



Internet Society International Chapter Toolkit

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Introduction

As the Internet grows and expands, the public policy issues associated with its evolution, security, and stability become more complex and, at times, more urgent. This toolkit is intended to help Internet Society Chapter leaders and their members become acquainted with the Internet Society's public policy principles. It offers advice, suggestions, and guidance for Chapters interested in pursuing Internet policy issues as well as examples, best practices, and insights from Chapter leaders and others who have experience educating policy makers and persuading them to apply those principles in their geographic regions.

In this toolkit you will find...

- ✓ The Internet Society's approach to Internet policy, including our policy principles
- ✓ The role that collaboration plays in launching a successful public policy initiative
- ✓ How to talk to decision makers
- ✓ A list of key issues that influence and impact public policy decisions
- ✓ Perspectives on regional policy issues by many of the Internet Society's Regional Bureau leaders
- ✓ Examples of what other Chapters are doing to influence policymakers



I. The Internet Society's Approach to Internet Policy

A. How we work

The Internet Society's public policy principles, as outlined in this section, have been developed over the course of many years and in consultation with Internet Society Chapter leaders, Internet Society Members, policymakers, partners, and a wide range of stakeholders within the [Internet ecosystem](#)¹ (for more information about our partners and community members, see <http://www.isoc.org/pubpolpillar/community/>).



When engaging in public policy discussions, debates, or activities, Chapters are expected to use the principles outlined in the Vision and Principles section (below) to inform individual strategies for educating and influencing policymakers and other constituencies. If you are unclear about any of the Internet Society policy principles, or unsure of whether the Internet Society has developed a set of guiding principles for a particular policy issue, please consult with your [Regional Bureau](#)² manager. Similarly, if you become aware of specific public policy issues that you believe may have significant regional or international impact, we ask that you contact your Chapter's Regional Bureau manager. Doing so enables us to apply the same consultative process to all important policy issues as they arise.

The Internet Society believes that leadership, collaboration, and coordination are the keys to successful policymaking. Together our role is to:

- communicate authoritative, unbiased information about the Internet to individuals, organizations and governments in every part of the world;
- safeguard the integrity and continuity of the environment within which the Internet develops and operates;
- support and contribute to the continuing evolution of the Internet as an open and decentralized platform for innovation, creativity, and economic opportunity;
- promote policies that make the Internet accessible to everyone; and
- speak out about Internet policy issues.

B. Vision and principles

The Internet Society's public policy principles are rooted in the fundamental belief that the Internet is for everyone. Together with our Chapters, Members, and partners, we have developed a vision for the future in which people from all parts of the world have access to the Internet and are capable of using it to improve the quality of their lives.

¹ <http://www.isoc.org/pubpolpillar/docs/internetmodel.pdf>

² <http://www.isoc.org/regions/>

Central to this vision is the belief that Internet standards, applications, business practices, and government policies work in harmony in order to successfully sustain an open, universally accessible platform for innovation, creativity, freedom of expression, and economic opportunity. As local ambassadors, Internet Society Chapter leaders and Chapter members play an important role in advancing this vision. Therefore, we encourage all Chapter leaders and members to review the principles carefully and to consider how they might be pertinent to your Chapter's interests, goals, and activities in advancing the Internet Society mission.

Regardless of the unique policy, legal, and cultural environment in which your Chapter operates, with the right tools, you can help realize our vision by promoting the Internet Society's policy principles. Not only will doing so help us achieve our overarching goals—both internationally and on the local level—it will draw attention to (and build credibility for) your Chapter.

Internet Society's public policy principles:

- **The Ability to Connect.** The edge-dominant end-to-end architecture of the Internet is essential to its utility as a platform for innovation, creativity, and economic opportunity. To preserve this quality, we will oppose efforts to establish standards or practices that would make it difficult or impossible for some users of the Internet to use the full range of Internet applications of all kinds.
- **The Ability to Speak.** The Internet is a powerful mass medium for self-expression, which depends on the ability of its users to speak freely and responsibly. We believe that the Internet must support private—and, where appropriate, anonymous—means of communication and collaboration among individuals and groups, and will oppose efforts to restrict the type or content of information exchanged on the Internet.
- **The Ability to Innovate.** The remarkable growth of the Internet and the limitless variety of Internet applications follow directly from the open model of Internet connectivity and standards development. Any individual, organization, or company can develop and distribute a new Internet application that can be used by anyone. We recognize the enormous value of this innovation, and oppose governmental and nongovernmental restrictions on the evolution and legitimate use of Internet technology.
- **The Ability to Share.** The many-to-many architecture of the Internet makes it a powerful tool for sharing, education, and collaboration. It has enabled the global open source community to develop and enhance many of the key components of the Internet, such as the Domain Name System and the Web, and has made the vision of digital libraries a reality. To preserve these benefits we will oppose technologies and legislation that would inhibit the freedom to develop and

“Legislative agendas are increasingly dominated by issues involving science and technology, but relatively few lawmakers or their staffs have an engineering or scientific background. These decision makers need help in order to respond effectively to complex technological issues involving competitiveness, the environment, procurement, transportation, energy, telecommunications, cyberspace, health care, national defense, and other legal, ethical and social issues that impact the work of professional engineers.”

*—Tolani Owusu, How Engineers
Can Influence Public Policy
(WISE 2002)*

use open source software or limit the well-established concept of fair use, which is essential to scholarship, education, and collaboration.

