19th November 2017

The Internet Society 2018 Action Plan
Presentation to Board of Trustees

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Introduction:
A Clear Direction

Our Urgent Challenge

As we look around and ahead, the forces at work to shape the Internet's future are challenging the values that have powered its past.

We believe that we are at a pivotal moment in the Internet's development.

The future is in our hands. We must work to #ShapeTomorrow

We Stand Ready to Act

The Internet Society is uniquely positioned and energized to meet the challenge presented. In 2018, we will accept the challenge by:

1. Undertaking sustained and comprehensive campaigns to advance a set of focused priorities through positive action
2. Strengthening and extending the Internet Society community and organization to build a stronger foundation for realizing our vision, and
3. Fostering and incubating initiatives that respond to a changing environment and position our community for future success.

Our focus is clear

Our direction informs our decisions and everything we do:

- Working for change, for **impact**
- Focusing on our **strategic** and **advocacy objectives**
- Being a **stronger, louder voice** for the Internet

We will be a more effective, influential Internet Society.
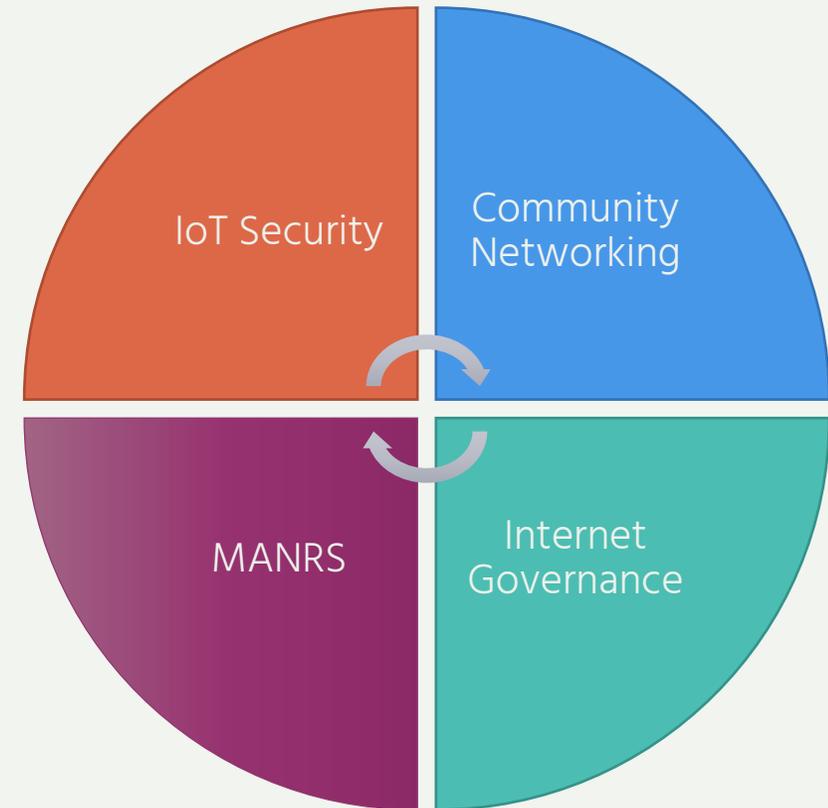
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A Unifying Narrative

#ShapeTomorrow

Advocacy

Achieving focused impact through a new approach

Sustained and comprehensive campaigns to advance a set of focused priorities through positive action.

