July 2020

Action Plan 2021 – Community Consultation

Suggestions for improving projects & collaboration with Community

Prepared for the Internet Society Board of Trustees

Overview

Background and Process

In April 2020, the Senior Executive Team decided the current eight projects will continue through 2021 to form the core of our 2021 Action Plan.

From 27 May to 16 June 2020, a Community Consultation was conducted to gather suggestions about ways to improve our projects and collaboration with Community.

These suggestions will be considered by project teams and incorporated as appropriate, thereby enabling us to strengthen our project work and shape our 2021 Action Plan.

The consultation targeted three Community segments located in all six regions.

Community Segments
Chapter & SIG Leaders
Individual Members
Organizational Members

Regions
Africa
Asia-Pacific
Europe
Latin America & the Caribbean
Middle East
North America

Methodology

Data Collection

Data gathered for three weeks via online survey and three calls with community members from 27 May to 16 June 2020.

Survey Design

Survey developed for optimal user experience and data quality and included features such as:

- Project selection option: This allowed respondents to provide feedback specifically for projects of their choosing
- Qualitative and quantitative response types: Combination of pre-populated, randomized answer options and open-ended responses
- Multi-language: English, Spanish, and French (except for Organization Members – English only)
- Embedded hyperlinks: Direct links within survey to internetsociety.org project landing pages allowed survey respondents to easily refer to project information.

Target Audience

- 612 Chapter & SIG Leaders
- 46,763 Individual Members
- 80 Organization Members
- Total = 47,455

Analysis

- Quantitative data (from survey) reviewed and analyzed across multiple matrices by Community segment and project
- Qualitative data (from survey + community calls) analyzed for common phrasing, unique themes and emerging patterns

Participation - Surveys and Community Calls

359 Total Survey Respondents of 47,455 (< 1%)

Survey response by segment
- 49 Chapters/SIG Leaders (8% or 49/612)
- 298 Individual Members (.65% or 298/46,763)
- 12 Respondents representing Organization Members (15% or 12/80)

198 Total Call Participants of 47,455 (< 1%)

Call participation by segment
- 34 Chapters/SIG Leaders (5.6% or 34/612)
- 155 Individual Members (< 1% or 155/46,763)
- 9 Participants representing Organization Members (11% or 9/80)

Considerations - Survey Response Rate

Considerations regarding low Individual Member response rate:

Communication oversaturation
This is the third Community Consultation since January 2020. We may be making too many requests for Community participation and feedback in general.

External environment
Proposed sale of PIR & COVID 19: Related to oversaturation, these are likely also contributing factors to low response rate.

Timing and topic
Community is still learning about the projects and therefore not yet prepared to provide suggestions for how to improve them.

Survey length
The survey was a minimum of 15 questions, maximum of 65 questions depending on how many projects the respondent opted to answer. This number of questions likely contributed to low interest and completion rates.

