24 September 24

Internet Society 2030 Strategy
Resources and next steps

Internet Society

Strategic Goals

Global Challenges

Strategic Goals

Transformations

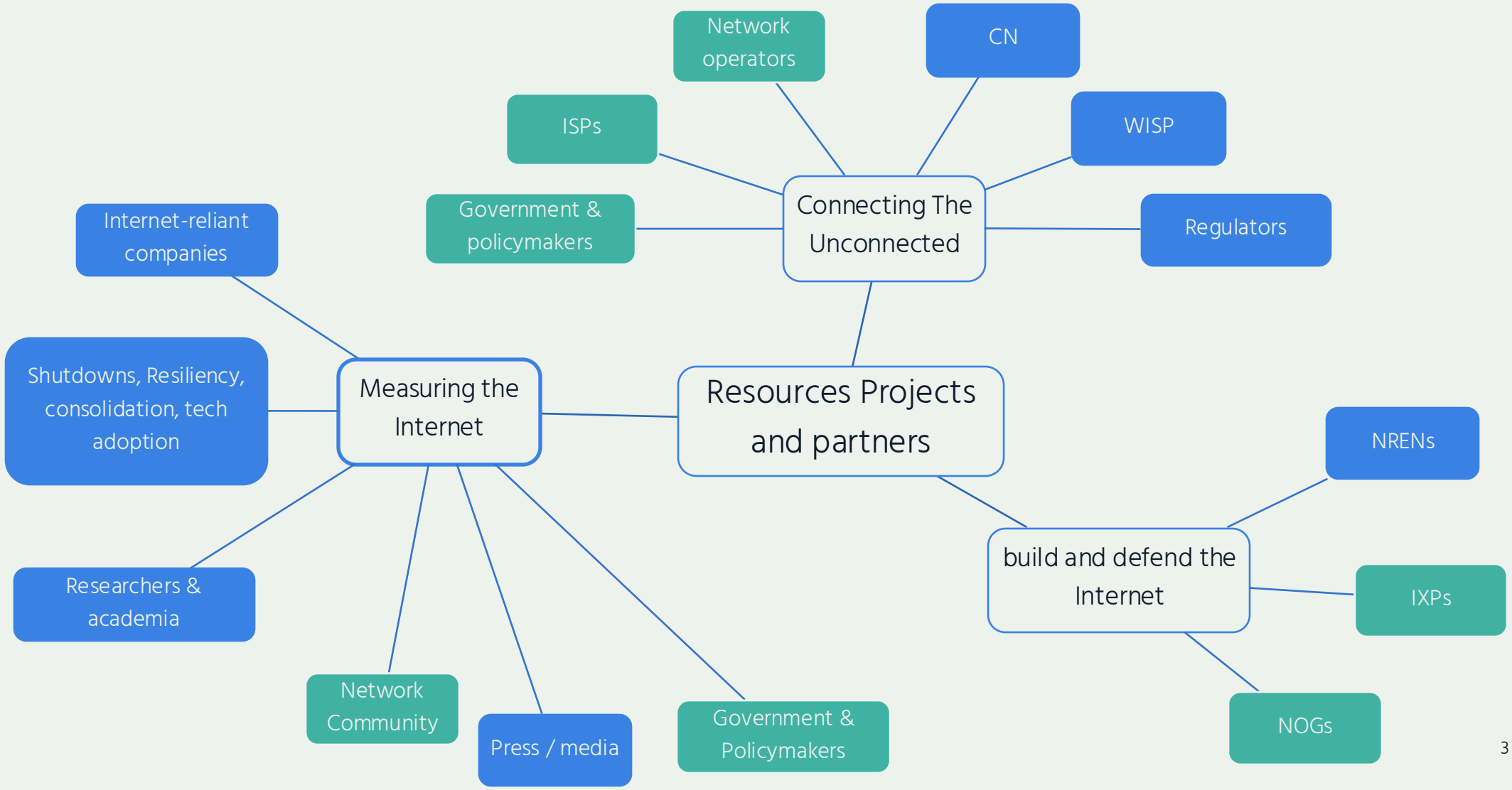
People everywhere have access to affordable, reliable, and resilient Internet.

- We will reduce barriers to Internet access and make it a faster and affordable experience.
- We will empower communities to build and defend the Internet.
- We will defend the open, interoperable Internet so that people everywhere have equal opportunities to create, innovate, and build communities online.

