

WORLD WIDE WEB FOUNDATION

2010-2011 Report



**WORLD WIDE WEB
FOUNDATION**

www.webfoundation.org

Letter from the Chairman



Since its invention, the World Wide Web has massively changed the way billions of people communicate, are entertained, and ultimately live. Its vast, decentralised and open network now enables humanity to connect instantaneously, accessing huge quantities of information and initiating all manner of collaboration, dialogue and innovation despite physical or cultural barriers. The Web allows crowd-sourced problem solving, translating popular concern into action on the ground, and helps innovators create new products and services that improve lives while stimulating economic growth.

Yet today the Web's future is largely influenced by powerful, vested interests. Governments are tightening their control and increasing censorship of the Web. Bitter corporate rivalries over business models and copyrights threaten innovation. Governance bodies focus more on power and legitimacy than expanding the Web. If we, its users, allow such trends to proceed unchecked, the Web could be broken into fragmented islands and controlled by powerful elites.

The Web's original architect and inventor, Sir Tim Berners-Lee, insists that control and barriers to access be relinquished so that the creation he gave freely to the world truly becomes a global resource for all. Berners-Lee and the World Wide Web Foundation have embarked on a series of initiatives to foster a more open, co-created Web with value and relevance for all humanity.

We are proud to have played a small role to date in helping to leverage the mobile phone revolution connecting more people in the developing world to the Web. We believe mobile's growth in the developing world has enriched and diversified the Web itself. Innovations in Web-based activism, accountability and entrepreneurship are emerging from the likes of Egypt, Kenya and India just as much as from the US or Europe. Strengthening these trends is vital to the future of the open Web.

The Web Foundation is committed to do even more to share Berners-Lee's original vision for the Web. We are increasing our advocacy and public outreach, engaging those who can help identify, understand, and bypass the pitfalls hindering the growth of one Web for all.

I hope you find this report of the last two years of our work informative, and are inspired to contribute to strengthening the Web alongside us. We continue to invite your valued support and input as our programs expand. Only together can we enhance the Web and empower billions around the globe.

Rick Haythornthwaite, Chairman of the Board

Overview

Since our beginnings in 2009, we have been on a fascinating journey to understand how the power to connect, communicate and create via the Web can unleash human potential. We've worked with women farmers in Mali and India who are struggling to gain fair access to markets; with political leaders and civil society groups in Ghana who are trying to improve the effectiveness of public services; with ambitious young African entrepreneurs fizzing with new ideas; and with world-renowned experts in universities around the world. From all of them – and from you, our supporters – we continue to hear first hand in many different languages just how valuable a truly universal, free and open Web could be in building a better world.

However, two-thirds of the world's population is not connected at all. Underrepresented, impoverished groups benefit little from the Web for a variety of reasons – high connectivity costs, low literacy levels, and lack of relevant content and services among them. Much of 2010 and 2011 was spent building and piloting innovative technology to enable mobile access to the Web for the most remote and excluded groups, and working with local entrepreneurs and developers to kickstart the creation of homegrown content and services for and by African communities.

We also played a small but catalytic role in helping to expand the “open government” movement, providing technical advice on how developing countries can benefit from making all government data easily accessible and searchable online, and hosting the Open Government Data Community of Practice in partnership with the World Bank.

At the same time as these promising developments began to take hold, we also witnessed growing debates over the openness and freedom of the Web we aim to defend and promote. In the US, the Stop Online Piracy Act threatened hyperlinked communication without substantially addressing copyright infringement. In Europe, the Anti-Counterfeiting Trade Agreement, supported by trade unions representing entertainment industries and intellectual property-based organizations, has threatened fundamental rights including freedom of expression and privacy. Both sets of legislation sparked a furious civic uproar, showing just how much “netizens” value their digital rights.

Nowhere was the Web's potential to host a large-scale dialogue and serve as a lever for social and political change more on display than during the Arab Spring spanning 2010 and 2011. Despite attempts to limit access and dissemination of information by authoritarian regimes in Tunisia, Egypt, Libya, Yemen, and elsewhere, citizens harnessed the true power of the Web to organize, demonstrate, and provide citizen-based journalism in response to limited access to information. This action prompted governments elsewhere in the world to take preemptive, restrictive action. The Chinese government moved to further tighten control on Web censorship and monitoring, introducing mandates on cafés, hotels and other businesses in central Beijing to install surveillance technology for Wi-Fi users or face fines and possible closure. In Ethiopia, efforts continue today to refine the level of censorship levied on the Internet in the country whose service is limited to one state-owned ISP. Most recently, Deep Packet Inspection has been indicated in the country's growing efforts to censor Internet traffic.

