.

- Our 'matrixed' approach is working.

- We need to prioritize better and set ourselves clear metrics.

- We don't need to try to fix everything. We need to resist the temptation to do too many things.

- We are more effective when we're focused.

- We shouldn't be afraid of failure. Failure is a key part of success.

Community Networks
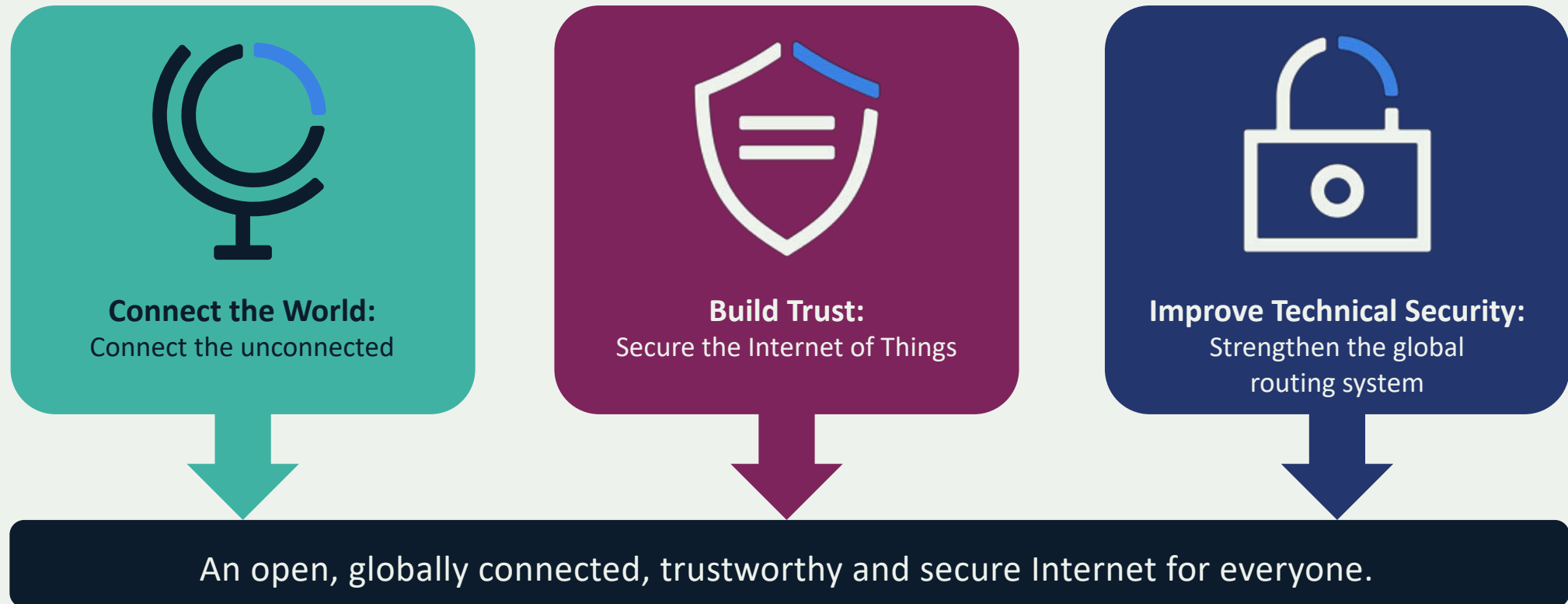
Internet Governance

Internet of Things (IoT)

MANRS

Mutually Agreed Norms for Routing Security (MANRS)

Bringing our big vision for change to life

Now is the time to shape tomorrow.

To create the Internet we believe in we will continue to campaign, as part of our programmatic focus, to:

Connect the World:
Connect the unconnected

Build Trust:
Secure the Internet of Things

Improve Technical Security:
Strengthen the global routing system

An open, globally connected, trustworthy and secure Internet for everyone.

Programmatic Focus Areas:
1. Connecting the World

Innovating to Connect the World

Access Campaign Goal: Bring the Internet and improved Internet access to unconnected communities through the promotion, adoption and scalable use of Community Networks (CNs).

- Support mechanisms to back economic and operational/technical viability of CNs.

- Influence change in policy and regulatory frameworks to enable and incentivize the establishment and sustainability of CNs.

- Capacity building, research, and strategic fund-raising to grow the global CN community.

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Connecting the World – Programs

Goal: Increase the reach of the Internet as a platform for innovation, creativity, and economic opportunity.

- Consolidate and strengthen interconnection and peering ecosystems - accelerate IXP Development and training (FB partnership/grant).

