WORLD WIDE WEB
FOUNDATION

Web**25**TH
ANNIVERSARY

CONTENTS

2014 WAS YEAR THE WEB TURNED 25, AND WE REACHED CLOSE TO A BILLION PEOPLE WITH OUR SIMPLE BIRTHDAY MESSAGE:

THE WEB BELONGS TO ALL OF US, AND IT'S UP TO ALL OF US TO SHAPE ITS FUTURE.

LETTER FROM RICK HAYTHORNTHWAITE, CHAIR OF THE BOARD

WE HOPE YOU'LL BE INSPIRED TO HELP US ACHIEVE OUR VISION: A FUTURE IN WHICH THE WEB EMPOWERS EVERYONE, EVERYWHERE, TO TAKE PART IN BUILDING A FAIRER WORLD.

But what does that mean in practice? For the Web Foundation – the non-profit established by the Web's inventor, Sir Tim Berners-Lee, our new strategy sets out the challenges ahead:

- End the digital divide by making good quality Internet affordable to everyone.

- Mobilise ordinary Web users to claim their rights, and fight back against growing surveillance and censorship.

- Democratise access to information through the Web and open data.

In pursuit of these goals, we began investing more this year in advocacy, communication and research, so as to increase our ability to influence policy outcomes. We brought on board talented activists and researchers from around the world. We saw key metrics of reach and influence, such as social media presence and research citations, more than triple. And for the first time (albeit long overdue), we made gender equity an explicit focus of our work, highlighted by the launch of the Women's Rights Online initiative.

However, we also know that we cannot do it alone: our goals are too big to be achieved by any one organisation. In 2014 we devoted much effort to building powerful coalitions for change at national and international levels. We now work actively with over 160 partners across 55 countries, spanning the public, private and civil society sectors. We are proud to convene two major global networks – the Alliance for Affordable Internet and the Web We Want campaign – and to co-chair the Open Data Working Group of the Open Government Partnership.

Part and parcel of the Web Foundation's approach to securing lasting change is a significant investment in strengthening the skills and agency of local and national actors in the global South. During 2014 we supported over 100 groups in the developing world with training, mentoring, South-South exchange and targeted resources. A highlight was the creation

of the first Open Data Innovation Lab in Jakarta, Indonesia – which will help community groups, local government, entrepreneurs and others build a lively culture of digital transparency from the bottom up.

We have been excited to see these investments starting to bear fruit. The Web Foundation played an important role in some key victories for ordinary Internet users during 2014:

- The world's first Digital Bill of Rights was signed into law in Brazil, and movements to pass similar laws got off the ground in six other countries and two regions.

- The European Parliament passed a law to stop Internet Service Providers creating "toll lanes" on the Internet by charging more to carry certain types of content and services. Meanwhile, after meetings with our founder, Sir Tim Berners-Lee, the White House came out strongly opposed to plans to introduce such toll lanes in the US.

- Six governments pledged to implement a new online transparency tool that we developed, the Open Contracting Data Standard, which makes government procurement information easily accessible to everyone. More than $1.5 trillion worth of public sector contracts have already been opened up using this tool.

- Ghana became one of the first countries in Africa to reduce luxury taxes on devices, opening the door for hundreds of thousands of poor people to own Internet-enabled mobile phones for the first time. Other countries are now considering similar moves.

This report provides an overview of our work in 2014, with much more detail available at www. webfoundation.org. We have big plans for 2015 and beyond, and we urgently need more financial support to continue and enhance our important work. We hope you'll be inspired to help us achieve our vision: a future in which the Web empowers everyone, everywhere, to take part in building a fairer world.

TIMELINE:
2014 AT A GLANCE

"With innovation, perseverance, and strong leadership, the Web's next 25 years could see poverty reduced, democracy enhanced and Africa taking its rightful place on the global stage."