"A few years ago I chatted with a woman involved in relief work in war-ravaged areas. I wondered aloud whether Internet access should be low on the priority list after clean water, and other critical resources. She responded by telling me the story of a young man who had taught himself English, and with a connection to the Internet, how he set up his own translation business. This business provided income for the village as well as opening up new communications opportunities. I learned that I should not prioritize for others. Instead, I should listen to their concerns and opportunities and then do what I can to help."

"My colleagues and I have identified three avenues — technology innovation, Web Science, and the application of the Web for the benefit of under served communities — that we believe lead to the next phase of the Web. However, these avenues require significant collaborative efforts, worldwide, by all those who seek to fulfill the original vision of the Web: humanity connected by technology."



Sir Tim Berners-Lee,
Web Inventor and
Founder of the World
Wide Web Foundation

On June 3, 2011, the UN Special Rapporteur Frank La Rue presented a report on freedom of expression and the Internet to the Human Rights Council, concluding that Internet access is a basic human right. Declaring that "the Internet has become a key means by which individuals can exercise their right to freedom of opinion and expression, as guaranteed by Article 19 of the Universal Declaration of Human Rights and the International Covenant on Civil and Political Rights", the report's statements sparked a controversial debate among Internet and Web pioneers around the globe. Web Foundation founder Sir Tim Berners-Lee was quoted in declaring

"access to the Web is now a human right. It's possible to live without the Web. It's not possible to live without water. But if you've got water, then the difference between somebody who is connected to the Web and is part of the information society, and someone who (is not) is growing bigger and bigger."

These events and others led to the Web Foundation's realization that promoting the adoption and innovative use of the Web is only one part of the story – that we must also be deeply involved in defending the Web. In 2011, our Board agreed that we needed to take on a greater advocacy role based on our belief that an open and free Web is at the heart of the fundamental human rights to knowledge, freedom of expression and freedom of information. Recognizing that no singular measure of the Web's impact on people and nations around the globe existed, we began work on the first Web Index to provide the world with a tool to help foster a greater dialogue around Web rights and openness.

Publicly and globally, none other than its inventor and original visionary promoted the notion of the Web as a basic human right. In February of 2011, Berners-Lee joined Ben Jealous, Robin Chase, Yvette Alberdingk Thijm and Omar Wasow at the Ford Foundation's Wired for Change conference to answer the question "Will Technology's Arc Bend Toward Justice?" and to articulate

again the Web as a basic right that will enable all people to participate in building a better, more balanced and equitable world.

In March of 2011, he readdressed this theme at the University of Geneva, discussing the Web's potential to accelerate development in marginalized communities and nations. And during the World Economic Forum - Africa meeting in May of 2011, Web Foundation Directors and staff were on hand to further explore the Web's place in empowering economic standards and improved governance. Co-paneling the Technology Update session, former Web Foundation CEO Steve Bratt contributed to the consensus that mobile is the future; that the lack of useful and usable content for many African communities is holding back progress; and

that the opportunity to create value and improve lives through technology is huge.

We have discovered that though strong opinions of the Web exist and often vary if only by degrees, we are not alone in our passion for a universal, valuable Web for all. Corporations, civil society institutions, governments and the public alike have already joined in our cause, and the numbers are growing. The following pages provide a snapshot of the efforts we have taken to date to harness the Web and include mention of the many partner organizations that have joined the early call to our mission.

Common sentiments expressed during Campus Party Brazil January 2011



We all must work to keep the Web free and open.

Decentralization of power is important — too much control in too few hands is dangerous.

Privacy and transparency are both important.

The Web is about connections of people, not machines.

The potential of the Web is far from met.

The potential of the Web to serve people in developing countries is particularly high.

(l to r) Juan Negrillo, Al Gore, Ben Hammersley and Sir Tim Berners-Lee

The Web Foundation's Approach

Technology doesn't solve problems, people do. So our approach is people-centered.

Unlike many organizations working to implement solutions from the top down, we integrate a multi-stakeholder approach to understand the myriad challenges in any given local context. Whether it's women farmers unable to get their shea butter to market, or community radio stations wanting to increase their outreach to remote villages, we work in close partnership with end users and the organizations serving them.

For us participation goes beyond involving stakeholders at the design stage; we also invest in creating a sustainable "ecosystem" that includes business entrepreneurs and social innovators developing new services and products to adapt and improve the technology, as well as end users.