- Build ties and support strong operational communities to build and secure the Internet (NOGs, NRENS, UN, etc.)

- Enhance sustainability of forums like AfPiF and Indigenous Community Summit.

- Promote Sustainable Development Goals as an enabler for enhancing connectivity.

Programmatic Focus Areas:
2. Improving Technical Security

Strengthening the Global Routing System

MANRS Campaign Goal: Global adoption of MANRS to improve the security and resiliency of the Internet's routing.

- Launch the MANRS Observatory.

- Continue to promote MANRS as globally recognized best practice.

- Secure greater adoption and implementation by Network Operators.

- Grow the community of adopters and strengthen their resources and evaluate longer-term MANRS sustainability.

Improving Technical Security - Programs

Goal: Build the technical and policy building blocks required to improve the Internet's technical security.

- Advance efforts to enable confidential end-to-end communication.

- Lead efforts to develop and deploy Time Synchronization protocols.

- Drive deployment of standards including BGP Security, DNSSEC, TLS 1.3, DNS over TLS and HTTP.

- Encourage adoption of industry and community-wide norms that protect the Public Core.

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Programmatic Focus Areas:
3. Building Trust

Securing the Internet of Things

IoT campaign goal: Adoption of Security and Privacy practices to protect the network, users, and critical information infrastructure from cyber threats.

- Urge policymakers to drive better security and privacy features in consumer IoT.

- Secure commitment to OTA Framework from 5 manufacturers, 10% of market segment, within the year. Test 10 devices.

- Make security and privacy a purchasing consumer consideration, with the aim of raising awareness in targeted demographics by 20%.

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Building Trust - Programs

Goal: Enhance trust to define the future value of the Internet

- Build partnerships to help us effect change.

- Shape public policies & technologies related to encryption, privacy, & security to enhance user trust.

- Grow OTA community to improve enterprise privacy and security practices.

- Advance security research through support for NDSS.

- Contribute to global norm development around Cyber and International Stability through the GCSC.

- Speak out against Internet shutdowns.

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Programmatic Focus Areas:
4. Shaping the Future of the Internet

Shaping the Future of the Internet - Programs

Goal: Maintain and safeguard the key attributes of the Internet so that it remains open and trusted into the future.

- Explore the effect of emerging technologies on the Internet.

- A thematic research focus on Consolidation, culminating in a 2019/20 Global Internet Report that answers key economic, policy, and technical questions outlined in the 2018 report.

- Influence policy fora where governance decisions are made.

The Internet & the Physical World

Artificial Intelligence

Cyber Threats

The Role of Government

Networks, Standards & Interoperability

The Internet Economy

Explore the Paths to Our Digital Future
Mouse over the wheel to see linkages.

Media & Society

Digital Divides

Personal Freedoms & Rights

Investing in Emerging Opportunity

We will assess emerging technologies that hold the potential to shape the Internet in order to understand how they may inform our future work.

We will incubate initiatives that provide opportunities to lead in new areas in support of our mission and that allow us to exert influence at the start of the adoption curve.