Dr Bitange Ndemo, speaking at The Guardian Activate Africa Conference (26 June)

"What is the web we celebrate this year? It is not the wires connecting our computers, tablets and televisions. Rather, it is the largest repository for information and knowledge the world has yet seen, and our most powerful communications tool. The web is now a public resource on which people, businesses, communities and governments depend. It is vital to democracy and now more critical to free expression than any other medium."

Sir Tim Berners-Lee, writing in Wired

"An open Internet is essential to the American economy, and increasingly to our very way of life."

President Barack Obama, November 2014

01 JANUARY

21: The Web Foundation announces it will **team up with the Open Contracting Partnership**, the World Bank and Omidyar Network to lead the production of the world's first **Open Contracting Data Standard**. When completed, it will shine a light onto the $10 trillion spent annually on public contracts, helping to stamp out corruption and enhance service delivery.

24 – 25: The **Web We Want campaign** helps to mount the Freedom Fest in Hyderabad, India, bringing together 350 women software engineers and IT system administrators from around South Asia to join the fight for human rights and women's rights online.

02 FEBRUARY

11: The Alliance for Affordable Internet (A4AI) holds its first-ever country forum, in Ghana. Over 50 leaders from the worlds of government, commerce, academia and civil society identify key challenges and agree an action plan to drive access prices down in the country.

14 – 15: The Web We Want campaign co-organises a South Asian regional dialogue in India that results in a detailed manifesto and plan of action on *"The Internet as a Global Commons for Human Rights and Social Justice"*. The meeting also leads to a detailed civil society submission for the most important Internet governance meeting in years, the global NETMundial summit.

Web We Want coalition members spearhead the drafting of an "African Declaration of Internet Rights" in Johannesburg, which will in time guide Internet policy across the continent.

03 MARCH

10: In the Philippines, the Senate passes a Freedom of Information bill that incorporates open data provisions.

12: The **Web Foundation** teams up with the World Wide Web Consortium (W3C) to lead the world in **celebrating the 25th birthday of the Web**. Over a billion people hear Sir Tim's vision for a **new Magna Carta for the Internet**.

19: Making a virtual appearance at TED, Edward Snowden endorses a digital Magna Carta: "I believe that a Magna Carta for the Internet is what we need … This is not a left or right issue. For people who have enjoyed a free and open Internet it's up to us to preserve that legacy. If we don't stand up to make the changes that need to be made then we'll lose that."

25: In celebration the Web We Want campaign launches its small grants programme to support local fights for an open, affordable and equitable Web, helping groups in 62 countries respond to urgent threats and opportunities, on issues ranging from online misogyny to net neutrality to digital security for activists.

In its election manifesto, one of New Zealand's leading political parties pledges to protect citizens from mass surveillance by introducing a digital bill of rights.

04 APRIL

2: Mozambique is the third country to work with the Alliance for Affordable Internet.

3: Following advocacy by the Web Foundation and its partners, the European Parliament passes a law to stop Internet Service Providers charging more to carry certain types of online content and services – a win for net neutrality.

24: After years of work and intense public and private advocacy – including from the Web Foundation and its partners – the world gets its first Internet Bill of Rights as Brazil's Marco Civil da Internet is signed into law. Sir Tim Berners-Lee and Africa Regional coordinator Nnenna Nwakanma are invited to join Brazilian President Dilma Rousseff onstage as she inks the historic Bill.

23 – 25: The NETMundial summit in São Paulo, Brazil tackles the post-Snowden controversies over security vs. freedom online. The Web We Want campaign partners with the Municipality of São Paulo to involve 8,000 participants over three days in debating and exploring human rights online at a parallel conference, with an additional 280,000 people participating remotely. Despite weak commitments on privacy and the right to share, the official meeting ends with the strongest affirmation to date that Internet governance must be grounded in basic human rights principles and should allow "full and balanced participation of all stakeholders from around the globe".

05 MAY

6 – 7: The Open Government Partnership Asia Pacific Regional Conference takes place in Bali, Indonesia. Foundation CEO Anne Jellema announces that the Web Foundation will create an Open Data Lab in Jakarta.