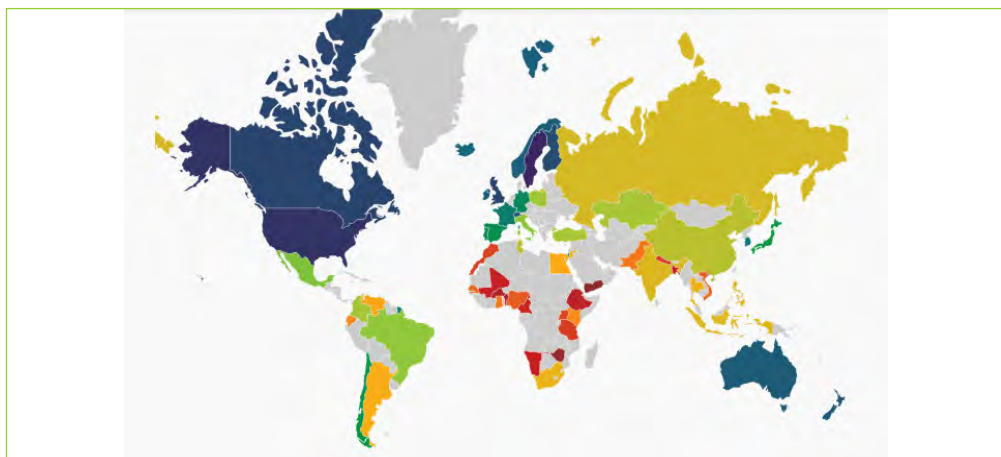
All of our tools – from software and training materials to business models – are open-source; we publish them for others to re-use free of charge. We have found that this not only helps other organizations to learn from our efforts, but also supports a broader dialogue with the NGO, aid, and policy communities providing a means for us to learn from their perspectives and approach.



Mary Allen Ballo,
SAHEL ECO, Mali

"Over the last two decades, rural radio and mobile phones have made a huge impact on our ability as an NGO to reach out to isolated communities, and on their ability to connect with each other and with the outside world. Working with the Web Foundation on voice-based systems is an amazing opportunity for us to enhance our impact even further. Everywhere we look, in all our projects, with all our local partners, we discover new and exciting applications. But over and above the technology what has impressed us most about working with the Web Foundation is their deep understanding of and respect for the challenges faced by the people of Mali. Whether talking to illiterate women selling shea butter or radio journalists struggling to broadcast on a shoestring in the heat and dust of the Sahel, they treat everyone as equals, value their expertise and really listen to what they say. It really is technology development from the bottom up. Impressive!"

Research and Advocacy: Assessing the Health and Status of the Web



The nature and extent of the Web's impact is still relatively poorly understood. Beyond easily quantified metrics (such as the number of Web users, speed of access to the Web, the number of broadband subscribers) there are very few, if any, multi-dimensional measures of the Web's overall reach and value.

Our founder Sir Tim Berners-Lee recognized that in order to better measure progress to developing a more open and meaningful Web, and for the Web to attain its full potential as a tool for transforming lives, it is important to understand how it impacts social, developmental, economic and political development. We developed the Web Index to produce the most complete picture yet of Web use and value.

Led by the Web Index Steering Group and Science Council comprising some of the globe's eminent experts in various relevant fields, the data was produced in association with Oxford Economics – an organization with vast expertise and resources to support the Index and its development.

The Web Index assesses the impact and utility of the Web around the world by measuring and ranking:

Web Readiness: The Index examines the quality and extent of communications infrastructure (facilitating connectivity to the Web) and institutional infrastructure (policies regulating Web access and skill and educational levels enabling benefit from the Web).

Web Use: The Index looks both at Web usage within countries (such as the percentage of individuals who are online) and the quantity and quality of content available to these Web users in their language.

The Impact of the Web: The Index uses social, economic and political indicators to evaluate the impact of the Web on these dimensions. This includes measures of social networks, business Internet use and e-participation.

The first annual Index was launched in September 2012, with subsequent publications to follow on an annual basis. See www.thewebindex.org.

The production of the Web Index has been made possible by generous seed funding from Google.



Mobile Connectivity: Beyond SMS

Recently, several success stories have demonstrated the power of simple mobile services to address challenges in the developing world. However, most of these success stories have been based on SMS technology, which, though available on all phones, cannot be used by people with low literacy, or by those who speak languages not supported by standard keypads. Together with 12 other partners from Europe and Africa, we launched the VOICES project in 2011 to pilot voice-based services that have the potential to provide a pathway for millions to benefit from the mobile Web.



Funded by the European Commission, the VOICES project focuses on four particular dimensions related to voice technologies:

1. Design and implement a free and open source platform with essential functionality for building and delivering voice-based services
2. Identify relevant and applicable business models to support voice-based services
3. Design new methodologies to build low-cost high quality text-to-speech and speech recognition engines
4. Train entrepreneurs and students how to create voice-based services and make them self-sustainable. This is being done in coordination with the Web Foundation's Mobile Entrepreneur training lab in Senegal.



"The Voice Browsing Acceptance and Trust (VBAT) project promises to lay the foundations for developing quick, reliable and affordable technology solutions for poor and illiterate communities to improve the quality of their lives."