These considerations will be taken into account for future consultations related to the Action Plan. However, it is worth noting that in future years, the objective will be to gather new project ideas as opposed to existing project improvements, as was the case for this AP 2021 Community Consultation.
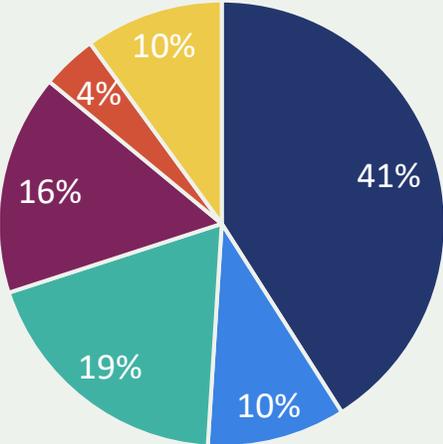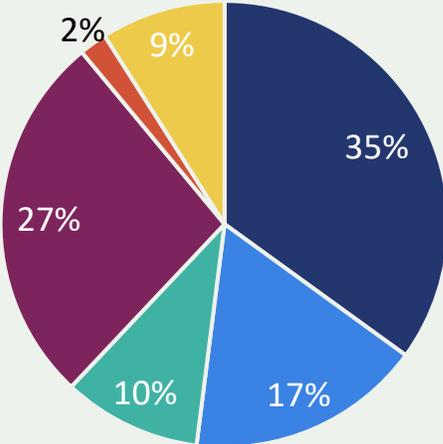
Survey Respondents' Geographic Distribution
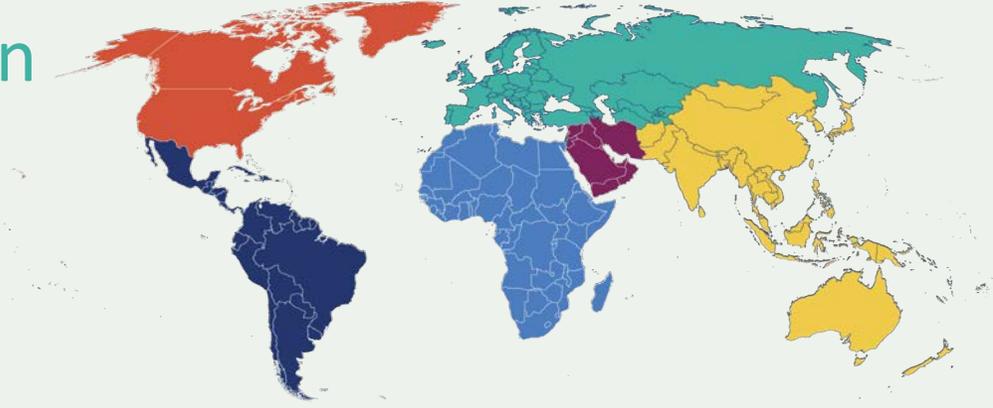
% Breakdown by Community Segment

Chapter & SIG Leaders

- 41% (Latin America & the Caribbean)
- 10% (Africa)
- 19% (Europe)
- 16% (Middle East)
- 4% (North America)
- 10% (Asia-Pacific)

Individual Members

- 35% (Latin America & the Caribbean)
- 17% (Africa)
- 10% (Europe)
- 27% (Middle East)
- 2% (North America)
- 9% (Asia-Pacific)

Organization Members

- 8% (Latin America & the Caribbean)
- 42% (Africa)
- 17% (Europe)
- 8% (Middle East)
- 8% (North America)
- 17% (Asia-Pacific)
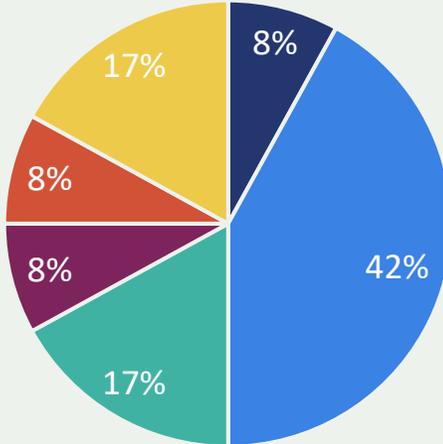
Legend: ■ Africa ■ Asia-Pacific ■ Europe ■ Latin America & the Caribbean ■ Middle East ■ North America

Call Registrants' Geographic Distribution
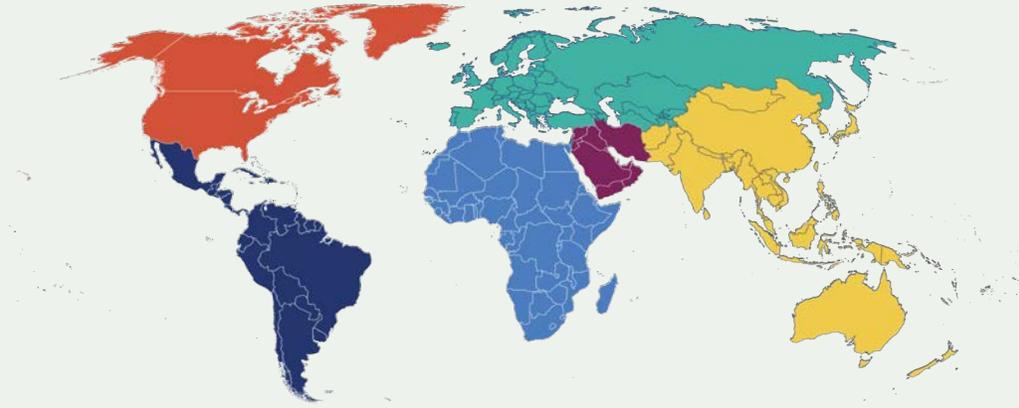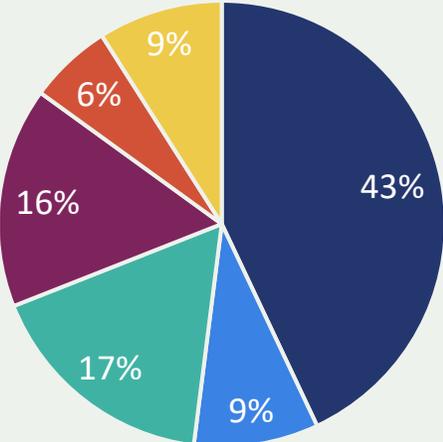
% Breakdown by Community Segment