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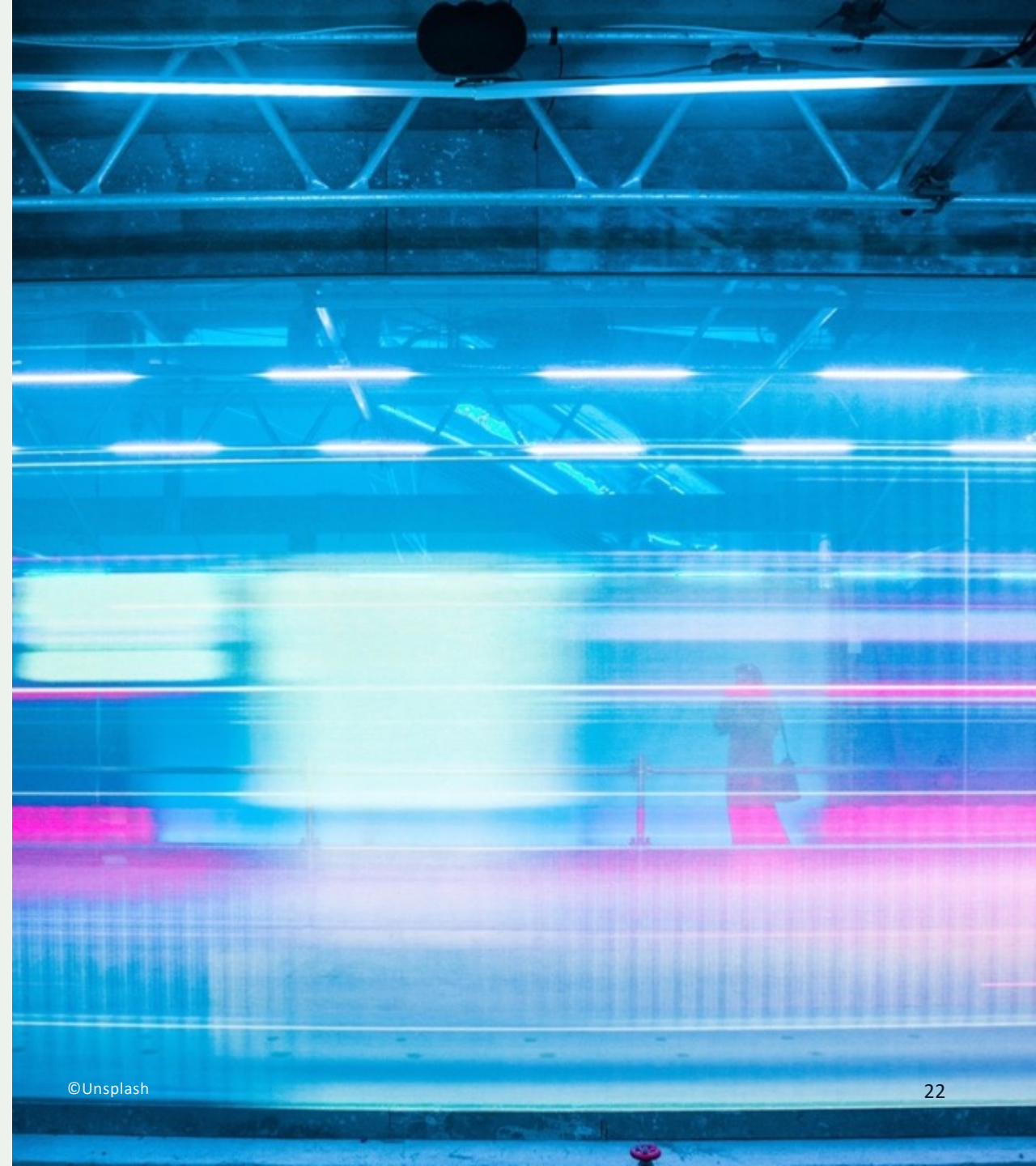
Strategic Operations:
How we will work

Fostering a Collaborative Approach

Goal: Promote the decentralized, collaborative, and multistakeholder approach to policy and governance issues.

- Continue to build momentum for the multistakeholder model in global conversations.

- Promote the work of the IETF.

- Promote the spread of multistakeholder governance in Internet-related governmental processes.

- Advocate for IGF reform; evaluate our future role.

The future of the Internet in the hands of all who use it.

Building our Community

Goal: Engage with our community of staff, members, and chapters to mobilize people in support of our mission.

- Support the activities of the Chapters Advisory Council.

- Develop resources and fund activities that allow chapters to be our advocates.

- More closely connect our individual members, org members, and partners experience with the Internet Society's priorities.

- Engage with Civil Society.