- **The Ability to Choose.** Government regulation and the economic power of incumbent telecommunication monopolies can delay or prevent the growth of the Internet by limiting the ability of competitors to provide new, better, cheaper, or more innovative Internet-related services. We advocate policies that promote competition in telecommunications, Internet services, Internet-related software, and e-commerce applications.
- **The Ability to Trust.** Everyone's ability to connect, speak, innovate, share, and choose depends on the Internet's ability to support trustworthy internetworking—ensuring the security, reliability, and stability of increasingly critical and pervasive applications and services.

C. Collaboration: the path to effective policy engagement

In order for the Internet Society community to successfully influence public policy, we must work in collaboration. Maintaining robust communications between Internet Society staff and Chapters—as well as Chapters and other Chapters—facilitates collaboration and ensures that our public policy messaging is clear and consistent.

Achieving a truly collaborative environment is not an exact science, but the best way to get there is to make inquiry and information sharing integral parts of your action plan. For example, let's say your Chapter has become aware of a new piece of legislation being proposed in your city, state, province, or country concerning intellectual property and digital rights. You and your Chapter members may have researched the issue, discussed the implications, and determined that passage of that legislation could have unintended consequences that could negatively impact the rights of users.

What do you do then? Ideally, as a Chapter leader, your first steps should involve turning to the Internet Society community.

- Conduct a quick scan of the Chapters-Delegates list to see if anyone else has discussed the same or a similar issue.
- Put a message on the Chapter-Delegates list asking for input, advice, and experiences.
- Contact your Regional Bureau manager to find out if the Internet Society is aware of the issue and, if so (or even if not), what the Internet Society's official position may be and what principles could be applied to help frame the issue.

Generally speaking, the Internet Society will not take a direct stand on local policy issues; instead, we develop principles and approaches that are intended to influence the way policymakers approach an issue. For example, in the case

Talking to Decision Makers

(Adapted from materials produced by Internet Society Chapters at the Chapters workshop in Mexico City, Mexico, March 2009)

1. Be clear about whom or what you are representing: yourself, commercial organization, general public/consumers, etc.
2. Be clear about your legitimacy in representing the organization or the issue
 - a. Were you elected/appointed?
 - b. Did you consult with the relevant community?
 - c. Are you presenting research results?
 - d. Is there a legal entity, such as a regulator, that does or should have a role in the issue?
3. State the issue/problem clearly. Include specifics and, if possible, evidence and/or data
4. Identify appropriate target body(ies) and/or public organizations
 - a. Government/opposition/government agencies
 - b. Regulator(s)
 - c. Other organizations that are involved with the issue
 - d. Act in coalition with other organizations where possible
5. Build up contacts—bottom up, grassroots, or start with press
6. In your presentation:
 - a. In person, be succinct and to the point to whomever is the target audience
 - b. In correspondence, your main response should be only one page; background information can be 2 pages (include text that can be referenced by the media).
 - c. Be specific about the policy/changes sought—make sure things like redrafted legislation, for example, is detailed
7. In building relationships, consider
 - a. Enhancing/maintaining your credibility
 - b. Make constructive proposals
 - c. Build up good track record, especially with governments, agencies, and regulators



of Net neutrality, the Internet Society has developed a set of guiding principles about [open internetworking](#) that Chapters should use as the framework for all policy and regulatory discussions or activities related to that issue, either locally or as part of broader discussions or venues. With those principles in hand, the Chapter may create its own strategies for stimulating discussions, making presentations, or distributing materials to help shape the local debate.

Think of it as a cycle of collaboration:



Maintaining an ongoing dialogue about the Internet public policy issues of the day helps everyone gain a better understanding of the impacts of those issues—and it helps coordinate and refine the message, which, in turn, helps the Internet Society and its Chapters maintain local, regional, and international credibility.

Therefore, prior to making formal positions or making specific public policy statements, Chapters should refer to Public Positions and Statements at <http://www.isoc.org/isoc/chapters/policy/>. In some cases, such as a situation where a Chapter is responding to a government paper or announcement, a more formal consultation process may be necessary. The Internet Society and its Chapters have a formal set of procedures for conducting a consultation with and among the various Internet Society communities that they codeveloped in September 2009. Details and a template can be found at http://www.isoc.org/isoc/chapters/guidelines/consultation_procedures.shtml.

D. Getting started

Even when Chapters are not faced with specific policy issues, many are interested in establishing themselves as credible voices in their communities. Before your Chapter gets started in public policy, we encourage you to consider the following steps.

1. **Learn.** Take the time to learn about the Internet policy issues that are impacting Internet development, adoption, and use, both in

the geographic region that your Chapter serves and more generally. A good place to start is at the [Internet Society website](http://www.isoc.org)¹. The [Public Policy pages](http://www.isoc.org/pubpolpillar/)² are filled with useful information, updates, and educational materials that explain key policy issues or use the website's search engine entering relevant terms.

2. **Learn from other Chapters.** A growing number of Internet Society Chapters are engaging in public policy activities. As stated earlier, you can find out what they're doing by monitoring the Chapter-Delegates list (for information on joining the Chapter-Delegates list, send email to Chapter-Support@isoc.org) and the [Internet Society's monthly newsletter](#)³.
3. **Stay current.** Internet public policy issues arise more and more frequently, both internationally and on the local level. Depending on the specific policy issues that are relevant to your Chapter, you can set news-service filters so that alerts will be sent to you via email. Very often governments or other stakeholders will make announcements about telecommunications or decisions that impact the business community. Once you are familiar with the key issues, you'll be better able to respond to news "triggers". The Internet Society regularly sends out press releases and other announcements—oftentimes first on the Chapters-Delegates list—announcing or responding to Internet policy developments. There is also an RSS feed of public policy headlines at <http://www.isoc.org/headlines/rss.php?section=1&status=1>.