These campaigns organize a wide range of activities to achieve well-defined outcomes and inspire actions by those who can advance our shared priorities.
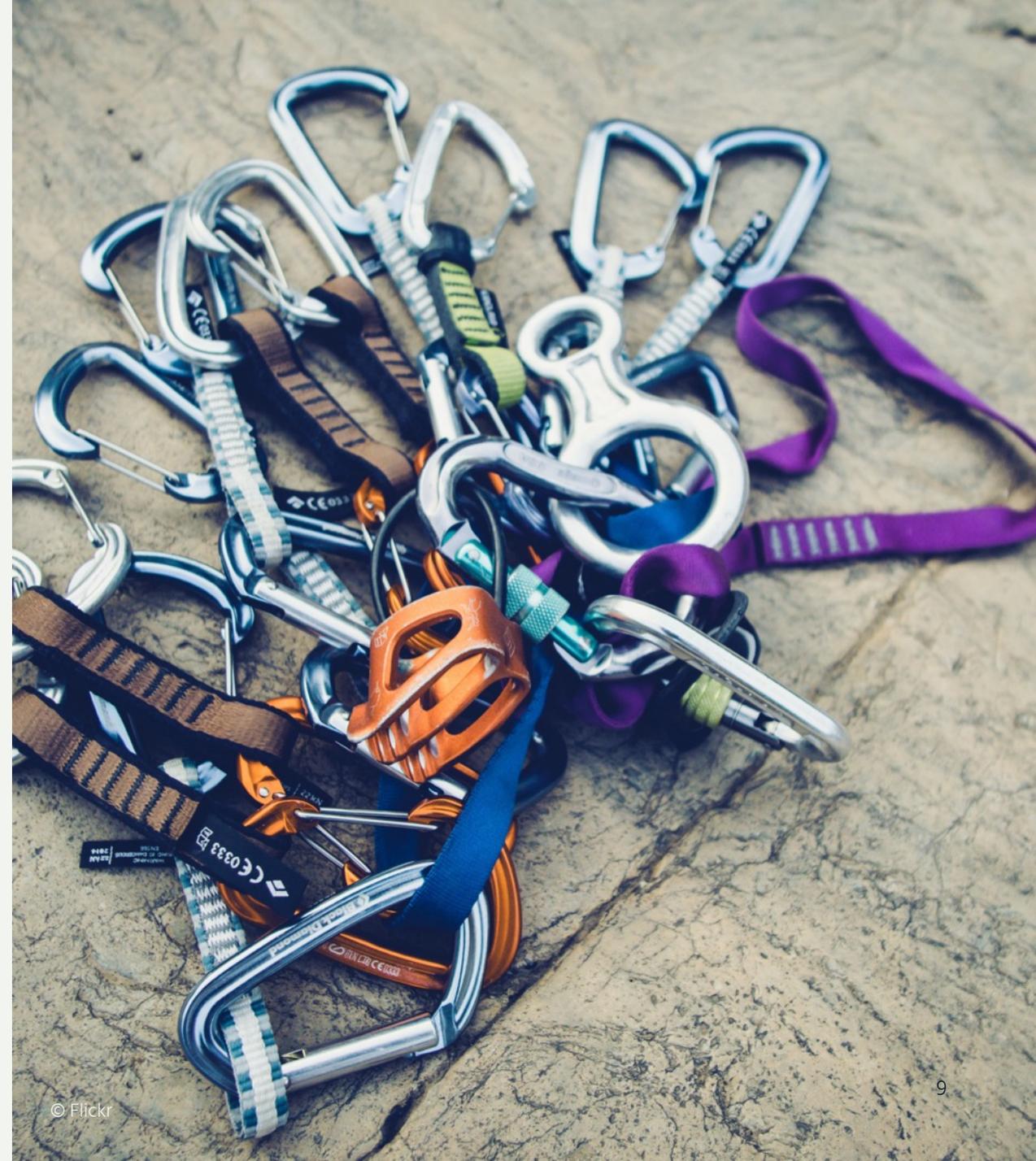
By applying the talent, resources, and commitment from across our community, we have the ability to shape tomorrow.

Securing the Internet of Things

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

- Global adoption and implementation of the OTA IoT Trust Framework
- Leverage the influence of consumers to drive security and privacy capabilities of IoT devices
- Influence government policies & regulations

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Strengthening the Global Routing System

GOAL: Global adoption of Mutually Agreed Norms for Routing Security (MANRS) to improve the security and resiliency of the Internet's routing.

- Establish MANRS as globally recognized best practice
- Secure widespread adoption and implementation by Network Operators
- Build a community of adopters and strengthen their resources
- Obtain longer-term MANRS sustainability

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Innovating to Connect the World

GOAL: Use the Community Networks model as a means to further extend the reach of the Internet to remote, rural, and underserved areas.

- Demonstrate replicable models that represent new ways of working
- Influencing changes in policy frameworks to enable community networks to flourish
- Scaling deployment of, and ensuring continuity for, the Community Network model