Rajiv Tikoo
Editor-in-Chief, OneWorld South Asia

In partnership with OneWorld South Asia and North-West University in South Africa, we tested our voice-based technology through the LifeLines Project, a service enabling smallholder farmers across central India to ask by phone any question they have about agriculture.

Our research set out to test whether farmers with little experience with information technology could learn to communicate with the Web via their phone, using their voice, and interacting with a computer instead of a human. We also explored how to achieve sufficient levels of confidence in information delivered through this channel, so that usage would grow and farmers would apply the knowledge transmitted.

A full report based on our findings is available at <http://www.webfoundation.org/2012/04/vbat-report/>



Photo via CC: Oxfam, Italia



Photo via CC: Abossuet

Empowering Women Farmers Via the Web

In 2010, we joined a Malian NGO, Sahel Eco, and Amsterdam's Free University (Vrije Universiteit) in developing the Web Alliance for Regreening in Africa (W4RA). The aim is to test whether African farmers can use the Web to boost know-how on sustainable, environmentally friendly techniques. The project enables tree crop producers in the West African Sahel, the overwhelming majority of who are women, to share local knowledge with one another digitally. This spread of knowledge helps farmers to fight land degradation, improve livelihoods and preserve trees. The project also trains and supports local developers in the Sahel to create and maintain appropriate Web-based platforms.

Mobile Citizen Journalism

The Web is at its most powerful when connecting voices across vast distances, and as a place where all people are free to comment, explore and debate freely. Community radio stations are the most important source of information in much of rural Africa, and the spread of mobile phones holds potential to connect radio audiences to the bigger world of the Web.

Selected as one of three winners of the International Press Institute's 2011 Innovation Contest, we partnered with Vrije Universiteit, Sahel Eco, and W4RA to build a voice news platform that allows anyone with a simple mobile phone to quickly transmit information to community radio stations for further broadcast. This Web-based platform

circumvents limitations of physical distance or access to traditional news and information providers, broadening the reach of locally sourced news.

Foroba Blon – in the Bambara language, meaning a respectful space where everyone has the right to speak and the truth can be told – is now up and running with two radio stations in Mali (Radio Segou and Radio Moutian). Two more stations have asked to join the pilot after seeing a demonstration of the technology. We have also entered into partnership with Al Jazeera to collect voice reports from communities and polling stations during Ghana's presidential election at the end of 2012.

Clockwise, from left: Radio Saniya in Tominian; Testing the Foroba Blon platform; Citizen Journalists at Radio Moutian



Supporting the Next Wave of Web Entrepreneurs

"I was the only female selected to be part of the Web Foundation's first Mobile Entrepreneurs in Ghana program. Through the program, I worked with a group to create database software called Infobook, which streamlines information about local hotels and restaurants."

"I want to be a role model for girls and women who are thinking about pursuing a career in IT and business."

Jemima Minta Dankwa, MWG



"Now not only have I gained skills in mobile apps development but also entrepreneurship skills, especially on how to focus on everyday social challenges, analyze them and find solutions to these problems."

Noah Abekah, MWG

Our Mobile Entrepreneurship initiative grew tremendously throughout 2011, spreading from the first lab opened in Ghana in 2010 to mLab Kenya, a partnership with iHub, eMobilis and the University of Nairobi; and to Senegal, where the Entrepreneurs du Mobiles au Sénégal trainings also include a focus on mobile Web application development utilizing voice-based technologies.

Already, several exciting new mobile Web applications are hitting African markets and some developers have attracted investment from international funders. We've witnessed tremendous local interest in our training sessions and are excited to see that a future society of content developers and creators of the Web is beginning to emerge in each of these countries. The release of more government data in these countries – another major pillar of the Web Foundation's work – should spur more Web services and applications.

We are now exploring possibilities to increase the impact of individual labs by building a meta-lab of connected, collaborating developers across the developing world.



Farmerline is a mobile and web-based system that furnishes farmers and investors with relevant agricultural information to improve productivity and increase income. Lack of information about weather patterns and about seasons which crops grow best in a changing climate hurts rural farmers' yields. Cell phone use is growing rapidly throughout Ghana, including in rural areas.

Farmerline. Mobile Web Ghana alumni Alloysius Attah and Emmanuel Owusu Addai, who developed FarmerLine during Mobile Web Ghana's program in September 2011, received global recognition by winning 3rd place in a US State Department sponsored Apps4Africa Challenge. Apps4Africa consists of three African regional competitions to address local climate change challenges through the development of Web-based and mobile applications.

Farmerline is a mobile and Web-based system that furnishes farmers and investors with relevant agricultural industry content to improve productivity and increase income. Farmerline bridges the information gap between rural farmers and agro-industry sources via a browseable voice-based forum of information and locally sourced agricultural reports, and via an SMS alert system.