Many ISOC Chapters engage in policy issues by attending or presenting at relevant conferences and events. In 2010, the Internet Society India Kolkata Chapter participated in the regional conference of the Computer Society of India, where Chapter chair Anupam Agrawal made a presentation on Internet governance. The Chapter was also invited to speak in a workshop organized by the Bureau of Police Research in Kolkata on banking security.

II. Chapter Engagement in Key Internet Policy Issues

As an Internet Society Chapter leader or member, you are on the front lines of many of the public policy issues that are impacting the Internet and Internet users locally.

Some of those issues may include:

- Access
- Capacity building
- Intellectual property
- Internet freedom
- Intellectual property and the Internet Domain Name System
- Multilingualism
- Net neutrality

¹ <http://www.isoc.org>

² <http://www.isoc.org/pubpolpillar/>

³ <http://isoc.org/wp/newsletter/monthly-newsletter>

- Privacy and identity online
- Security
- Trust and network confidence

Regardless of the level of Internet penetration in your region, you and your Chapter can expect policy questions to arise. Many of those questions are

Regional Perspective: Africa

By Dawit Bekele, Manager, Internet Society Africa Regional Bureau, <http://www.isoc.org/regions/africa/>



On the African continent, the main Internet policy priorities involve access, particularly with regard to cost and availability and cost of broadband access; infrastructure, such as issues associated with IPv6, Internet exchange points, and wireless; the availability of locally produced (and locally relevant) content that is also available in local languages; and capacity building. Issues that have recently become more pressing include cybersecurity, the overall regulatory environment, and providing adequate electricity to power the infrastructure.

In order to effectively address those issues, the Internet Society Africa Regional Bureau actively participates in regional conferences and events, often by making presentations and by helping with sponsorship and organization. In 2010, the bureau helped organize INETs in Cape Town, Tunis, and Beirut, and an IPv6 meeting in Rwanda for the technology community.

We have also worked hard to cultivate formal and informal relationships with important regional organizations, such as the African Union, the United Nations Economic Commission for Africa, and NEPAD (the New Partnership for Africa's Development). In fact, relationship building has become one of the more effective tools we have employed to advance ISOC's public policy principles and priorities.

At the Africa Regional Bureau, we believe there are many opportunities for Chapters in Africa to make significant contributions in the area of Internet policy; in fact, local governments regularly call upon our Chapters to ask for advice. In particular, the Cote D'Ivoire, Ghana, Senegal, and Sierra Leone Chapters¹ (to name a few) have established good relationships with their governments and are often invited to advise on Internet-related issues. Some Chapters have gone as far as leading government initiatives. For example, the Internet Society Cote d'Ivoire Chapter helped in the establishment of a CERT (community emergency response team) and the Internet Society Sierra Leone Chapter assisted in the creation of an Internet development plan in Sierra Leone.

Chapters should endeavor to identify the policy issues that are relevant to their regions and, with the help of the Internet Society, educate themselves on those issues in order to be able to effectively advance the policy priorities. In Africa, directly confronting governments before establishing good working relationships has proved inefficient. Once a trusted relationship has been developed, a Chapter is likely to have better success advancing and achieve policy objectives.

¹ See <http://www.isoc.org/isoc/chapters/list/> for a complete list of Internet Society Chapters

likely to connect to the Internet Society's [mission](#)¹, [public policy principles](#)², and, in particular, our [Strategic Initiatives](#)³. ISOC's Strategic Initiatives include [Enabling Access](#)⁴, [InterNetWorks](#)⁵, and [Trust and Identity](#)⁶. If you are unfamiliar with the work the Internet Society does in those areas, it would be helpful to familiarize yourself so you can more easily see how they connect with issues your Chapter is working on locally.

Linking the questions and challenges that arise locally with the Internet Society's principles and work provides a useful context for engagement. For examples, some of the questions and challenges that may come up include:

- Is one (or more) of our local languages not well represented on the Internet, either because it is uncommon or because it is made up of characters sets that do not translate to domain names? What steps are being taken to address this issue and what is the government's position or involvement? ([Enabling Access](#)⁷, [multilingualism](#)⁸)
- Is Internet access in rural areas in the geographic region our Chapter serves difficult to achieve, either because of technological, geographical, social, economic challenges or because of policy decisions that limit options or result in prohibitively high costs? ([Enabling Access](#)⁹)
- Do local users routinely rely on Internet-based banking or financial transactions or similar types of activities that might require storage of sensitive information? If so, is there a regulatory framework in place to manage or guide those activities? What are the unintended consequences of those frameworks? ([InterNetWorks](#)¹⁰)
- Are users in our country increasingly faced with Internet security concerns, such as scams, computing hacking, or even cyberbullying and online stalking? If so, are those concerns being addressed through existing legal processes or are they opening up the possibility of newer measures? Are proposed or existing solutions likely to limit free expression or open access down the road? ([Trust and Identity](#)¹¹)
- What are the legal proposals that are being discussed—either in our country or in the broader region—that could impact Internet access or

Did you know...?

The Internet Society has an official Permanent Observer Status with the World Intellectual Property Organization. This important designation gives ISOC the opportunity to engage governments, business and civil society on vitally important discussions. ISOC is becoming increasingly influential as we bring our expertise to bear on intellectual property issues in cyberspace, such as copyright in the online environment.