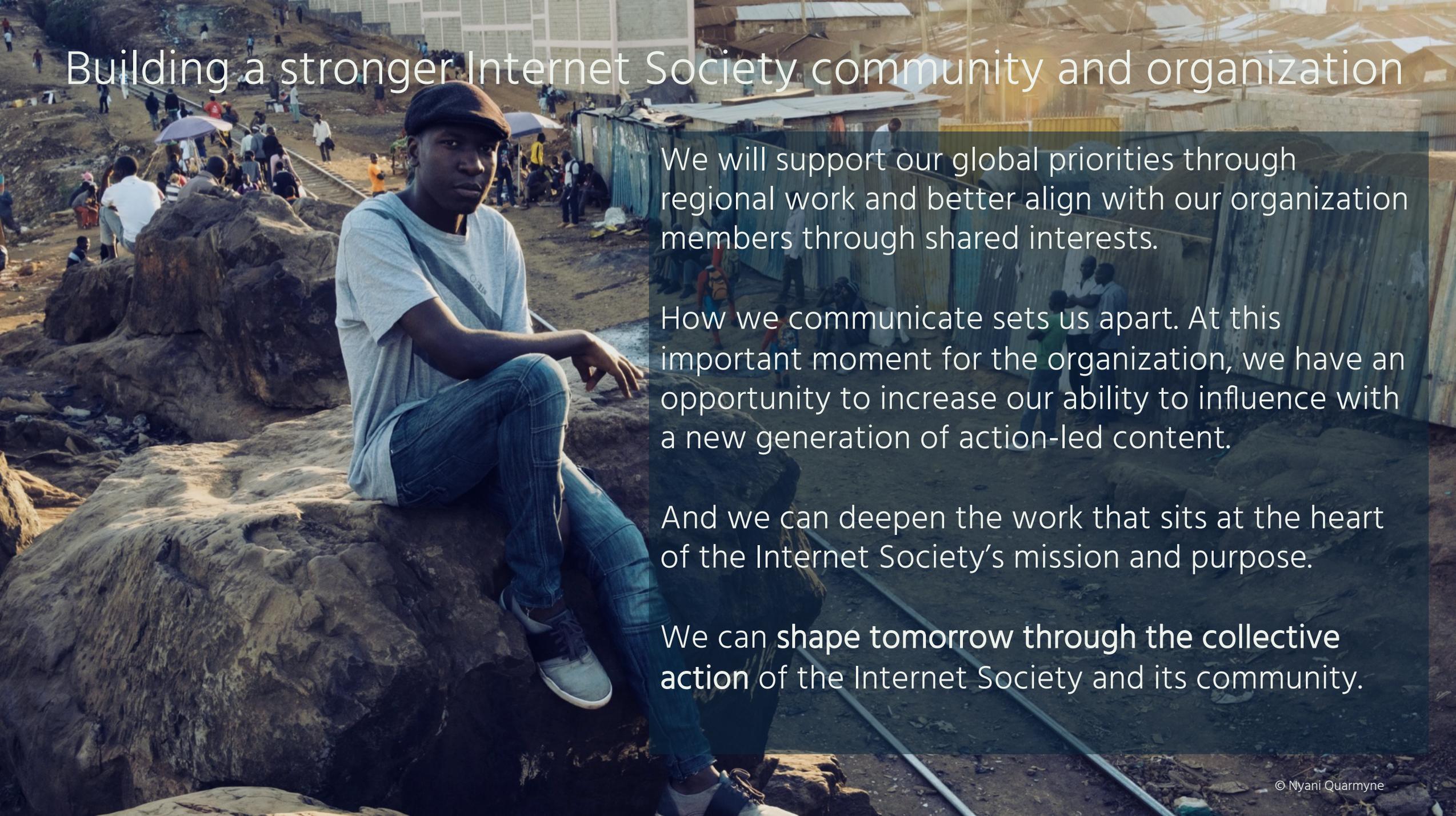© Nyani Quarmyne

Promoting Collaborative Governance

GOAL: Obtain global use of the multistakeholder model to address Internet policy and governance issues.

- Encouraging key governments' adoption
- Ensuring intergovernmental organizations engagement with all stakeholders
- Rebuilding momentum for the multistakeholder model in global conversations

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Organization & Community

Building a stronger Internet Society community and organization

We will support our global priorities through regional work and better align with our organization members through shared interests.

How we communicate sets us apart. At this important moment for the organization, we have an opportunity to increase our ability to influence with a new generation of action-led content.

And we can deepen the work that sits at the heart of the Internet Society's mission and purpose.

We can **shape tomorrow through the collective action** of the Internet Society and its community.

Being smarter with our resources

Our goal is to shape the future of the Internet. We can think differently about how we use our energy to better align our efforts with our global advocacy objectives.