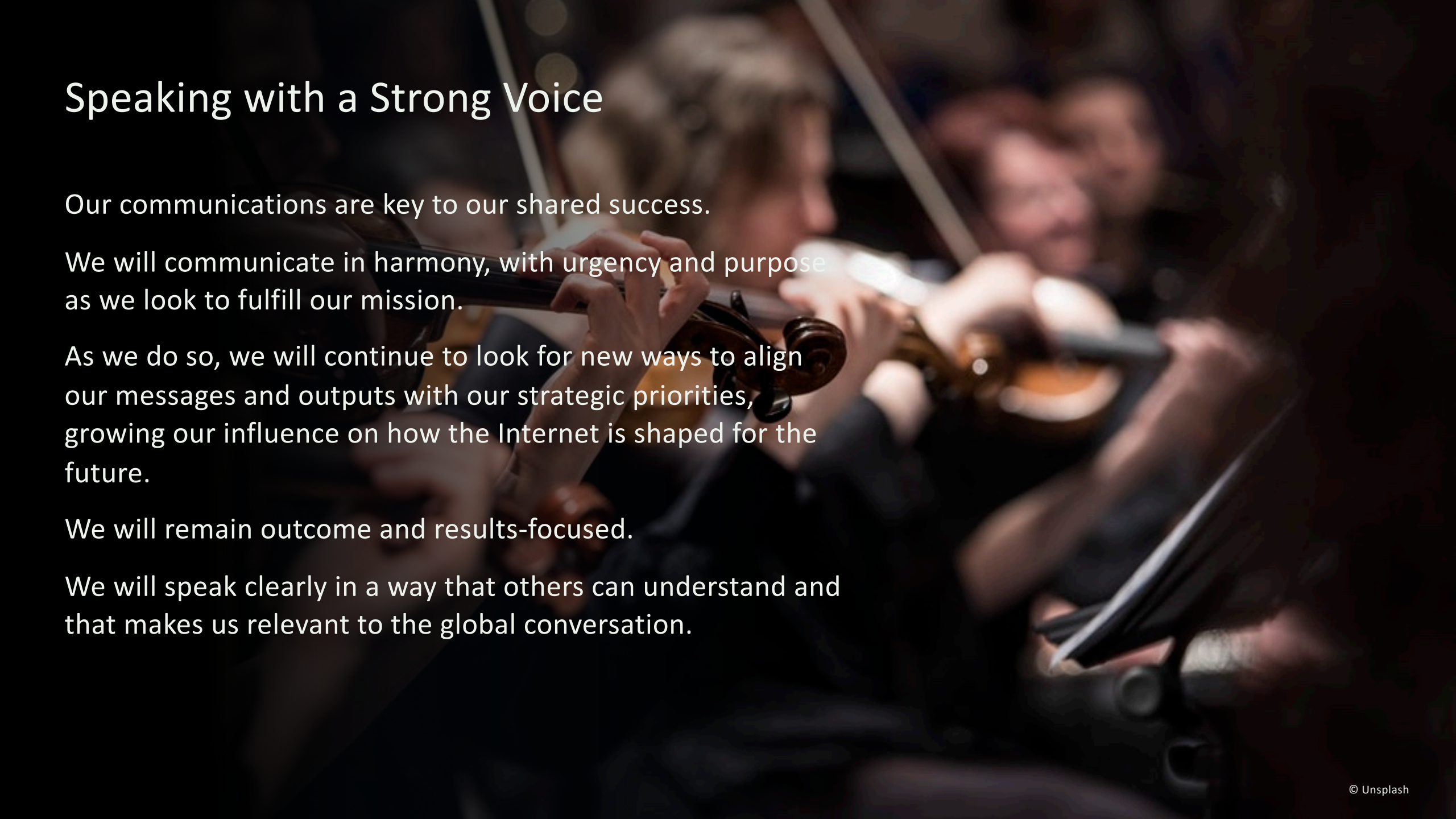- Strengthen the Regional Bureaus.

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Celebrating and Recognizing our Community

Goal: Balance our heritage with our future ambition.

- Re-envision InterCommunity

- Internet Hall of Fame

- Jonathan B. Postel Award

- Youth Engagement (25 Under 25)

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Speaking with a Strong Voice

Our communications are key to our shared success.

We will communicate in harmony, with urgency and purpose as we look to fulfill our mission.

As we do so, we will continue to look for new ways to align our messages and outputs with our strategic priorities, growing our influence on how the Internet is shaped for the future.

We will remain outcome and results-focused.

We will speak clearly in a way that others can understand and that makes us relevant to the global conversation.

Operations:
Evolving the Organization

Operational Approach

There are some key operational principles that we can apply to our work in 2019 to help us deliver value from our Action Plan.

- Focus on the topics and areas that best deliver on our strategic goal.

- Align our resources accordingly and take tough decisions on those areas that are out of scope.

- Maximize our strategic partnerships.

- Realign our priorities as needed.

- Increase our agility to be able to adapt quickly.

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Growing and supporting our Community

We will advance our mission and strategic objectives by:

- Involving our community at all levels of our work.

- Continuing to support Chapters as they make key contributions to our global priorities at the local level.

- Reinvigorating our relationship with Organization Members and Partners as well as Individual Members.

- Developing our relationship with Civil Society to more closely align shared interests and priorities.

Join a global movement

We are thousands of members working to build an Internet for everyone, everywhere

Strengthen ties with the IETF

- Use the LLC to clarify the relationship between the IETF and the Internet Society.

- Fulfil our commitments under the IETF LLC.

- Use Technical Fellows and Deploy360 programs to continue to drive participation in the IETF.

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Launch the Foundation

- Open up a new chapter in the Internet Society's history with the launch of
  the Foundation as the next step in our grant-giving program.

- Attract new grantees.

- Begin to distribute grant funding for projects that are aligned with our mission.

- Create value for the Foundation around the stories we can tell about work that is changing lives and making a positive impact.

The Internet Society Foundation exists to showcase and support the positive difference the Internet can make to people everywhere.

Looking Ahead:
Preparing for the next challenge

Shaping the Internet, together.

Thank you.

Visit us at
www.internetsociety.org
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