1 <http://www.isoc.org/isoc/mission/>
 2 <http://www.isoc.org/pubpolpillar/principles.shtml>
 3 <http://www.isoc.org/isoc/mission/initiative/>
 4 <http://www.isoc.org/isoc/mission/initiative/access.shtml>
 5 <http://www.isoc.org/isoc/mission/initiative/internetworks.shtml>
 6 <http://www.isoc.org/isoc/mission/initiative/trust.shtml>
 7 <http://www.isoc.org/isoc/mission/initiative/access.shtml>
 8 <http://www.isoc.org/internet/issues/multilingualism.shtml>
 9 <http://www.isoc.org/isoc/mission/initiative/access.shtml>
 10 <http://www.isoc.org/isoc/mission/initiative/internetworks.shtml>
 11 <http://www.isoc.org/isoc/mission/initiative/trust.shtml>

the future development of innovative technologies? ([Enabling Access¹](#), [InterNetworks²](#))

Once you are familiar with the local issues and turned in to what other Chapters are doing, get involved! Getting involved with Internet policy issues can help Chapters attract attention and establish credibility.

The best way to get involved is for each Chapter to (1) identify the issues that are pertinent and (2) create one or more projects or activities that will contribute to positive outcomes. In some cases that might mean acting as a conduit for disseminating to your membership reports and other information about specific public policy issues or channeling information that articulates or supports the Internet Society's principles and positions to policymakers and other decision makers. In other cases it might mean developing a project around a specific issue—such as safe Internet surfing—then finding partners and other resources that will help make it successful. Even a simple presentation to your general membership can attract interest from stakeholders and community leaders (even members of the media) and give your Chapter a platform to convey the Internet Society's expertise and position on a particular policy issue.

For example, in a campaign driven mostly through Twitter, the [Internet Society Mexico Chapter³](#) joined forces with individuals and organizations to partially repeal a tax law that would have taxed all telecommunications services with a 4 percent tax on transactions. The campaign started as informational, pointing out contradictions inherent in imposing the tax (it would have fallen into a category reserved for luxury goods and things like alcohol and tobacco as well as the government's own programmes). It began with a Tweet from Chapter leader Alejandro Pisanty pointing to an entry in his blog on 19 October 2009. An Internet Society member re-Tweeted the message under hashtag #InternetNecesario (the Internet is Necessary), which led to viral expansion of the topic. After some face-to-face meetings with senators, the Chapter helped organize an original physical demonstration of the campaign by getting 140 people in a park to spell out the tweet with small placards (a letter each). “Almost 110,000 tweets and retweets later,” reported Alejandro, “a couple of smart tactics, which caught the press's attention and created a small media phenomenon, even internationally, led to the repeal of the law, at least for Internet access (if not the whole package).”

In 2010, the [Internet Society South Africa Chapter⁴](#) was keeping a close eye on the issuing of wireless spectrum licenses in the country. In July, the Chapter distributed a [press release⁵](#) responding to the government's decision



Getting Your Chapter's Members Involved

If you're looking for ways to engage your Chapter's membership in policy work, look into one or more of the Internet Society's programmes and projects. The Internet Society's Next Generation Leaders programme has several components for budding policymakers: the Internet Governance Forum (IGF) Ambassador programme, the newly launched Internet Society Fellowship to the OECD Technology Foresight Committee, and the Community Grants Programme, which offers financial assistance for Chapters interested in developing or continuing projects that promote ISOC's mission and goals (and, more specifically, the Internet Society's Strategic Initiatives).

1 <http://www.isoc.org/isoc/mission/initiative/access.shtml>

2 <http://www.isoc.org/isoc/mission/initiative/internetnetworks.shtml>

3 <http://www.isocmex.org.mx/>

4 <http://www.isoc.org.za>

5 <http://www.isoc.org.za/?p=198>

to cancel invitations to apply for a portion of the licensed part of the wireless spectrum. In the press release, which was distributed regionally and sent to the Internet Society Chapters-Delegates list for wider distribution, reference was made to the [South Africa Chapter's recently held INET meeting](#)¹. The press release described the event as a venue for educating policymakers on global

¹ <http://www.isoc.org/isoc/conferences/inet/10/capetown.shtml>

Regional Perspective: Asia and the Pacific

By Rajnesh Singh, Manager, Internet Society Asia Regional Bureau, <http://www.isoc.org/regions/asia/>



The Asia and Pacific areas represent a diverse region. Each subregion has its own specific social and economic interests and priorities; in some cases there may be different interests even within one economy. In the Pacific, the tyranny of distance is perhaps one of the greatest challenges, as are relatively small markets with limited economic spending power.

The latter holds true for much of the South and Southeast Asian subregions. In East Asia, where the economies are generally more developed than in other parts of Asia, the policy priorities are quite different. As such, one could say the whole region has a bit of everything when it comes to policy issues, which range from the fundamentals of providing access (including infrastructure issues, cost of access, and regulatory frameworks for competition and convergence) to security issues (such as privacy, online identity management, censorship, and emerging issues around social media) to the use of ICTs (and the Internet and related technologies) for socioeconomic development.

In the Internet world, there are roughly 2 billion users and much attention is being paid to getting the next billions online. On one hand, the next generation of users who are from advanced economies are likely to be quite different from the first few generations of users. They will be much more technology savvy and they will expect dynamic content and feature-rich applications. And the need for speed will be far more urgent for them than it was for prior generations. On the other hand, there will be a new generation of users from emerging economies. Perhaps a large number of these users will not be as technology savvy but they will expect to be able to access content as it is available in more developed regions.