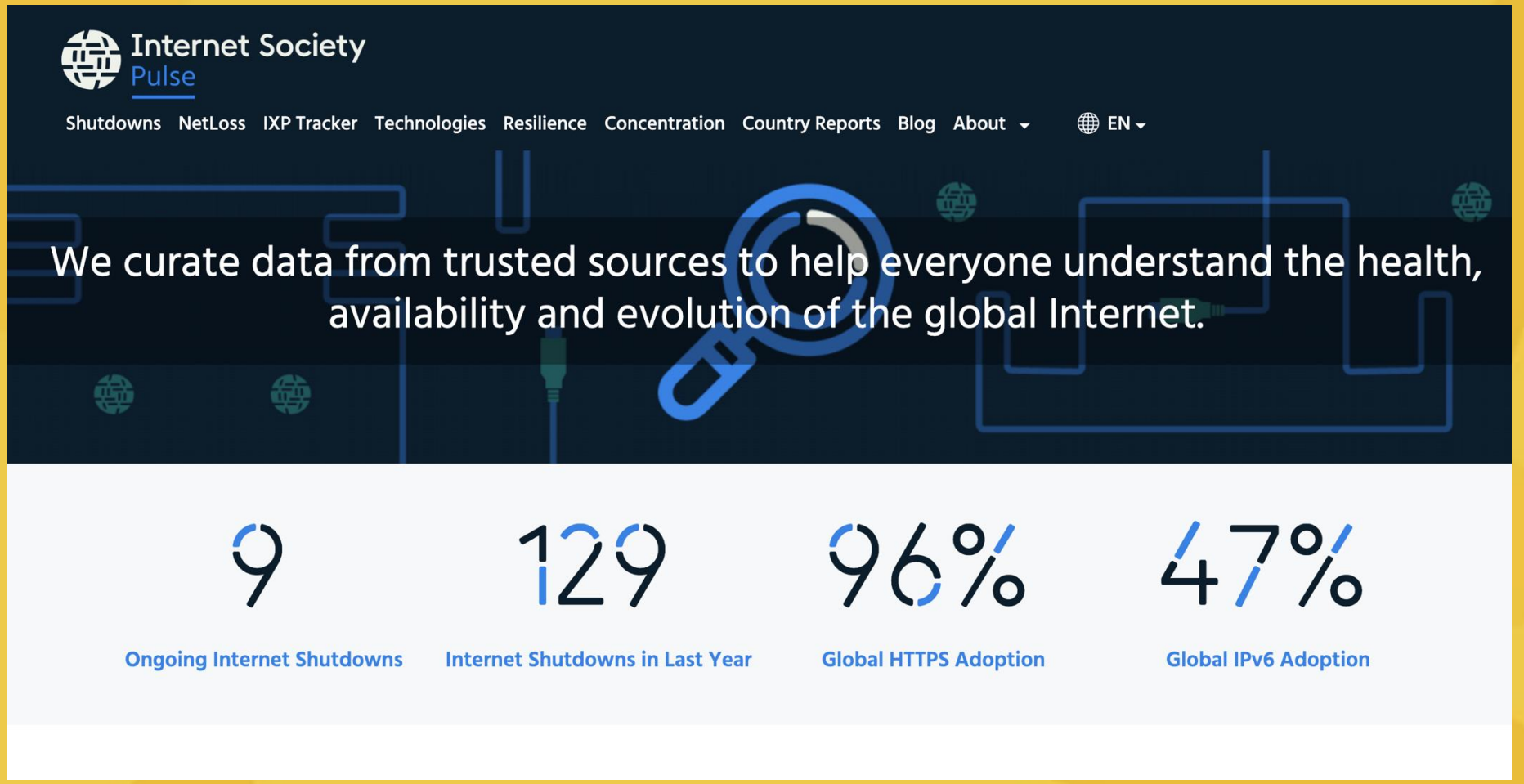
People everywhere have an Internet experience that is safe, secure, and protects them online.

- We will vigorously defend the Internet against decisions that weaken online security.
- We will advocate for policy, technology, and commercial decisions that put people's safety, security, and privacy first.
- We will empower people to make safe choices to protect themselves online.