19: *"Up to us"* is the catchphrase at the annual Webby Awards in New York when Tim Berners-Lee boosts the US net neutrality campaign, calling on people to *"take to the streets"* to demand a free, open and neutral Internet.

In response to the leaked FCC proposals, the Web Foundation and Tim Berners-Lee begin to support US groups with high-level advocacy for strong net neutrality rules. Actions throughout the year include private meetings at the White House and Congress, media interviews, groundbreaking research and support for online campaigns.

06 JUNE

26: One year on from the first Snowden revelations, the Web Foundation and other civil society advocacy groups celebrate a victory when the UN Human Rights Council passes a resolution saying that States must respect the rights to freedom of expression and privacy online.

26: Affordability takes centre stage at Activate Africa, as The Guardian's popular conference series comes to Africa for the first time. Dr Bitange Ndemo, A4AI's honorary chairperson, delivers the morning keynote address, calling for UN member states to commit to affordable Internet in the forthcoming 2015 Sustainable Development Goals.

Two global thought leaders join the Web Foundation board – technology pioneer Sam Pitroda and global communications strategist Alex Johnston, from India and the UK respectively.

07 JULY

15: At the **Open Knowledge Festival in Amsterdam** the Web Foundation releases the first-ever comparative study of open data impacts in the developing world, based on action research by our partners in 13 countries.

18: Leading figures in the UK, such as Martha Lane Fox (speaking in the House of Lords) and Julia Powles (writing in The Guardian) respond to a rushed new law on surveillance powers by backing the Web We Want campaign.

29: Sen. **Patrick Leahy introduces a revised version of his USA Freedom Act** that would end bulk collection of phone records and reform the secret court that authorises mass surveillance.

08 AUGUST

20: We unveil a new partnership with the Swedish International Development Agency (SIDA) to advance women's rights online. The initiative will blend household survey research with advocacy across 10 countries in 2015.

09 SEPTEMBER

7: One of the UK's three leading political parties – the Liberal Democrats – pledge to introduce a Digital Bill of Rights, if elected. Meanwhile, although the opposition Labour Party does not commit to new legislation, it does back one of the Foundation's other key demands: **the need for a comprehensive review of existing surveillance laws and institutions.**

9: The Web Foundation is one of dozens of organisations participating in Battle for the Net, a day-long campaign ahead of the US FCC's ruling on net neutrality. US lawmakers are swamped with 1,000 calls per minute.

19: The Dominican Republic becomes the fourth country to join the Alliance for Affordable Internet, and the first outside Africa.

27: In a world-first, the Web Foundation and London's Southbank Centre join forces to stage the Web We Want Festival. Over a weekend in London, thousands flock to the Southbank to celebrate the Web through art, music, games, debates and more – bringing the message of the Web's magic and importance to wholly new audiences. The festival generates over 500,000 Tweets with over 3.5 million impressions, and two more Festival weekends are announced for November and May 2015.

10 OCTOBER

7: A4AI celebrates its first birthday. With over 70 members, Alliance work is now underway in four countries, driving Internet access prices down for over 200 million people across Africa and Latin America.

14: Inspired by the call for a Magna Carta for the Internet, the Italian Parliament launches a draft "Internet bill of rights" for public consultation.

11 NOVEMBER

6 – 7: Following high-level meetings with Tim Berners-Lee, the White House officially declares its support for net neutrality.

13: A coalition of civil society organisations led by Web We Want partner, Paradigm Initiative, launches a campaign to pass a "Digital Rights and Freedoms Bill" in Nigeria.

19: The Open Contracting Data Standard is launched. Six governments across three continents commit to piloting the Standard. Trials of the beta Standard open up over two million public contracts worth over $1.5 trillion.