"The Internet and the emergence of mobile phone technology provide a fairly leveled playing field for all. The challenge is, how Africa and for that matter Ghana can leverage on this opportunity to promote sustained economic growth and development. A step towards this direction is the allocation of talent. Innovation and creativity are generated out of people endowed with talent. The training being offered by MWG is without doubt, a step towards this direction."

Adams Agalic, MWG



medAfrica. Formerly known as MedKenya, medAfrica is a mobile app and widget based platform that delivers access to a wide spectrum of health content and services to millions of Africans from their mobile phones. MedKenya was developed to test the concept of integrating recently opened government data in Kenya, and was refined to be delivered to the rest of Africa as MedAfrica. The service was incubated in Kenya's mLab throughout 2011. We are extremely happy to witness such quick uptake in developing relevant services as a direct result of more widely available data to the developer community.

East Africa's mobile innovation space was represented at the 20th DEMO conference in September of 2011. Hosted by Matt Marshall, the founder of publication VentureBeat, the world-renowned event is a popular product launch platform for tech innovations. East Africa's Shimba Technologies Limited travelled to Silicon Valley to showcase MedAfrica and meet with hundreds of other mobile Web developers, entrepreneurs, and financial backers.

TheNextWeb.com named MedAfrica as one of their top 10 favorite start-ups from the Demo 2011 conference.

“‘Co-’ has become a key word in the Nairobi tech scene. With co-working spaces like the iHub and collaborative spaces like the mLab, we have seen the rise and acceleration of the tech entrepreneurs in Kenya.”

Jessica Colaço, iHub

Open Government Data In Low and Middle-Income Countries

“Data is the raw material of the 21st century,” says Nigel Shadbolt, Director of the Web Foundation and the UK’s Open Data Institute. In 2010, we started working to catalyse the release of government data on the Web to citizens in low and middle-income countries.

Major initiatives in the United States and the UK, and the launch of the Open Government Partnership, have inspired nearly 200 governments to announce their own initiatives over the last three years. But many of these consist of little more than websites to make government statistics and reports publicly available, often designed by consultants and forgotten within months of their launch.

The Web Foundation’s approach is very different. Our experience and research tells us that there are six main prerequisites for open data sustainability and impact: institutional, legal, organizational, technical, social and economic factors. We work with governments and civil society to build all of these dimensions into open data programmes, so that both the supply and the demand for government information will grow organically.

Our initial work, in partnership with the Spanish CTIC Foundation (<http://www.fundacionctic.org/>) and the Transparency and Accountability Initiative (<http://www.transparency-initiative.org/>), consisted of detailed on-the-ground research in Chile and Ghana. The Ghana study gave birth to a partnership between the Government of Ghana and the Web Foundation to develop the Ghana Open Data Initiative, announced in 2012.

Final findings for Ghana can be found at
https://public.webfoundation.org/2011/05/OGD_Ghana.pdf

Final findings for Chile can be found at
https://public.webfoundation.org/2011/05/OGD_Chile.pdf

Open Government Data Community of Practice

In 2011, in partnership with the World Bank, we launched an international network to facilitate broader dialogue around Open Government Data policy and implementation: the Open Government Data Community of Practice (CoP). The CoP is a community of experts, practitioners and government stakeholders all interested in or involved with developing Open Government Data programs.

Join the Community on LinkedIn at
<http://www.linkedin.com/groups?gid=4077335>

Data Collection In the Developing World

For many middle and low-income countries, the mere collection of data to publish openly is a logistical hurdle. Presently, front line workers conduct surveys using a multitude of devices – from pen and paper and PDAs to laptops and GPS units, to name only a few. Such a multitude of tools creates a diverse pool of data types designed to be managed in their own unique ways, creating multiple data streams that must be painstakingly merged.

Today's multi-modal Web, including voice and SMS applications, mobile websites, and mobile applications all using Web technology, provides the opportunity to develop a singular framework to streamline the data collection process. Imagine a health survey being delivered via website, SMS application, and a voice application accessible to even the most remote community – the outputs of each being deliverable in one format and captured by one repository. The potential to streamline data collection in this manner continues to hold promise for crowd-sourcing information across vast distances and the linguistic and infrastructural boundaries that currently exist.

With funding from the Hewlett Foundation, we carried out an investigation into existing tools used in frontline data collection. In June of 2011, we welcomed survey software designers, field workers, and project managers from diverse organizations around the globe, to our Mobile and Web Technologies in Social and Economic Development Workshop in Tanzania to broaden the inquiry.



A final report has been written on the state of the art in multi-channel data collection. View or download the report at <http://public.webfoundation.org/2011/05/mcdc/Overview.html>

Based on these findings, we aim to design and document the necessary standards for a singular data collection tool, and seek future collaboration to develop, deploy, and evaluate its utility.