- Making better use of our partners
- Strengthen our Membership to be a force multiplier

- Quantity ≠ Quality
- Shifting our approach to events
- Phasing out some specific projects and activities…

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Strengthening our Chapters

GOAL: Ensure the success of ISOC's Chapters to advance our mission through funding, collaboration, and communication.
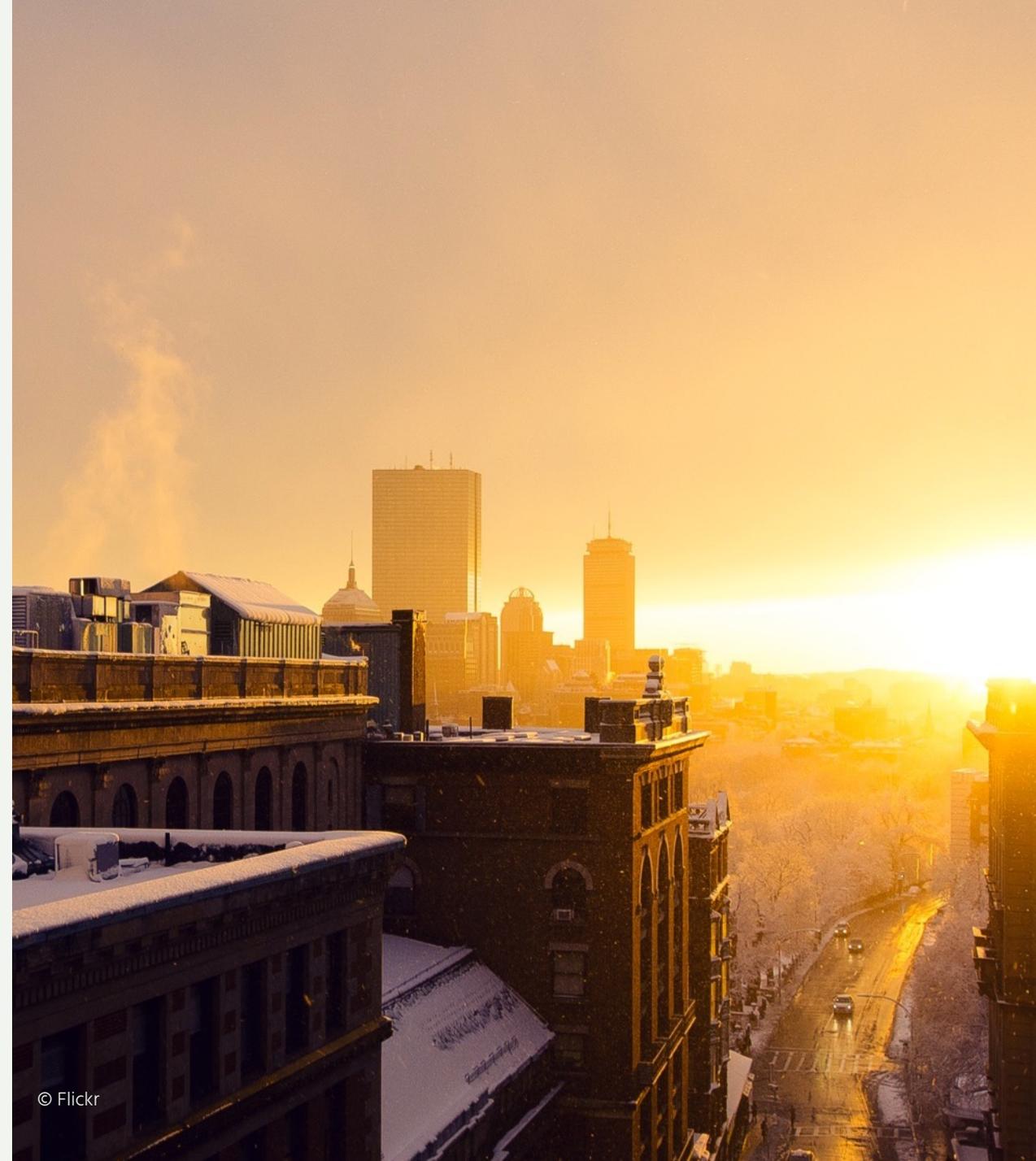
- Beyond the Net grant program
- Capacity Building (i.e. technical & other training)
- Chapter tools and assets
- Chapter workshops
- Community forums (inc. InterCommunity)
- Internet Exchange Points (IXPs) development
- Network Operator Groups (NOGs) activities
- Regional and local fellowships

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Strengthening our ORG Members

GOAL: To grow our ORG memberships and improve relations with this key stakeholder group

- Better align ORG membership priorities with ISOC priorities
- Encourage member collaboration
- Update our membership benefits structure
- Extend fundraising efforts

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Strengthening our Growth Capacity and Infrastructure

GOAL(s): To enhance the external platform, tools and resources to inspire our community to take action and to improve our internal resources to support our community.

- External
  - Website and website platform
  - ISOC Brand; content and communications approach
- Internal
  - Membership database
  - Financial system
  - Organization compliance program

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Extending our Core Values

GOAL: Continue supporting long-standing projects that advance our mission.