19: Following advocacy from A4AI, Ghana's Finance Minister pledges to scrap 20% import duties on smartphones, opening up the possibility of lower device costs to 26 million Ghanaians.
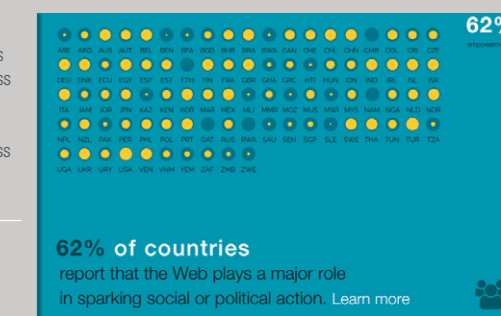
Following consultations with the Web Foundation, Basuki Purnama (Governor 'Ahok' of DKI Jakarta) signs the Governor's Act 181/2014 directing the open publication of government data in Jakarta, the biggest province of the world's third-largest democracy.

12 DECEMBER

11: Our 2014 Web Index is unveiled. We shed new light on the health of the Web in 86 countries, including the world's first-ever measure of net neutrality regulation.

Forty activists and technologists from 14 countries participate in the first Middle East and North Africa dialogue organised by the Web We Want. The meeting decides to launch a regional process similar to the African Declaration, and also catalyses a national process to create an Internet bill of rights in Jordan.

62%

62% of countries report that the Web plays a major role in sparking social or political action. Learn more.

IT FREES ALL OF US TO ACCESS INFORMATION, HAVE A SAY, START A MOVEMENT OR LAUNCH A BUSINESS – REGARDLESS OF WHERE WE WERE BORN, OUR GENDER, THE COLOUR OF OUR SKIN OR HOW MUCH WE EARN.

INTRODUCTION

1

## THE WEB HAS THE POTENTIAL TO BE A GREAT EQUALISER

At the Web Foundation, we believe that the equalising and empowering potential of the open Web is vital to the future of democracy. Our focus is on the following three goals:

- **ACCESS:** We believe that lack of income should not prevent anyone from using the Web. We lead the Alliance for Affordable Internet (A4AI), a global coalition promoting fair and effective markets which will drive down the prohibitive cost of Internet access in the developing world. In 2014, the one-year-old Alliance doubled its membership, formed strong local coalitions in four countries, and achieved its first policy wins.

- **VOICE:** We're fighting to ensure that everyone has equal rights to communicate and create through an open Web. We used the Web's 25th anniversary to power our Web We Want campaign across more than 50 countries, catalysing national, regional and global momentum for human rights to be protected online through a *"Magna Carta"* (or bill of rights) for the Internet.

- **PARTICIPATION AND ACCOUNTABILITY:** For the first time in history, digital technologies make it possible for everyone to have equal access to vast amounts of information and data.

We're working to equip ordinary people with the tools to use large datasets to root out corruption and secrecy, hold decision-makers accountable and build vibrant communities. In 2014, we developed the world's first Open Contracting Data Standard, opened our first Open Data Lab in Indonesia, and brought together over 200 organisations through our civil society leadership role at the Open Government Partnership.

Yet, the battle for a fair and inclusive digital society is far from over. After sharp falls in 2012, the cost of accessing the Web dipped only slightly in 2013, and 95% of people in the world's least developed countries remain offline. Despite public outrage, many governments continued to expand bulk surveillance programmes, and misuse of personal data by corporations remained widespread. There were vocal concerns over *"openwashing"* – the misuse of transparency measures such as open data initiatives to mask diminishing accountability and shrinking civil liberties in the wider political landscape.