Chapter & SIG Leaders

- 43%
- 9%
- 17%
- 16%
- 6%
- 9%

Individual Members

- 2%
- 9%
- 37%
- 14%
- 9%
- 29%

Organization Members

- 55%
- 22%
- 23%
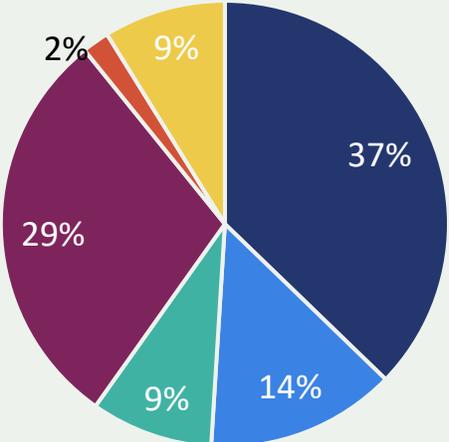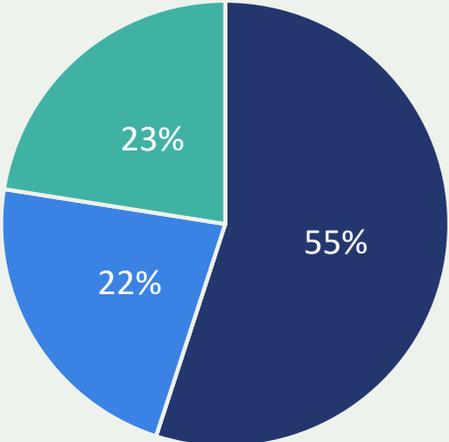
■ Africa ■ Asia-Pacific ■ Europe ■ Latin America & the Caribbean ■ Middle East ■ North America

Consultation Comparison – Survey Response Rate

Breakdown by Community Segment (number of respondents)