Access to affordable, reliable, and resilient Internet.



https://pulse.internetsociety.org/



Measuring the Internet: Value Propositions and Opportunities

Government and Policymakers

Policymakers can use our data to inform their work and enact policies on national/regional level

Ministries of ICTs / Information

Press /Media

Tech journalists and people involved in the media/press need access to reliable, trusted data in order to report on stories effectively

The Guardian, New York Times, Washington Post, Wall Street Journal, Al Jazeera America, The Economist, MIT Technology Review, Quartz, Reuters News

Network Community (ISPs, IXPs, NOGs)

Visibility into the reliability of the Internet infrastructure and the occurence of shutdowns can help troubleshoot problems

AFIX, APIX, EURO IX, LAC IX, Sprint, Sky, Virgin Media, EUROISPA

Measurement Community & Researchers/ Academia

Researchers can promote their own measurements and validate their observations - bridging the gap between technical and non-technical audiences

Oxford Internet Institute

VPNs & shutdown circumvention services

Increased service usage can be 'early warning' of possible shutdown event; listed events can help identify target markets.

NordVPN, CyberGhost, VyprVPN, Express VPN, Psiphon, Tor, Orbot, Tails, Lantern, FireChat, Bridgefy, Briar

Internet-reliant companies

This project will give Internet-reliant companies access to insights that can be factored into business decisions

E-commerce (Alibaba, eBay, Rakuten, B2W, Zalando, Shopify, Uber, OLA, Uber Eats, Zomato, Jumia, Airbnb, Booking.com), software (Red Hat, ForeScout, Pivotal) , telecoms, social media (Twitter, Telegram), fintech/digital payments (Apple Pay, PayPal, AMEX, Mpesa, Zazu, Kuda, Carbon, Monzo, N26, Starling Bank, Paga)

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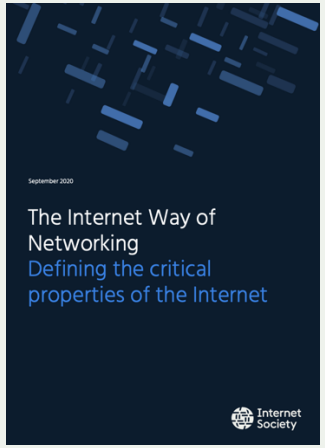
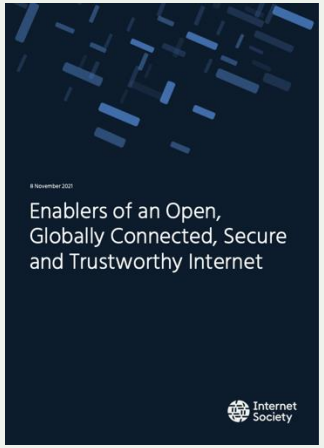
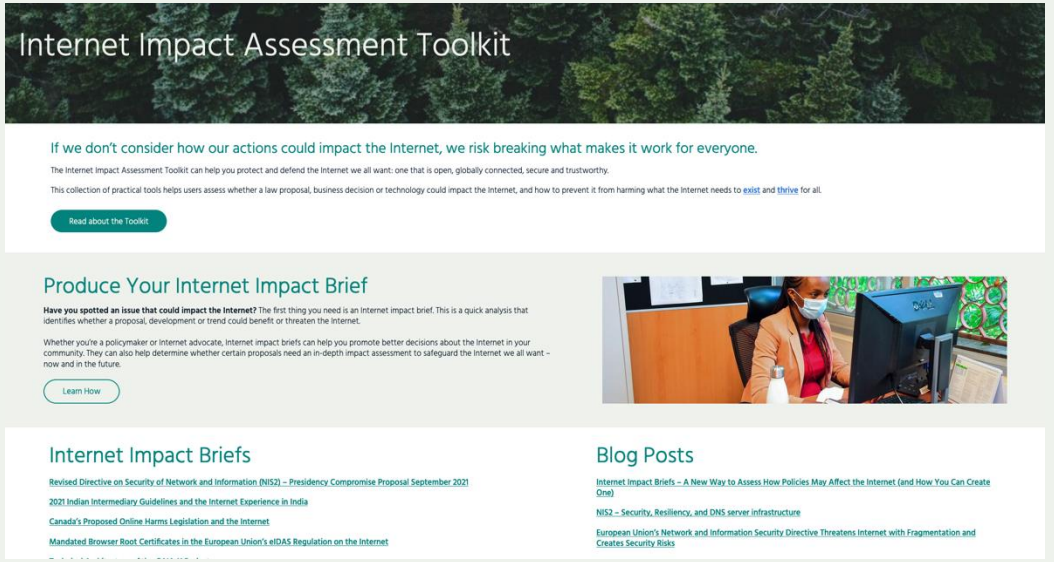
The Internet Impact Assessment Toolkit