We are grateful to those who supported the Mobile and Web Technologies in Social and Economic Development Workshop in Dar es Salaam in 2011, including:

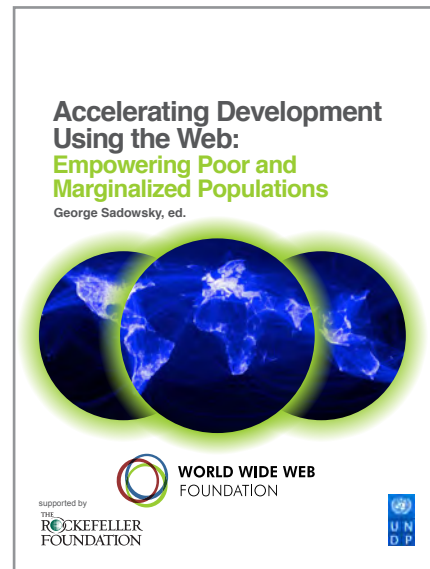
- Comviva Technologies Ltd.
- Open Society Institute (OSI-ZUG)
- SPIDER, The Swedish Program for ICT in Developing Regions, Stockholm University, Department of Computer & Systems Sciences
- Twaweza Initiative of Hivos Tanzania

Accelerating Development

We were pleased to partner with the Rockefeller Foundation, United Nations Development Program, and some of the world's most preeminent scholars and practitioners to research how best to leverage the Web for social and economic development.

Published in 2012, the report assesses major topics including:

- affordable and available Internet access
- ease of use, including interface design, accommodation for various illiteracies
- availability of languages and character sets, with additional attention to disabilities such as blindness and deafness
- applications and content, including relevant and cost-effective applications, the role of local content and substance, and the supply and demand for both local and international content
- cultural determinants of Web use and how they affect take-up rates and effective use



View or download a copy of the full report at:
<http://public.webfoundation.org/publications/accelerating-development/>

"This contains some really excellent material, and is an important resource for those interested in exploring ways through which the Web can be used by some of the world's poorest and most marginalised people to enhance their lives."

"It was great fun working with George and the team on this project, and I do hope that those who read it will find a sense of our commitment, enthusiasm and, at times, outrage. The Web is in danger of becoming a vehicle through which greater divides are created in our societies. We have to take specific actions if the enormous benefits that it can provide are to be made available to all of the world's people."

- Tim Unwin, CEO of the Commonwealth Telecommunications Organisation and author of the "Education" chapter.

"At the Rockefeller Foundation, we have a deep respect for the myriad innovators, entrepreneurs, and forward-looking thinkers who are using the web to expand economic opportunities for social development. As expressed so eloquently by the many contributors to this book, we share an abiding concern that the benefits of the web be marshaled to improve the well-being of all people."

- Zia Khan and Evan Michelson, The Rockefeller Foundation

Conclusion

“As long as the Web’s basic principles are upheld, its ongoing evolution is not in the hands of any one person or organization—neither mine nor anyone else’s,” wrote Sir Tim Berners-Lee in a *Scientific American* article published in December 2010. “If we can preserve [these] principles, the Web promises some fantastic future capabilities.”

However, much remains to be done to guarantee the future of the open Web. “Closed silos of content” continue to proliferate, threatening the single, universal information space that the Web should be. Broadband, both fixed-line and mobile, continues to be too costly for most people in developing countries, signaling the risk of a “two-speed Web”. Efforts to censor and control communication on the Web are growing. And both governments and large corporations (as well as some international bodies) remain slow to release their data in freely downloadable, machine-readable formats.

As Berners-Lee has said,

“people seem to think the Web is some sort of piece of nature, and if it starts to wither, well, that’s just one of those unfortunate things we can’t help. Not so. We create the Web, by designing computer protocols and software; this process is completely under our control. We choose what properties we want it to have and not have. It is by no means finished.”

We hope you share with us this notion, that it is the users of the Web – the global public – who are the ultimate authors of the Web and together, its front line of defense. *We* are the people who need to be able “track what government is doing, see what companies are doing, understand the true state of the planet, find a cure for Alzheimer’s disease, not to mention easily share our photos with our friends.” And *we*, “the public, the scientific community and the press must make sure the Web’s principles remain intact—not just to preserve what we have gained but to benefit from the great advances that are still to come.”

As the Web Foundation enters the next phase of its work, we hope that you will join us speaking out when Web rights are threatened, and get involved in building the Web you’d like to see. And share with us your thoughts, inspirations, and support as we unite to protect and propel this incredible resource around the globe.