This annual report gives a brief overview of our work, with full details available at www.webfoundation.org. You can also find us on Twitter @webfoundation.
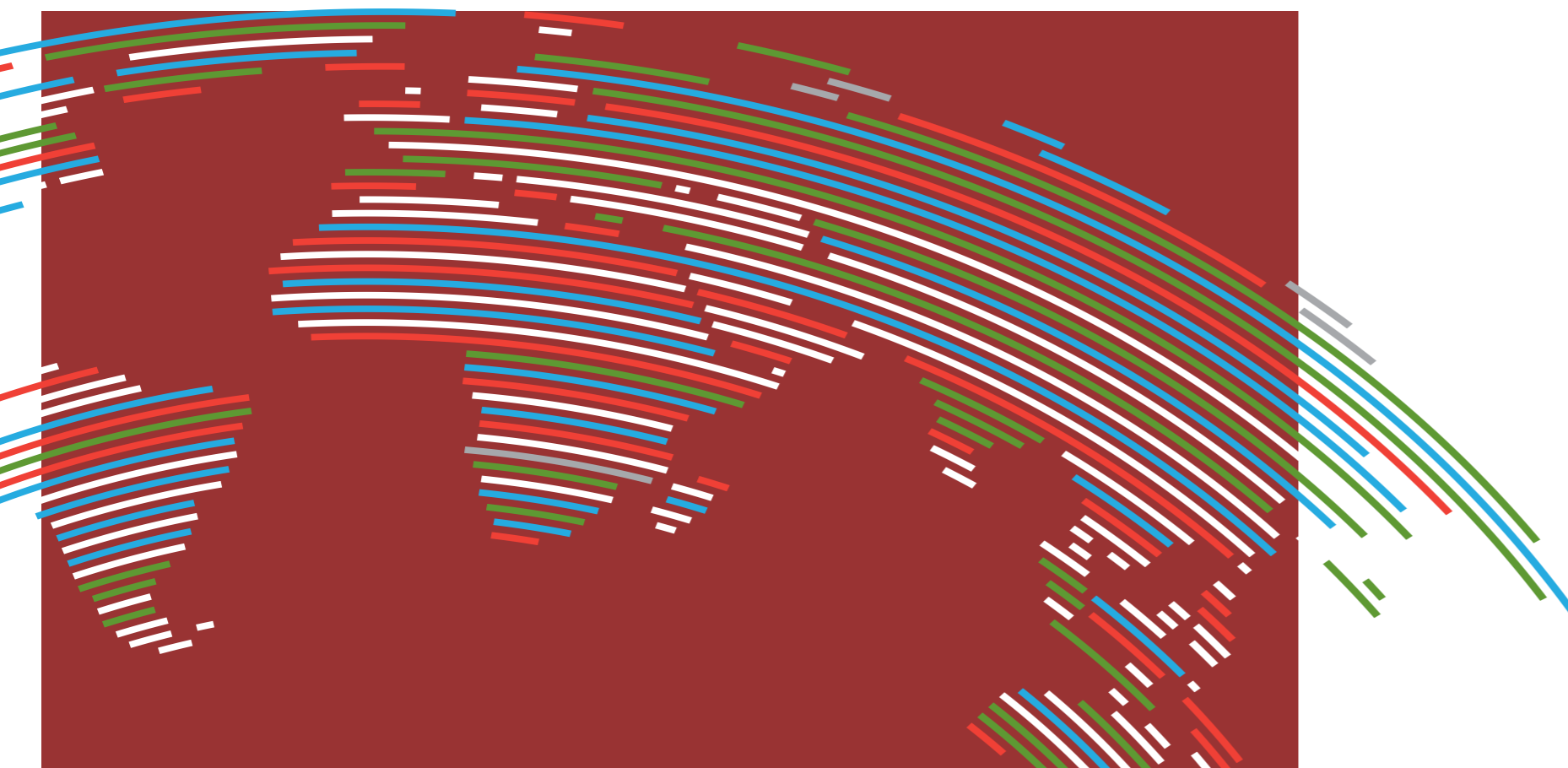
ACCESS

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THE INTERNATIONAL TELECOMMUNICATION UNION
PREDICTED THAT BY THE END OF 2014, NEARLY 60%
OF THE WORLD'S POPULATION WOULD REMAIN OFFLINE

2.1 CONTEXT

Just 5% of households in the world's Least Developed Countries are likely to have Internet access.