Baseline





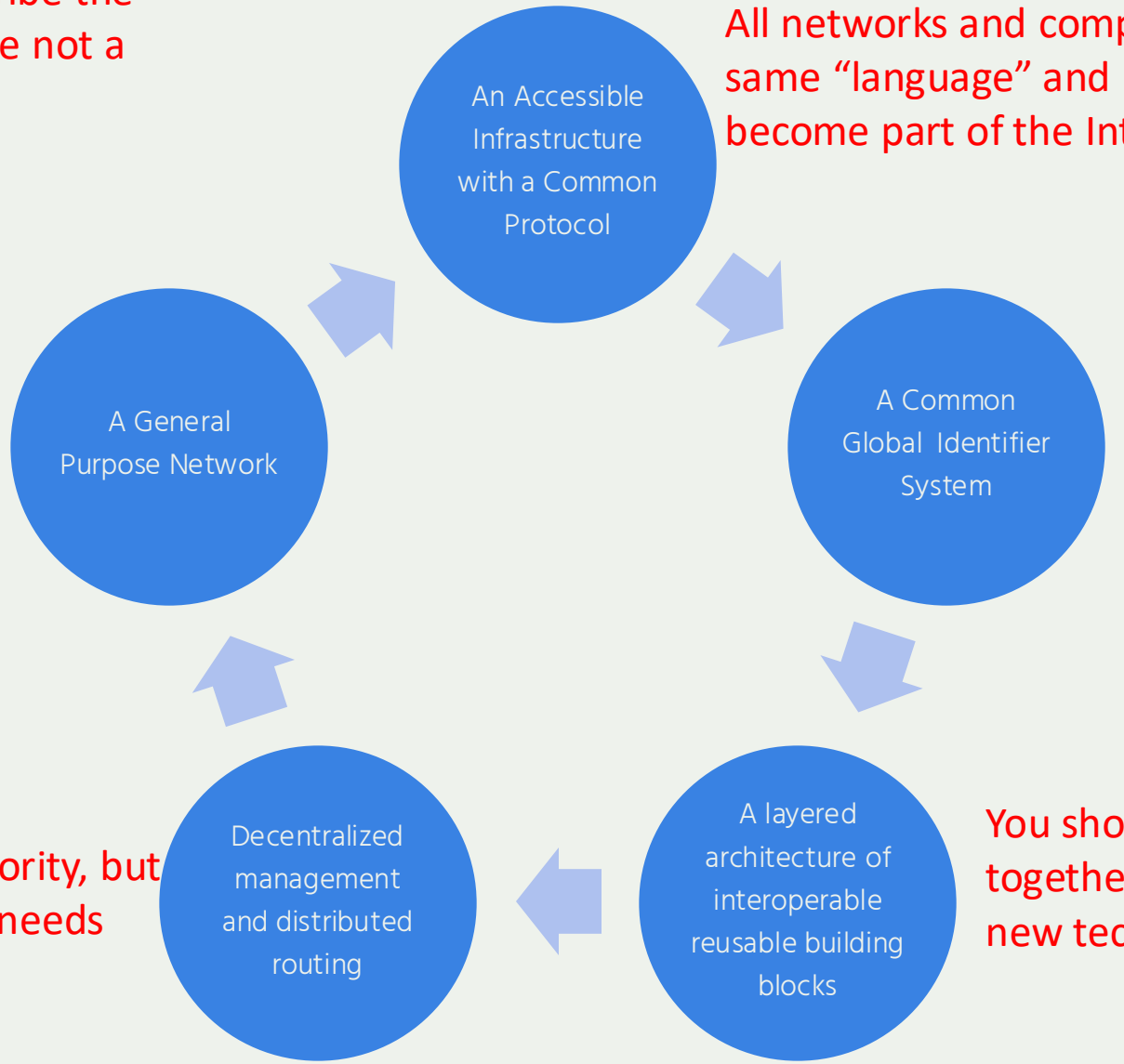


Methodology

Collection of assessments (a.k.a. "IIBs")