Financials

World Wide Web Foundation— Switzerland

World Wide Web Foundation, SWITZERLAND

SUMMARIZED STATEMENT OF FINANCIAL POSITION
AS AT DECEMBER 31, 2011
(with 2010 comparative figures)

(figures in USD)

| | 2011 | 2010 |
|---|----------------|----------------|
| ASSETS | | |
| CURRENT ASSETS : | | |
| Cash and cash equivalents | 421,804 | 445,961 |
| Total cash and cash equivalents | 421,804 | 445,961 |
| Current accounts and receivables : | | |
| Grants receivable | 301,710 | 143,110 |
| Deferred project expenses | 38,792 | 36,340 |
| Prepaid and other current accounts | 12,646 | 13,759 |
| Total current accounts and receivables | 353,148 | 193,209 |
| Total current assets | 774,952 | 639,170 |
| TOTAL | 774,952 | 639,170 |
| LIABILITIES AND CAPITAL | | |
| CURRENT LIABILITIES : | | |
| Accounts payable | 37,204 | 40,671 |
| Accrued expenses | 39,953 | 33,177 |
| Deferred contributions | 12,872 | 2,945 |
| Total current liabilities | 90,029 | 76,793 |
| CAPITAL : | | |
| Paid-in capital | 45,683 | 45,683 |
| Temporarily restricted reserves | 305,124 | 156,346 |
| Unrestricted reserves | 334,116 | 360,348 |
| Total capital | 684,923 | 562,377 |
| TOTAL | 774,952 | 639,170 |

SUMMARIZED STATEMENT OF REVENUE AND EXPENSES
FOR THE YEAR ENDING DECEMBER 31, 2011
(with 2010 comparative figures)

(figures in USD)

| | 2011 | 2010 |
|--|------------------|------------------|
| REVENUE | | |
| CONTRIBUTIONS AND DONATIONS- IN- KIND: | | |
| Grants & Contributions | 2,262,907 | 1,452,329 |
| Donated Services & Goods-in-kind | 476,099 | 319,167 |
| Bank Interest | 9 | 44 |
| Total Revenue | 2,739,015 | 1,771,540 |
| EXPENSES | | |
| Project and program expenses | 1,769,922 | 655,864 |
| General and administration expenses | 828,243 | 589,088 |
| Realized foreign exchange loss | 18,304 | 2,330 |
| Total Expenses | 2,616,469 | 1,247,282 |
| Excess(Deficiency) of revenue over expenses | 122,546 | 524,259 |

Financials

World Wide Web Foundation– United States

World Wide Web Foundation, UNITED STATES

SUMMARIZED STATEMENT OF FINANCIAL POSITION AS AT DECEMBER 31, 2011 (with 2010 comparative figures)

(figures in USD)

| | 2011 | 2010 |
|---|--------------------|-------------------|
| ASSETS | | |
| CURRENT ASSETS : | | |
| Cash and cash equivalents | 1, 352,697 | 2, 091,453 |
| Total cash and cash equivalents | 1, 352,697 | 2, 091,453 |
| Current accounts and receivables : | | |
| Grants receivable | 12,650 | - |
| Prepaid and other current accounts | 4,499 | 4,515 |
| Total current accounts and receivables | 17,149 | 4,515 |
| Total current assets | 1, 369,846 | 2, 095,968 |
| SECURITY DEPOSIT: | 4,024 | 4,024 |
| TOTAL | 1, 373,870 | 2, 099,992 |
| LIABILITIES AND NET ASSETS: | | |
| CURRENT LIABILITIES : | | |
| Accounts payable | 8,868 | 30,442 |
| Grants payable | 200,000 | - |
| Total current liabilities | 208,868 | 30,442 |
| NET ASSETS : | | |
| Temporarily restricted | 461,849 | 1, 055,457 |
| Unrestricted | 703,153 | 1, 014,093 |
| Total capital | 1, 165, 002 | 2, 069,550 |
| TOTAL | 1, 373,870 | 2, 099,992 |

SUMMARIZED STATEMENT OF REVENUE AND EXPENSES FOR THE YEAR ENDING DECEMBER 31, 2011 (with 2010 comparative figures)

(figures in USD)

| | 2011 | 2010 |
|--|--------------------|--------------------|
| REVENUE | | |
| CONTRIBUTIONS AND DONATIONS- IN- KIND: | | |
| Grants & Contributions | 1, 122,171 | 2, 376,995 |
| Donated Services & Goods-in-kind | 45,384 | 24,247 |
| Bank Interest | 5,598 | 4,512 |
| Total Revenue | 1, 173,153 | 2, 405,754 |
| EXPENSES | | |
| Program and program development expenses | 1,604,530 | 931,752 |
| Fundraising expenses | 248,748 | 156,044 |
| General and administrative expenses | 224,423 | 245,599 |
| Total Expenses | 2, 077,701 | 1, 333,395 |
| Excess(Deficiency) of revenue over expenses | (904,548) * | 1, 072, 359 |

*The planned phasing of project implementation meant that some funds raised in 2009-10 were not spent until 2011, resulting in a temporary excess of program expenditures over revenue in 2011.