In 2013, the launch of the Alliance for Affordable Internet (A4AI) highlighted that the outrageously high cost of Internet access in the developing world is a major, and overlooked, cause of the persisting digital divide. Our research revealed that an entry-level package in low-income countries still costs over half of average monthly income, and as much as 100% of earnings for those living below the $2/day poverty line.

In 2014, we helped to expand growing awareness of the affordability barrier into a more concrete dialogue on the best ways to drive prices down.

2.2 OUR RESPONSE: A4AI EXPANDS & STRENGTHENS

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Launched by the Web Foundation in October 2013, A4AI focuses on policy and regulatory reform to drive down the cost of Internet access. A4AI used 2014 to expand the reach of its work, and to lay the foundations that will allow its in-country work, research programme, and international advocacy strategy to thrive in the coming years.

Throughout 2014, we:

- Strengthened our global coalition
- Built robust national coalitions capable of driving real change
- Delivered powerful advocacy based on original research

A4AI 2014 HIGHLIGHTS IN NUMBERS

X2 **Doubled membership to over 70 organisations**

$↓ Started work on the ground in four countries – Ghana, Nigeria, Mozambique and the Dominican Republic – meaning the Alliance is working to **drive prices down for over 200 million individuals**.

20% CUT Achieved first big policy win, when the Government of Ghana committed to **abolish the 20% import duty on smartphones** in its 2015 budget, a key recommendation developed by A4AI's local Coalition.

Averaged almost one media appearance a day – ranging from the Wall Street Journal and the Huffington Post, to national and local newspapers in our countries of engagement.

2

2

ALLIANCE FOR
AFFORDABLE INTERNET

A4AI

THE ALLIANCE FOR AFFORDABLE INTERNET TURNS 1!

Our global coalition is celebrating 1 year of working to make broadband affordable for all.

Team members from A4AI and UN Women celebrate as UN Women joins the Alliance

A. BUILDING AN EFFECTIVE COALITION

By the end of 2014, the Alliance had become the world's broadest technology sector coalition, with over 70 member organisations from across the private, public and not-for-profit sectors united around the common goal of increasing access to affordable broadband. Crucially, all members have committed to implement and advocate for a common set of best practices, creating a powerful roadmap for change. Notable new members in 2014 included UN Women, the GSMA, Mozambique, and the Dominican Republic.

By the end of 2014, A4AI had formed multi-stakeholder coalitions in Ghana, Mozambique, and Nigeria, and had signed a Memorandum of Understanding with the Dominican Republic. In each country, A4AI kick-off meetings attracted over 50 senior figures from government, industry and civil society to discuss barriers to affordable access and to agree an action plan to drive down access prices in the country. Thematic working groups, typically set up within weeks of the first meeting, were then tasked with implementing the action plans.

Although the rapid establishment of these coalitions and groups came with some teething problems, we learned valuable lessons along the way. These included the best ways to communicate with and track progress of local working groups. We were also

interested to discover that while there were stark local difference, certain key issues – such as open access to infrastructure and taxation – cropped up again and again in each country.

2014 also saw A4AI begin to deliver concrete policy results. Less than a year after its formation, the A4AI-Ghana coalition persuaded the Government of Ghana to commit to abolishing import duties on smartphones in its 2015 budget. The pledge to eliminate the 20% import duty will reduce the cost of handsets in Ghana – where taxes make up approximately 35% of the cost of a smartphone – and will enable many more ordinary Ghanaians to access the Internet from their mobiles. It's worth noting that when Kenya reduced handset taxes in 2009, devices in circulation quadrupled and overall mobile penetration rose from 50% to more than 70%.

Throughout the year, A4AI also focused on building the capacity of stakeholders in its countries of engagement. To give just one example, in November, A4AI partnered with Brazil's Regional Centre of Studies for the Development of the Information Society (Cetic. br) to a host a Lusophone workshop in Maputo on ICT data collection methodologies.

In some countries, such as Nigeria and Mozambique, A4AI working groups also chose to get involved with other Web Foundation initiatives, including the Web We Want campaign.