This leaves us with a challenge: there will need to be policies in place that are in line with the next generation of user needs and demands. The lines that separate voice, data, and video will continue to blur, which speaks to a large spectrum of regulatory issues. How do we regulate voice or data services or broadcast services? How do we handle a hybrid model of service delivery and consumption?

More than ever, the Internet will be the global communications medium of choice. That means things like Internet security and stability, trust and identity, and a user's ability to choose will be critical to the continued expansion and evolution of the Internet. When deliberating Internet policy, it will be important to also consider user perspective. Consultations should be open, transparent, and multistakeholder in nature.

In the Asia region, as in many parts of the world, the Internet continues to create opportunities and inspire innovation. Maintaining an open and transparent process for Internet policy work will ensure that the Internet and all it brings us will be available for next and future generations.

best practices and points to the Chapter as a representative of the interests of current and future consumers. This strategy enabled the Chapter to establish and project its position on an important local issue and cultivate its credibility in the public policy arena.

In 2010, the [Internet Society Nepal Chapter](#)¹ took up an issue also involving licensing. In this case, the Chapter helped organize an open discussion on the topic of “[Freedom of Expression and Internet Regulation in Nepal](#)”² in September. The discussion focused on a controversial amendment being proposed for a license agreement. The Chapter and its coorganizer, Information First, brought together noted advocates on freedom of expression and the chief commissioner of the National Information Commission. Others who provided comments included the editor of a daily newspaper on economics, the former president of the Federation of Nepali Journalists, the president of the Asia Journalist Association Nepal Chapter, and several other representatives of Internet and media organizations.

The [Internet Society Puerto Rico Chapter](#)³ has long expressed a desire to be an influential voice in public policy in Puerto Rico. Chapter leader Eduardo Diaz’s efforts to engage political and technology leaders helped connect the Chapter to a number of government leaders and made it possible for the Chapter to influence how the country’s leaders think about critical Internet-related decisions. In 2008, the Chapter held a gala event attended by government officials, business executives, and others who supported the Chapter’s mission. Eduardo reported in the ISOC monthly newsletter that in order to advance Internet development in Puerto Rico, a central theme of ISOC’s [Enabling Access](#)⁴ work, they used the gala as a platform for a formal dialogue among the candidates for governor in the November elections. “The candidates responded positively to several of our proposals as well as to projects that were underway, such as bridging the digital divide, creation of a CIO position in government, e-government, and increased educational efforts,” Eduardo wrote. The Chapter’s efforts paid off: the candidates recognized and adopted some of their proposals for technology education, sources, and public policy and the CIO position was created.

The [Internet Society Mexico Chapter](#)⁵ has long been a good model for how Chapters engage in the Internet policy issues of the day while advancing the Internet Society’s mission and goals (see success with Twitter, mentioned earlier). Chapter leader, Alejandro Pisanty, reports that members of the Internet Society Mexico Chapter publish and are regularly present in public forums and social media for the purpose of promoting the Internet Society’s

1 <http://www.isoc.org.np/>

2 <http://isoc.org/wp/newsletter/?p=2463>

3 <http://www.isocpr.org>

4 <http://www.isoc.org/isoc/mission/initiative/access.shtml>

5 <http://www.isocmex.org.mx/>

policy agenda¹. Similarly, in late 2010, the [Internet Society Romania Chapter](#)² announced that it would pursue the creation of FP7 (Seventh Framework Programme) projects that incorporate the Internet Society's Internet of the Future scenarios (<http://www.isoc.org/tools/blogs/scenarios/tools/blogs/scenarios/>) to influence European policy.

Leveraging events such as the regional IGF meetings is becoming an increasingly popular venue for Chapters to advance the Internet Society's policy agenda and to draw attention to the Chapters' work. In May 2008, the [Internet Society Italy Chapter](#)³ collaborated with the National Council for Research to launch IGF Italy, making it the first Chapter to be instrumental in creating a national IGF. Chapter leader Stefano Trumpy is the GAC representative in ICANN⁴ as well as a government delegate in the High-Level Group on Internet Governance of the European Commission (others in the Chapter have participated in government delegations as well). Demonstrating the high value the Chapter places on influencing Internet policy, they have managed to secure the Superior Institute for Communications and Information Science, which is part of the Ministry for Economic Development, as a supporting member of the Chapter.

The [Internet Society Finland Chapter](#)⁵ organized its country's first national Internet governance meeting in Finland—called the Finnish Internet Forum—in Helsinki in September 2010, on the heels of the IGF in Vilnius, Lithuania, the prior week. The Finnish meeting was intended to promote the Internet governance process nationally and to raise the awareness of national decision makers and other stakeholders on issues related to Internet governance. Similarly, the [Internet Society Ecuador Chapter](#)⁶ facilitated regional participation in the 2010 IGF by organizing a “local hub” that brought together a diverse group of national actors around a proposal to develop policies for development and active participation in Internet governance processes. The [Internet Society Pakistan Chapter](#)⁷ focused its attention on the need for greater understanding of Internet governance issues among young Internet professionals by establishing a remote participation hub for IGF 2010 in Islamabad. Chapter representative Naveed-ul-Haq wrote that he was encouraged by the participation of young students “who were particularly interested in youth participation in Internet governance debates.”