Total number of responses per segment per consultation

1200
1000
800
600
400
200
0

1072
1011
298
59 74 49
7 2 12

Chapter & SIG Leaders   **Individual Members**   **Organization Members**

■ Strategic Goals   ■ Fellowship   ■ AP2021
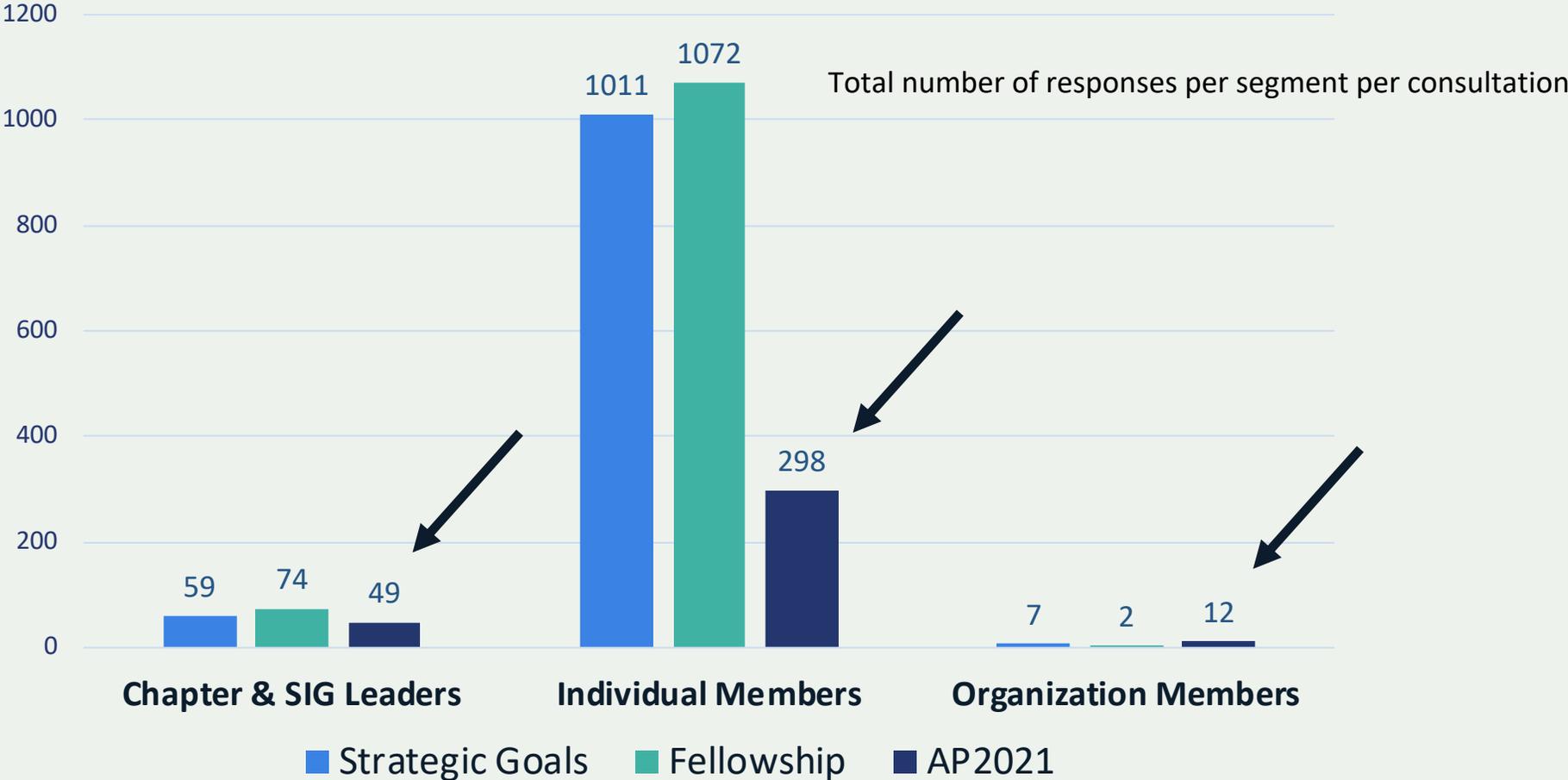
Arrows point to number of respondents by segment for this AP2021 Community Consultation.

Consultation Comparison - Community Call Participation

Strategic Goals
2 Community Calls

Chapter/SIG Leaders 12
Individual Members 38

Previous Consultation

Fellowship
1 Community Call

Chapter/SIG Leaders 29

Previous Consultation

AP 2021
3 Community Calls

Chapter/SIG Leaders 34
Org Members 3
Individual Members 150

Participation = Number of Attendees

Key Takeaways

Takeaway 1

Community shares common ideas for how we can improve projects and collaboration.

Across all segments and all projects, the following common themes emerged (in no particular order):

Build general awareness about the projects and how they link to a bigger and stronger Internet

Involve youth and local community to drive innovation, creativity, and sustainability

Promote and market projects to broader audiences beyond ISOC

Collaborate with more partners from private, government and civil society sectors.

Deliver training and education to build capacity

Secure funding from diverse funding sources

Takeaway 2

Training & eLearning is regarded as **important for all projects** by all Community segments.

Survey respondents consistently expressed training as generally important and especially integral to the Community's success in supporting the projects.