- IETF Support & Sustainability

- Internet Hall of Fame

- Jonathan B. Postel Award

- Youth Engagement (25 Under 25)

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New Initiatives

Nurturing new initiatives to respond to a changing environment

Demonstrating that we are not averse to taking risks, we will shape our reputation by work that pushes us into new spaces.

We will incubate initiatives that address opportunities and requirements that have presented themselves as we have pursued our mission.

They will both support and amplify what we already do, as well as creating new avenues to be a more powerful agent of change for the future.
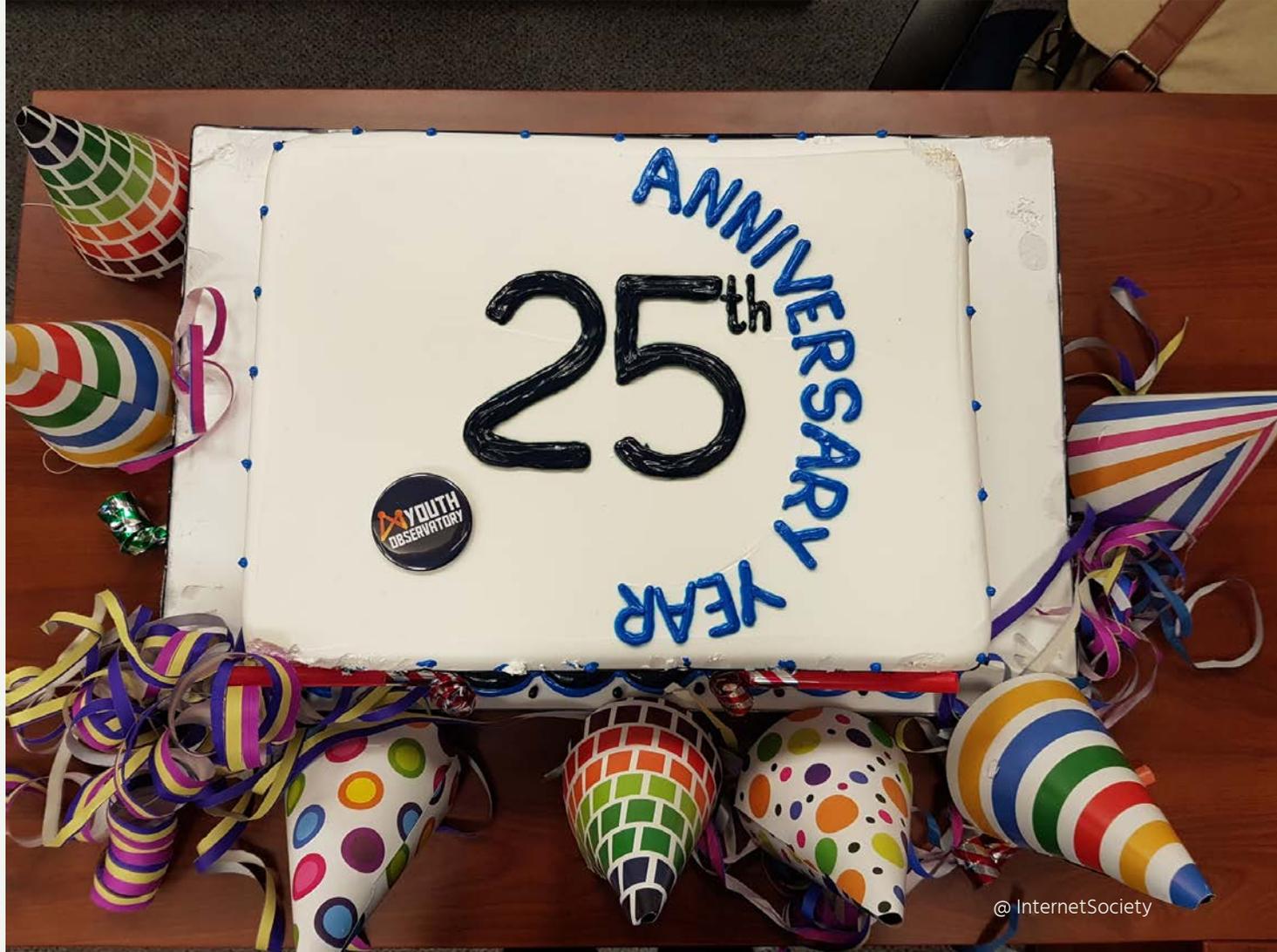
Nurturing New Initiatives

Starting and incubation process to tackle emerging issues and opportunities

- Online Trust Alliance Initiative

- Multistakeholder Project

- Civil Society Capacity Building

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A Turning Point

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