The [Internet Society U.S. Washington, DC, Chapter](#)⁸ has also begun directing its attention to educating and informing the next generation of Internet users, developers, and policy leaders. In April 2010, at INET DC, the Chapter held a



Are there members of your Chapter who are knowledgeable about Internet policy issues who could be attending and/or presenting at regional events? In some cases, event organizers will waive registration fees and other costs for presenters. In other cases, employers are willing to underwrite an employee's participation in an event, particularly if they are presenting. You can start by finding out if any of your Chapter's members are already attending or presenting at relevant events or by contacting event organizers to find out their policies on waiving registration and other fees for speakers.

1 <http://www.isoc.org/pubpolpillar/>

2 <http://www.isoc.ro/>

3 <http://www.isoc.it/>

4 <http://icann.org/>

5 <http://www.isoc.fi>

6 <http://www.isoc.org.ec>

7 <http://www.isocpk.org>

8 <http://www.isoc-dc.org/>

Regional Perspective: Europe

By Frédéric Donck, Director, Internet Society Europe Regional Bureau, <http://www.isoc.org/regions/europe/>



What the Internet Society strives for in its public policy initiatives is building long-term relationships with key policy-makers and influencers with a view toward advancing ISOC's strategic initiatives. As Internet professionals, ISOC and its Chapters understand what's at stake: an Internet that will continue to be open and accessible, and a platform for innovation. We understand that as the Internet continues to grow and evolve, new challenges will be there to meet us. In Europe, some of those challenges include protecting privacy, trust, and online identities; keeping the playing field level and access and connectivity costs low; and balancing network management with the rights of all users, from large corporations to small business enterprises to individuals.

In its first year, the Internet Society Europe Regional Bureau has made inroads into these and other core policy discussions and debates by increasing our visibility (particularly through contact with the media) and by focusing on cultivating relationships with policy experts and decision makers throughout the region.

The goal of the Europe Regional Bureau is to establish the Internet Society and its memberships and Chapters as key experts and leaders on Internet-related technical and policy issues, both on the local (Chapter) level and among European institutions and other regional stakeholders. We regard our relationship with you as Chapter leaders as symbiotic and mutually supportive: we work together to refine the message, to coordinate our efforts, and to find opportunities to educate public policy makers about key issues that may not be their areas of expertise.

The Europe Regional Bureau engages in key policy issues by presenting at and attending top-level policy events in Europe and by forging relationships with European decision makers. In particular, the following stakeholders and events have been identified as targets for engagement at the European level:

- EIF (European Internet Forum)
- EURODIG ("European IGF")
- World Economic Forum-Europe
- (Ad hoc meetings of) the European Commission
- (Workshops/sessions of) the European Parliament

In order to keep promoting ISOC's Strategic Initiatives at the regional level, and taking into account Europe's specific agenda, the public policy objectives for 2011 will cover the following issues:

- Net Neutrality and the Open Internet
- Intellectual Property Rights enforcement in the online environment;
- Privacy
- Cybersecurity and Trust & Identities

In this field, a very coherent approach at both local and European level will be instrumental in ISOC's capacity to promote its vision and strategic objectives, hence the strong need to build solid bridges between the work of our local Chapters and the Europe Regional Bureau. We encourage Chapters to look for opportunities to promote ISOC's policy messages on the local level and to keep us informed of what you are doing so we can build a resilient coalition for keeping the Internet open and accessible.

“Technology and Policy Slam”, an event modeled on the tradition of a spoken-word poetry slam. In the words of Chapter representative Hannah Miller, the slam, which was integrated into a day of panels hosting members of the U.S. Federal Communications Commission and National Telecommunications and Information Administration and others, “got the membership on its feet, engaged, and contributing ideas in a way that few conference activities do, by soliciting ‘the best tech or tech policy ideas’ for a casual, fun, American Idol-style contest (without the verbal takedown)”.

Regional INETs¹ offer a platform for Internet Society Chapters to bring Internet policy issues to a wider audience. The Internet Society Uruguay Chapter organized its first INET in July 2010, attracting more than 150 people from the public and private sectors and academia. The event not only offered a perfect opportunity for the Chapter to introduce itself to the community, it allowed Chapter leaders to introduce and discuss policy issues such as Internet governance, Net neutrality, new legal frameworks for the information society, and Internet security issues, among other topics.

The Internet Society Belgium Chapter’s² ability to engage and educate policy makers and influence the legislative process is worth noting. In early 2010, the Chapter addressed a tax on intellectual property and electronic equipment by meeting with the minister of economic affairs and making clear that the next revision of the law will be carried out in collaboration with organizations such as the ISOC Belgium Chapter. Soon after, Chapter chair Rudi Vansnick was asked to appear at a hearing in the Belgium parliament and senate to speak about the European data retention regulation. Rudi Vansnick defended the position of Internet users and their privacy rights, a position that is consistent with the Internet Society’s principles, mission, and goals.

The Internet Society Australia Chapter³ has long taken a proactive role in matters of Internet policy, governance, and regulation. In 2010, the Chapter met with its members to decide on yearly policy priorities. The list included:

- NBN and development of the Internet
- Online security and social responsibility
- Open Internet (Net neutrality, open standards, no misrepresentation of walled gardens)
- Privacy and digital identity
- Transition to IPv6 and Any-to-Any connectivity (any device to any device, no NATs, helping corporates understand that firewalls can keep the corporate network safe even though the internal addresses are globally addressable under IPv6)

¹ <http://www.isoc.org/isoc/conferences/inet/>

² <http://www.isoc.be>

³ <http://www.isoc-au.org.au>

Regional INET Meetings 2010–2011

Each of the regional INETs listed below (except for the one held in Bucharest, Romania) was conducted or will be conducted in affiliation with the Internet Society Chapter in the region.