Training & eLearning

Legend: Organization Member | Individual Members | Chapter & SIG Leaders
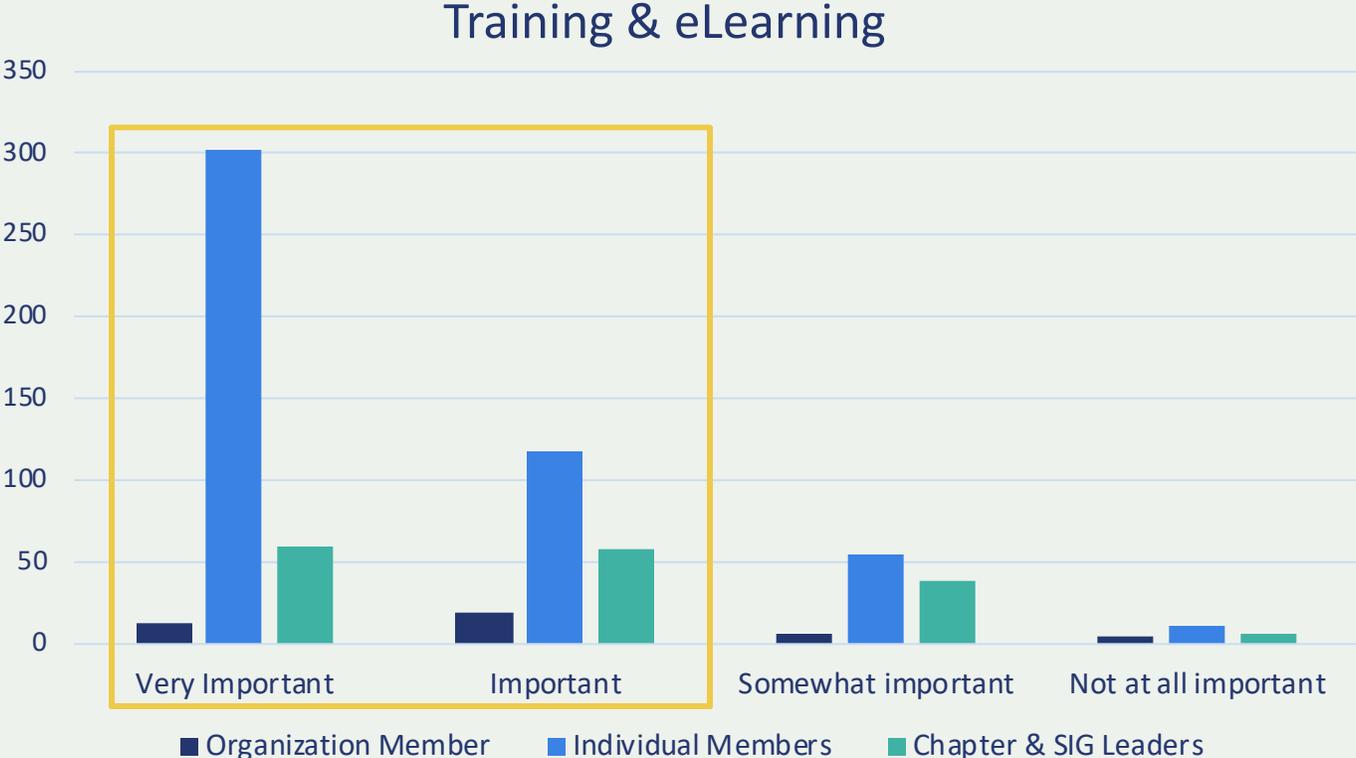
Takeaway 3

Project **interest varies across** Community segments.

The survey allowed respondents to give feedback for projects of their choosing. This provided visibility into interest by project type and by segment. The below table ranks the frequency with which projects were selected, with "1" being highest.

