

ISOC InterNetWorks Initiative

Strategic Outlook

September 2008

The long-term focus of the InterNetWorks initiative is to ensure the continued collaborative support for and development of the Internet in the face of significant challenges. These challenges stem from growth issues (e.g., eventual runout of IPv4 addresses), desires to curtail the Internet for local benefit (e.g., “walled gardens”), and efforts to centralize and control management of this distributed resource.

If this initiative is successful in the 3 – 5 year timeframe, packets will continue to flow from “end to end”, there will be more and different voices championing the open and collaborative development and management model (again), and ISOC will be recognized as a key steward of the Internet collaborative model and its key standards processes and bodies. For that to happen, there are many hours of education, messaging, advocacy, relationship building and organizational refinement to engage in.

The attached 2008 Mid-Year report of the InterNetWorks initiative outlines the key achievements to date as well as ongoing activities for the year. The rest of this document focuses on the “strategic arc” of the initiative.

2008

This is “Year 0” in the InterNetWorks initiative, as the technology and public policy activities are being developed and broadening ISOC’s reach in new venues, new relationships and new areas (technology).

The strength and reach of these messaging activities is heavily dependent on refining our overall communications sophistication and creation of tailored campaigns: we look forward to the appointment of a suitable candidate for the open communications executive position!

Expected markers of success of the work in this initiative, which should become increasingly apparent in 2009, include invitations for ISOC (and the Internet technical community) to be a recognized contributor in policy development for the future Internet, as well as contributing to policymakers’ agenda development.

2009

Looking forward to 2009, we will take the messages and relationships built in 2008 and use them to drive programmatic discussions to conclusion (IPv6, DNSSEC, bandwidth management, open networks).

We will continue to refine the message development and delivery (outreach) in the major program areas define for 2008. Under consideration is additional programmatic work in the

area of “New Networks” – bringing other types of networks (e.g., sensor) into the Internet and its model of operation. We will also aim to take the raw material developed in 2008 (e.g., the IPv6 “studies” results) and using them as a factual basis to inform ongoing discussions, developing best-practice documentation, etc. Further course adjustments are possible as this work leverages and relies on activities across all ISOC functional areas (e.g., Public Policy identifying issues, Standards and Technology identifying architectural issues, continued work with Trust & Identity, and cooperation with Global Strategic Engagement, etc).

2009 will also see more visible engagement within, and promotion of collaboration between, the organizations supporting the Internet’s development. The goal is to drive our “collaborative system” to address the key programmatic areas (openness, global addressing, security and stability, new network paradigms (tentative)).

Messaging activities in 2009 will continue to reach outside of the set of existing Internet organizations to ensure that policy makers, regulators, individuals and enterprises are appropriately informed, educated, and encouraged to participate in appropriate development venues.

Key dependencies for 2009 include continued refinement of our internal engagement model with ISOC Members, to ensure a bidirectional flow of information and requirements. It is clear that ISOC cannot deliver maximally in this initiative without successfully developing joint outreach activities with members, our partners, the Internet community, etc

2010 and beyond

Having established greater presence and visibility, we will continue to drive home the important messages, and look to identify any missing discussion or development forums, as needed. The Internet collaborative model is not static, and there is always room for (organic) growth, which ISOC can and should support.

Summary

The paragraphs above outline, in broad brushstrokes, the strategic direction that is planned to follow on from the activities in the attached status report in order to reach the stated goal of the initiative mentioned in the second paragraph, above.

As we are beginning discussions to flesh out our activities for the FY09-11 budget process, we would particularly appreciate any additional thoughts on key areas immediately challenging the Internet, not addressed in the existing or proposed programs, suggestions for new venues or audiences to engage to address the larger goal, or any specific expected challenges on the longer term horizon.