Hong Kong, People's Republic of China (April 2010)

Washington, DC, USA (April 2010)

San Francisco, California, USA (May 2010)

Cape Town, South Africa (May 2010)

Montevideo, Uruguay (July 2010)

USP Emalus Campus, Port Vila, Port Vila Vanuatu (ISOC Pacific Islands Chapter) (September 2010)

London, England (September 2010)

Beirut, Lebanon (October 2010)

Tunis, Tunisia (October 2010)

Singapore (November 2010)

Puerto Rico (December 2010)

Frankfurt, Germany (February 2011)

Lima, Peru (March 2011)

Colombo, Sri Lanka (May 2011)

New York, NY, USA (June 2011)

Bucharest, Romania (November 2011)

- New gTLDs and associated issues

Holly Raiche, executive director of the Internet Society Australia Chapter, reported in the September 2010 issue of ISOC's monthly newsletter that the Chapter is continuing its participation in the Safer Internet Group and "with the probable demise of the Government's filtering policy (now that we have a minority Government with both the independent parties and opposition opposing the policy)," the Group is shifting its focus to education strategies for a safer Internet.

The Internet Society Chad Chapter¹ began its foray into Internet public policy in October 2010 when some of its members attended a global scientific conference on democracy, peace, and development in Chad. The conference was endorsed by His Excellency Idriss Débay, President of the Republic.

Many Chapters demonstrate support for ISOC's policy principles by serving as conduits for policy issues. The Internet Society U.S. New York Chapter² organizes numerous events, and they also publicize other Internet-related events in the New York metropolitan area where Chapter leaders are regularly featured at panel discussions at events other than their own.

In 2010, the Internet Society U.S. Philadelphia Chapter³ took the opportunity of October's National Cyberawareness Month to rally around cybersecur-ity as a flagship issue. Members of the Chapter were made aware of an issue affecting a local school that resulted in a lawsuit and more than a little bad press for the district. The Chapter reached out to the school district to see if there might be interest in partnering to develop a pilot project that would

"The most important benefit of the [IGF] Ambassadorship was the contact I was able to make with people who share my interest in the Internet and how we can make it an accessible and safe conduit for communication, learning, and information sharing for all its users."

—Maureen Hilyard (Internet Society Pacific Islands Chapter)

1 <http://www.isoc-chad.org>

2 <http://www.isoc-ny.org/>

3 <http://www.isoc-phila.org/>

How Organizations Attempt to Influence Policy

(Excerpted from About America: How the United States is Governed, Braddock Communications, 2004)

Various organizations and institutions attempt to influence policy and public opinion in a variety of ways:

- Educating public officials and their staffs about the positive or negative effects of policy proposals;
- Conducting advertising campaigns and public relations initiatives supporting their views;
- Arranging for expert opinions and providing facts, data, and opinion polls to support their positions;
- Arranging for witnesses to testify before congressional committees;
- Encouraging their members to vote, communicate with their elected officials, and write letters to the media supporting their positions;
- Forming political action committees to contribute money to the campaigns of candidates who support their positions.

Regional Perspective: North America

By Sally Wentworth, Manager, Internet Society North America Regional Bureau,
<http://www.isoc.org/regions/nth-america/>



Launched in 2010, the Internet Society's North America Regional Bureau is the focal point for the Internet Society's activities in the United States and Canada. In collaboration with our regional Chapters, Organization Members, and the broader Internet community, the bureau is working toward becoming a leading and trusted voice on Internet issues on the continent. By working closely with Chapters, we can individually and collectively offer stakeholders and policymakers a clear and consistent message with regard to the key Internet issues of the day.

Within North America, the Internet Society has many opportunities for engagement and consultation with policy-makers. The United States and Canada are both implementing ambitious national strategies to increase high-speed Internet access, promote Internet innovation, and tackle many of the challenges of the digital economy. In addition, as international leaders in Internet technology, industry, and policy, both countries are actively involved with global and regional organizations that address Internet technical, economic, and policy issues.

Key Internet stakeholders in the region have made significant contributions to the development and deployment of Internet technologies that are critical to the future health of the Internet. We have seen growing momentum in the region for IPv6 deployment, led by key U.S. and Canadian companies and spurred on by a strong commitment by policymakers. DNSSEC (domain name system security extensions) is also rolling out quickly in the region—an important step toward improving operational security. Finally, within the regional Internet community, there is keen interest in making progress on key operational challenges with regard to the Internet user experience.

More specifically, the Internet Society is an important voice encouraging the U.S. and Canadian governments to remain committed to private-sector leadership, a collaborative approach to technology development, and the free flow of information online. Additionally, it is crucial for the Internet Society that both countries continue to demonstrate strong support for the multistakeholder model that has served the development and advancement of the Internet since its inception. As the Internet expands and pressure mounts on governments to address cybersecurity, privacy, child safety, network neutrality, and copyright, it is more important than ever that the Internet Society's principles of openness, collaboration, and bottom-up decision-making are a central part of the regional dialogue.

To meet those challenges, the Internet Society's North America Regional Bureau is working to empower our local Chapters and enhance collaboration and dialogue within the community. We made great strides in 2010 to expand the Internet Society's reach and recognition in North America, primarily through INET meetings, policy engagement, and media outreach. Our regional Chapters, Organization Members, and partners are vibrant, active, and passionate about the future of the Internet. Together we can move the North American Internet discussion forward in support of the Internet Society's vision.

be student-led and that would focus on social media. Meetings are currently underway to see about moving the project forward.