Chapter & SIG Leaders

1. Community Networks

2. and 3. [TIE] Infrastructure & Community Development / Open Standards Everywhere

4. Measuring the Internet

5. Encryption

6. and 7. [TIE] Internet Way of Working/Mutually Agreed Norms for Routing Security

8. Time Security

Individual Members

1. Community Networks

2. Internet Way of Working

3. Infrastructure & Community Development

4. Open Standards Everywhere

5. Measuring the Internet

6. Encryption

7. Mutually Agreed Norms for Routing Security

8. Time Security

Organization Members

1. Internet Way of Working

2. Encryption

3. and 4. [TIE] Mutually Agreed Norms for Routing Security / Open Standards Everywhere

5. and 6. and 7. [3-WAY TIE] Infrastructure & Community Development / Measuring the Internet / Time Security

8. Community Networks

High degree of overlap between Chapter & SIG Leaders and Individual Members. Both segments selected Community Networks with the highest frequency.

Small degree of overlap with other segments. Notably, Community Networks was selected with the least frequency.

Takeaway 4

Project **interest is consistent within** each Community segment.

The table below compares the top three projects for which Community segments have expressed interest via the survey and in MemberNova. Projects for which there is overlap across the two platforms are color-coded for easy reference.

	Survey As part of the AP 2021 Community Consultation, survey respondents could select the specific projects for which they provided input.	MemberNova* At any time, Community members can update project preferences in member profile.
Chapter & SIG Leaders	1. Community Networks 2. and 3. [TIE] Infrastructure & Community Development / Open Standards Everywhere	1. Community Networks 2. Infrastructure & Community Development 3. Encryption
Individual Members	1. Community Networks 2. Infrastructure & Community Development 3. Internet Way of Networking	1. Community Networks 2. Infrastructure & Community Development 3. Internet Way of Networking
Organization Members	1. Internet Way of Networking 2. Encryption 3. and 4. [TIE] Mutually Agreed Norms for Routing Security / Open Standards Everywhere	1. Encryption 2. Infrastructure & Community Development 3. Internet Way of Networking

Data extracted from Grow 26 June 2020

Takeaway 5

Most of our **Community has some understanding** about the projects.

Survey respondents were asked to select the statement that best describes their level of understanding/knowledge about the purpose and goals of the 8 projects outlined in our 2020 Action Plan.

All Community Segments

- I have little to no understanding of the projects
- I have some understanding about some of the projects
- I have some understanding about all of the projects
- I have strong understanding about some of the projects
- I have strong understanding about all of the projects

All Community Segments pie chart: 21%, 35%, 20%, 18%, 6%

Individual Members

Individual Members pie chart: 24%, 37%, 18%, 16%, 5%

Chapter & SIG Leaders

Chapter & SIG Leaders pie chart: 8%, 14%, 29%, 33%, 16%

Organization Members

Organization Members pie chart: 17%, 42%, 33%, 8%

Takeaway 6

Each Community segment has **unique preferences** with regards to project involvement.

Survey respondents were asked to select which opportunities* for project involvement they find most appealing. The following table shows the frequency with which activities were selected by Community Segment, with "1" being most appealing.

Chapter & SIG Leaders

1. Attend an Internet Society event related to the project and share the learning with my community/ chapter members
2. Provide local perspectives on global issues related to this project
3. Execute a local project that supports the Internet Society project
4. Advocate
5. Organize local events/training connected to the Internet Society project
6. Develop local networks/contacts to support the implementation/scale-up with the project

Individual Members

1. Participate in training and share the learning with my peers/community
2. Advocate and spread the word about the project
3. Volunteer to run/participate in local project connected to the Internet Society project
4. Contribute to research
5. Attend an Internet Society event and share the learnings with my peers/community
6. Speak at an Internet Society event
7. Provide expert content
8. Donate funds

Organization Members

1. Advocate
2. Collaborate with the Internet Society on project implementation/scale-up
3. Contribute with content, expertise, and insight
4. Attend an Internet Society event related to the project and share the learning with my peers/ organization
5. Speak at an Internet Society Event
6. Support the project financially or in kind

Note: list of options varied slightly based on Community.