The Internet Way of Networking – 5 Critical Properties

The critical properties describe the ideals to strive for – they are not a description of the Internet



All networks and computers speak the same "language" and its easy to become part of the Internet

Two addressess for the same building is confusing…

You should be able to puzzle together technologies to build new technologies

There is no central authority, but local decisions for local needs

The Internet just moves bits and bytes… it is designed for nothing and everything

Enablers of an Open, Globally Connected, Secure and Trustworthy Internet

Internet	
Open	Easy and Unrestricted access
	Collaborative Development, Management, and Governance
	Unrestricted Use and Deployment of Internet Technologies
Globally Connected	Unrestricted Reachability
	Available Capacity
Secure	Data Confidentiality of Information, Services, and Applications
	Integrity of Information, applications, and services
Trustworthy	Reliability, Resilience, and Availability
	Accountability
	Privacy

OPEN

What does it mean?

- *People and organizations to mix and match technologies*
  - *Without permission*
  - *With minimum barriers*

- *Benefits:*
  - *Spurs innovation*
  - *Promotes the Internet as a force for good.*

- *"An Open Internet is an accessible Internet – it is easy to connect to it and use its services"*

Supporting an OPEN Internet:

Enabler	Description	Questions
Easy and Unrestricted Access	It is easy to become part of the Internet. • Affordable • Services accessible • No unnecessary regulatory or commercial barriers	Does the proposed change create a barrier to entry? • Costs • Administrative overhead • Restrict who can participate • Shut down the Internet Does the proposed change create unnecessary requirements? • Particular skills
***Example**: The Web Content Accessibility Guidelines (WCAG) (positive); service providers monopoly for providing access (negative)*		

GLOBALLY CONNECTED

What does it mean?

- *Networks and users can connect without geographical restrictions*

Benefits:

- *Value of connecting every Internet user together*
- *Tool for communications, learning commerce*

"The Globally Connected Internet is inclusive"

Supporting a GLOBALLY CONNECTED Internet:

Enabler	Description	Questions
Available Capacity	The capacity of the Internet is sufficient to meet user demand. • Enough connection capacity---ports, bandwidth, services---to meet the demands of the users.	Does the proposed change act to increase the availability of Internet resources • Bandwidth or other capacity Is the effect of the policy to limit growth and capacity, either directly or indirectly?
***Example**: IXP development in the DRC (positive);*		

SECURE

What does it mean?

- *Resistant to attacks on its infrastructure*
- *Can deliver a robust service to user community*
- *Does not create insecurities*
    - *Botnets – phishing scams*

Benefits:

- *Internet can be used with minimal risk*

"Improving security of information increases the usefulness of the Internet to all participants."

Supporting a SECURE Internet:

Enabler	Description	Questions
Data Confidentiality of Information, Services, and Applications	Data Confidentiality • Usually through tools such as encryption • Protects against eavesdroppers and attackers • Allows for the transfer of sensitive information • Creates a secure Internet • Allowing the transfer of sensitive information helps create a secure Internet.	• Does the proposed change strengthen or weaken the confidentiality of information in transit or at rest? • If this change is implemented, do the underlying protocols of the Internet become less confidential?
***Example**: TLS/SSL (positive); Mauritius social media regulation (negative).*		

TRUSTWORTHY

What does it mean?

- *Internet is trustworthy when it works how people expect it to*

Benefits:

- *People can rely on the Internet for work/life/etc.*

"Improving a Trustworthy Internet makes it possible for individuals and organizations to rely on the Internet as a continuing worldwide communications resource."

Enabler	Description	Questions
Reliability, Resilience, and Availability	The Internet is reliable when technology and processes function as promised. • Unpredictable service = perceived as unreliable • Extends to Internet as whole Resilience is related to reliability. Internet functions at acceptable level even when: • Errors • Malicious behavior • Other challenges	• Does the proposed change create unpredictable variations in the Internet's reliability or in the reliability of a service or set of services? • Will users be unable to know, from day to day, whether they can use the Internet and its services? • Does the proposed change increase or reduce the overall level of the Internet's resilience to malfunction?
***Example**: Statuspage.io (positive); Internet shutdowns (negative)*		

Thank you.

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