Countless other examples exist of how Chapters are applying their expertise to positively influence public policy outcomes while solidifying their Chapter's credibility. You can find out more about what Chapters are doing by following the Chapters-Delegates list, the Internet Society's monthly newsletter, and the Internet Society's Community Grants programme and its Next Generation Leadership Programme.

Once you and your Chapter have familiarized yourself with the policy issues that are relevant to your community, think about what you can do to make a difference. A few examples include:

- Organize an event around a key issue
- Participate in policy events
- Create a topical presentation and invite government representatives and other policy leaders to attend
- Brainstorm a pilot project that advances a specific policy issue (see the [Internet Society's Community Grants Programme](#)¹ for opportunities for financial assistance)
- Partner! Collaboration is the express lane to gaining influence. If your Chapter is not ready to create its own project, find out what programmes or projects might be happening in your area and offer to help. Even if your Chapter can't be a funding partner, you can usually offer manpower. If your Chapter is ready to embark on a project, reach out to government agencies, businesses, educational institutions, or other stakeholders and ask for a meeting to brainstorm and idea.

Internet Society Chapters regularly leverage policy issues to advance their mission and goals, establish connections and relationships with government and policy leaders, advance their reputation as credible and trusted local voices, and pursue ISOC's priorities and principles.

The point is, opportunities abound. With a little time, energy, and brainpower, Chapter leaders can find out where they can do the most good and identify the resources to make it happen.

III. Resources

- ISOC's Internet public policy activities and priorities (<http://www.isoc.org/pubpolpillar/http://www.isoc.org/pubpolpillar/>)
- The User-Centric Internet (Internet Society) (<http://www.isoc.org/pubpolpillar/usercentricity/>)

¹ <http://www.isoc.org/isoc/chapters/projects/>

- Internet Governance Forum. Website of the IGF meetings (<http://www.intgovforum.org/>)
- Internet Society IGF Ambassadors Programme (<http://www.isoc.org/pubpolpillar/igfambassadors>)
- OECD resources on policy issues related to Internet governance
http://www.oecd.org/site/0,407,en_21571361_34590630_1_1_1_1_1,00.html
http://www.oecd.org/site/0,3407,en_21571361_34590630_1_1_1_1_1,00.html
- Internet Society's Fellowship to the OECD Technology Foresight Forum (<http://www.isoc.org/pubpolpillar/oecd-fellowship/>)
- W3C public policy issues and the Web (<http://www.w3.org/Policy/Issues.html>)
- Enhanced cooperation on public policy issues pertaining to the Internet, Report of the Secretary-General, United Nations Economic and Social Council (<http://www.un.org/en/development/desa/usg/statements/opening-international-public-policy-pertaining-internet.shtml>)

REGION-SPECIFIC RESOURCES

North America

- Canadian Internet Policy and Public Interest Clinic. Based at the University of Ottawa, CIPPIC does student-centered research and advocacy on technology-related policy and law reform (<http://www.cippic.ca/about-us/>)
- Canada's digital economy strategy website (<http://de-en.gc.ca/home/>)
- Internet Governance Forum USA (<http://www.igf-usa.us/>)
- The U.S. National Broadband Plan (<http://www.broadband.gov/>)
- U.S. Federal Communications Commission Open Internet activities (<http://www.openinternet.gov>)
- Educational not-for-profit project focusing on U.S. Federal Internet law and policy (<http://www.cybertelecom.org/>)
- The Inter-American Telecommunication Commission (CITEL) is an entity of the Organization of American States (OAS) established by the General Assembly in 1994, which focuses on promoting the development of Telecommunications/Information and Communication Technology (ICTs) in the Americas. This group covers countries in both North America and Latin America (<http://www.citel.oas.org>)

Asia-Pacific

- Asia-Pacific Economic Cooperation Telecommunications and Information Working Group (<http://www.apec.org/Groups/SOM-Steering-Committee-on-Economic-and-Technical-Cooperation/Working-Groups/Telecommunications-and-Information.aspx>)
- Asia-Pacific Development Information Programme on Internet governance, United Nations Development Programme—Regional Centre Bangkok (<http://www.apdip.net/projects/igov><http://www.apdip.net/projects/igov>)

Europe

- Europe's Information Society portal on Internet governance (http://ec.europa.eu/information_society/policy/internet_gov/index_en.htm)

Latin America

- The Inter-American Telecommunication Commission (CITEL) is an entity of the Organization of American States (OAS) established by the General Assembly in 1994, which focuses on promoting the development of Telecommunications/Information and Communication Technology (ICTs) in the Americas. This group covers countries in both North America and Latin America (<http://www.citel.oas.org>)

Africa

- Opening the Internet Governance Forum Debate in Africa (A CIPACO Project Publication 2006) (<http://www.cipaco.org/sources/Openin-gIFdebateAfrica.pdf>)
- East Africa IGF Summary Report, 2009 (slideshow) (http://meeting.afrinic.net/waigf/presentations/EA_IGF_WA_IGF/EA_IGF_WA_IGF.ppt)

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A nonprofit organisation, the Internet Society was founded in 1992 as a leader in promoting the evolution and growth of the Internet. Through our Members, Chapters, and partners, we are the hub of the largest international network of people and organizations that work with the Internet. We work on many levels to address the development, availability, and technology of the Internet.

The Internet is critical to advancing economic growth, community self-reliance, and social justice throughout the world. Become a member of the Internet Society and share this vision. For more information, visit <http://www.InternetSociety.org>.

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