Gratitude for Your Support

Support for the work of the Web Foundation relies on the generous contributions from institutions and individuals committed to preserving the neutrality and growing the impact of the Web around the world.

We remain deeply grateful for the 2008 Founders Circle donation from the John S. and James L. Knight Foundation whose substantial seed funding made possible the launch of the Foundation and our initial programs. In 2010 we had two additional donors join the Founders Circle with donations of \$1 million plus, Google and The Vodafone Group.

Institutions and individuals who made contributions in 2010 and 2011 include:

| 2010 | 2011 |
|--|-------------------------------|
| Founders Circle \$1,000,000+ | \$100,000 - \$500,000 |
| Google Inc. | European Union |
| Vodafone Group Services Limited* | International Press Institute |
| *Vodafone granted a 2-year gift | |
| \$100,000 - \$500,000 | \$20,000 - \$49,999 |
| Vrije University (VU - Amsterdam) | InfoDev/mLab East Africa |
| The Rockefeller Foundation | \$500 - \$2,500 |
| The William and Flora Hewlett Foundation | Helen Alexander |
| \$50,000 - \$99,000 | Marcia Blenko |
| The Transparency and Accountability Initiative | Takahashi Toru |
| \$20,000 - \$49,999 | Niels Vandamme |
| Rosemary Leith | Below \$500 |
| \$500 - \$2,500 | Dennis Bournique |
| Steve Bratt | Steve Bratt |
| Takahashi Toru | Liz Cregan |
| Below \$500 | Lee Dale |
| Scott Ainslie | Serge Keller |
| Bernard Chisumo | Constance Lal |
| Lee Dale | Gabriel Mansour |
| Paige Decoudre | Melissa Nussbaum |
| Benito Juarez | Andrew Posner |
| Serge Keller | April Rinne |
| Matt Lee | Matt Rintoul |
| Matt Rintoul | Thomas Roessler |
| Emma Snyder | Wendy Seltzer |
| Kevin Stephenson | Aidan Stephenson |
| | Kevin Stephenson |
| | Manuel Suarez |
| | Stevan Talevski |

Governance

The World Wide Web Foundation is an international organization, with not-for-profit status at our headquarters in Switzerland, and as a 501(c)3 in the United States in Boston, Massachusetts. The Foundation is governed by two boards. The Swiss Board is responsible for the strategic direction of global programs and global fundraising. The United States Board is responsible for direction of local operations and fundraising in the US.

Committees

Governance Committee (Swiss Board)

Helen Alexander, Rosemary Leith,
Nigel Shadbolt

Swiss Audit Committee

Jeff Jaffe, Mauro Nuñez (resigned committee
June 2011), and Kevin Stephenson

Swiss Finance Committee

Jeff Jaffe and Kevin Stephenson

US Finance Committee

Marcia Blenko (resigned committee June 2010),
Mauro Nuñez, April Rinne, Thomas Roessler,
Wendy Seltzer, and Kevin Stephenson

US Audit Committee

Marcia Blenko (resigned committee June 2010),
April Rinne, Thomas Roessler, Wendy Seltzer,
and Kevin Stephenson

Staff and Expertise

At the start of 2010 the Web Foundation employed 6 full time staff. By the end of 2011 the team had grown to 13 people based in 7 cities around the globe.

Combined, they bring a wealth of skills to the organization, including among others:

- open data;
- voice recognition
- software development;
- telecommunications, network, software and electrical engineering;
- user experience and design;
- IT systems;
- international development;
- economics;
- finance and administration;
- communications and development;
- program design and management.

Boards of Directors

The Swiss Board comprises:

Rick Haythornthwaite, Chair
(elected April '12)
Alberto Ibargüen
(Chair '09– March '12
resigned Oct '12)
Dame Helen Alexander
Sir Tim Berners-Lee
Marcia Blenko
(Joined Swiss Board June '10)
Rt Hon Gordon Brown
Dr. Jeffrey Jaffe
Rosemary Leith
Mauro Nuñez
(Resigned Swiss Board June '11)
Iqbal Quadir
(Resigned October '11)
Professor Nigel Shadbolt
Dr. Daniel Stauffacher
Kevin Stephenson
Katherine Tweedie

The US Board comprises:

Thomas Roessler, Chair
Marcia Blenko
(Resigned US Board June '10)
Mauro Nuñez
(Joined US Board June '11)
April Rinne
Wendy Seltzer
Kevin Stephenson