Community Feedback per Project

Community Networks

58% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Involve more youth and local community to enable a pipeline of creativity, innovation, and sustainability – especially valuable for the creation and administration of networks that do not depend on a commercial provider

- Leverage success stories to drive positive media coverage

- Establish and strengthen private and public partnerships, including government, policy makers, lobbyists, and NGOs for regulatory matters and to secure funding

- Training – This topic covered a broad range of recommendations:

a) Conduct "train the trainer" exercises with community influencers to help them evangelize Internet in local community and get peers/community members up to speed

b) Boost general training within underserved or rural communities, many of whom are unfamiliar with the Internet and its importance for social and economic change

c) Train select leaders from the local community and share best practices for them to lead the change and fundraise

Collaboration preferences

- Organize or participate in local events/training connected to the Internet Society project and share the learning with peers/community

- Provide local perspectives on global issues related to this project

- Contribute with content, expertise, and insight, as well as advocate to spread the word about the project

Infrastructure & Community Development

47.6% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Involvement of local community to ensure buy-in, participation, development, and education. This could be done through canvassing educational and social organizations within the community to bring those who are interested into the training, planning, and execution of the project while also ensuring it is representative of the people who live in the community.

- Training, specifically on tools such as switches, routers, servers, etc., to bolster community ownership and volunteerism Written user manuals will be important to maintain community's ease of management and usage of facility.

- Cross-sector collaboration– Input includes the need for federal or regional governments as well as private sector and NGOs working together to identify sites/routes for infrastructure deployment, expanding network infrastructure to rural areas, and facilitating ways for the community to invest in its own infrastructure development. Additionally, identifying critical problems in infrastructure development and in network operations supported by organizing workshops and seminars to exchange experiences.

Collaboration preferences

- Organize or participate in local or Internet Society events/training connected to the Internet Society project, share the learning with peers/community, and advocate for the project

- Volunteer to run/participate in a local project connected to the Internet Society project implementation/scale-up

- Provide local perspectives on global issues related to this project

Internet Way of Networking

47.6% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Partner with governments and NGOs to maintain project momentum, leverage ISPs in their regions, and to implement favorable policies

- Invite more stakeholders to participate in the project, from training them on the need for a decentralized Internet, to policy-making, to promoting the importance of the project

- Deliver research reports and best practices

- Advocate, promote and articulate positive vision for the decentralization of Internet way of networking

Collaboration preferences

- Volunteer to run/participate in a local project/training connected to the Internet Society project, or collaborate with the Internet Society on project implementation/scale-up

- Advocate and spread the word about the project

- Attend an Internet Society event related to the project and share the learning with my chapter members/community/organization

Open Standards Everywhere continued

34.8% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Train citizens how to use the Internet in an open and secure way, empower them with awareness of open standards and protocols, and then reinforce that training and awareness

- Provide outreach to server operators

- Work with corporate entities and governments, collecting inputs in countries where open standards are already supported by law and look for links that promote the respective legislation in other locations

- Partner with cybersecurity organizations and telecom providers as well as various hardware and software companies who are developing products and standards

- Ensure the same openness and interoperability requirements are present in device communications as well as open protocols for simple web access, especially considering the number of IoT devices that will run the Internet protocol stack

Collaboration preferences

- Attend or speak at an Internet Society event -- or participate in training related to the project -- and share the learning with peers/organization/ community/chapter members

- Advocate and spread the word about the project

- Contribute to research or provide local perspectives on global issues related to this project

Encryption

31.8% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Establish a more multidisciplinary and less technical approach for educating and training local communities on the importance of confidentiality

- Partner with industry giants like Google, Microsoft, Apple, etc. to establish a global alliance that resists lowering security, outlaws the use of quantum computing to break encryption, and lobbies for the elimination of backdoors

- Establish alliances with governments, NGOs, commercial organizations in the IT sector, and universities to secure investment and to conduct national/regional campaigns to promote the use of encryption

- Create and deploy visually appealing tools, videos, webinars and materials for download/distribution within local communities to increase visibility on data integrity and what individuals can do to protect themselves

- Organize forums, workshops, or panel discussions with encryption experts

Collaboration preferences

- Advocate and spread the word about the project

- Attend or speak at an Internet Society event -- or participate in a local project or training related to the project -- and share the learning with peers/organization/community/chapter members

- Contribute to research, content, expertise or insight

Measuring the Internet

26.7% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Raise awareness of the importance of measurement indicators and popularize measurement techniques and/or how to contribute to measurement

- Help coordinate international measurement efforts, standardization of measurement, and reporting

- Ensure transparency and advocate for access to information

- Ensure the objectives of the project stay current in relation to emerging threats and opportunities

- Increase public promotion/marketing outside of the Internet Society

- Understand how to interact with community leaders and youth in the sensitization campaign

- Partner with research centers, local and national organizations, and large Internet players to drive support

Collaboration preferences

- Attend an Internet Society event, collaborate with the Internet Society on project implementation/scale-up, or participate in a local project or training related to the project and share the learning with peers/organization/community/chapter members

- Contribute to research, content, expertise or insight

- Advocate and spread the word about the project

Mutually Agreed Norms for Routing Security (MANRS)

23.1% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Work closely with enterprise, business, higher educational organizations, researchers, ICANN, and IETF

- Provide guidelines or a step-by-step implementation roadmap as well as support in capacity-building for teams to help set up MANRS actions

- Educate the community about Internet routing security and help people and business own their role in maintaining gold standards of excellence in the face of new technology

- Guide the effort with government entities and local regulators to raise awareness, advocate for access to information, and promote enforcement to protect global routing

- Ensure the objectives of the project stay current in relation to emerging or external threats such as DDOS attacks and the ability to change headers and IP addresses on routers on the network

Collaboration preferences

- Advocate and spread the word about the project

- Attend an Internet Society event, participate in training, and share the learning with my peers/community, or collaborate with the Internet Society on project

- Contribute to research or provide local perspectives related to this project.

Time Security – Community Feedback

18.4% of all survey respondents opted to provide feedback on this project. The most common suggestions for project improvement and preferences for collaboration:

Project improvements

- Ensure project objectives remain relevant to emerging opportunities and leading technology

- Collect feedback from countries already supported by law is the beginning and looking for links that promote the respective legislation

- Improve communications, such as updating communities with the latest developments and information

- Partner with government agencies, private organizations, security research centers and institutes, educational institutions, technology leaders, cloud providers, and other entities to drive support, funding, and promotion

- Encourage multiple interoperable deployments and support analysis of the performance and security features of these deployments

Collaboration preferences

- Advocate and spread the word about the project

- Attend an Internet Society event or participate in training and share the learning with my peers/community

- Contribute to research, contribute with content expertise and insight; or provide local perspectives in global issues related to this project.

Next Steps

Next Steps

1. Provide each project team with in-depth findings for consideration; projects to incorporate Community suggestions as appropriate

2. Share general findings with staff and Community

Appendix

Preference – Project Involvement by Community Segment

Survey respondents were asked to select which opportunities for project involvement they find most appealing. This chart shows the respective segment's relative levels of preference for activities, based on data provided across all projects.

Chapter & SIG Leaders

Activity	Value
Attend an Internet Society event related to the project and share the learning with my community	96
Provide local perspectives on global issues related to this project	73
Execute a local project that supports the Internet Society project	71
Advocate	66
Organize local events/training connected to the Internet Society project	60
Develop local networks/ contacts to support the implementation/scale-up with the project	55

0 10 20 30 40 50 60 70 80 90 100

Preference – Project Involvement by Community Segment

Survey respondents were asked to select which opportunities for project involvement they find most appealing. This chart shows the respective segment's relative levels of preference for activities, based on data provided across all projects.

Individual Members

Activity	Value
Participate in training and share the learning with my peers/community	318
Advocate and spread the word about the project	308
Volunteer to run/participate in local project connected to the Internet Society project	296
Contribute to research	280
Attend an Internet Society event and share the learning with my peers/community	275
Speak at an Internet Society event	166
Provide expert content	146
Donate funds	52

Preference – Project Involvement by Community Segment

Survey respondents were asked to select which opportunities for project involvement they find most appealing. This chart shows the respective segment's relative levels of preference for activities, based on data provided across all projects.

Organization Members

Activity	Value
Advocate	19
Collaborate with the Internet Society on project implementation/scale-up	17
Contribute with content, expertise, and insight	15
Attend an Internet Society event related to the project and share the learning with my peers/organization	11
Speak at an Internet Society Event	11
Support the project financially or in kind	4

Thank you.

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