B. ADVOCACY BASED ON ROBUST EVIDENCE

In December 2013, A4AI launched the first edition of its annual Affordability Report. Designed to assess the drivers of Internet costs in 46 developing and emerging countries, the report also paid particular attention to those living below the poverty line, who form the overwhelming majority of the 60% of the world that is offline. This global overview was augmented by the release of five detailed country case studies throughout the year.

Armed with this robust evidence base, A4AI team members and member representatives sparked practical debate on the market reforms needed to make connectivity affordable by:

- Leading keynote sessions at global events such as NETMundial, Activate Africa and Mobile World Congress, reaching over 10,000 influencers in the process.

- Placing hundred of media articles in publications ranging from AllAfrica to the Wall Street Journal to ZDNet.

- Hosting one-to-one advocacy meetings with more than 50 influential decision makers, including country vice presidents, ministers, chief executives and community leaders.

2.3 LOOKING AHEAD

After an exciting and successful first year, A4AI will work to maintain this momentum into 2015, expanding its on-the-ground efforts into more countries, including Asia.

However, we learned in 2014 than progression to ubiquitous and affordable access is not automatic. The average cost of a basic fixed-line broadband subscription dropped significantly in 2012, but barely budged in 2013. The percentage of people using the Internet also stagnated or fell in some developing countries.

Going forward, we plan a more strategic focus on the most critical levers for change – such as influencing the Sustainable Development Goals to include an ambitious universal access target. We will also be doing more intensive and focused research and advocacy on contested policies that could make a major impact, such as infrastructure sharing and open access, the zero-rating of data, ICT sector tax reform, or subsidising public access for the poor through Universal Service Funds.

VOICE

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"The Web's billions of users are what have made it great. I believe we can build a Web that truly is for everyone: one that is accessible to all, from any device, and one that empowers all of us to achieve our dignity, rights and potential as humans."

Sir Tim Berners-Lee speaking on the Web's 25th Birthday

3.1 CONTEXT

After the Snowden bombshells of 2013, online rights continued to top the public agenda in 2014, with the Web Foundation at the forefront of public and private debates. As well as government surveillance and censorship, the global conversation broadened to include topics such as extremist content online and net neutrality.

Despite the wins that Web We Want campaign members and partners achieved in many countries, the overall trend in 2014 was negative, with scores on our Web Index indicators for online privacy and freedom of speech deteriorating, and many governments giving themselves aggressive new surveillance or censorship powers.

3.2 OUR RESPONSE

Using the Web's 25th birthday year as a hook, we used 2014 to:

- Raise awareness of the Web and its value in society
- Build new movements and partnerships to deliver concrete change, based on a positive vision of the future of the Web

A. RAISING AWARENESS

On March 12, 2014, the Web Foundation teamed up with the World Wide Web Consortium (W3C) to lead the world in celebrating the 25th birthday of the Web. Our goal was simple – we wanted to get the message out that the Web won't stay free and open unless its users take action to defend it. Supported by birthday greetings from high-profile individuals from around the world, Tim Berners-Lee's clarion call for a new Magna Carta for the digital era reached almost one billion people.

Another highlight came in December, when we launched our annual Web Index study, funded by DFID and Naver Corporation. Now covering 86 countries (five more than 2013), the Web Index is the world's first measure of the World Wide Web's contribution to social, economic and political progress. Tapping into topical issues, the Index included the first ever worldwide look at net neutrality, and provided fresh data on the scope and scale of government surveillance and censorship. To attract a broader audience, a revamped microsite featured the report, an interactive data explorer, and an explainer film.

These important messages were carried in over 2,000 pieces of news coverage around the world.

2

MARCH 12 IN NUMBERS

- **700 million+** – Global TV and radio broadcast audience
- **3000+** – Number of print and digital media articles around the world
- **11** – Number of hours #web25 was the top trend on Twitter in the UK
- **110,000** – Visitors to Webat25.org within its first 24 hours
- **23.5 million** – Twitter mentions related to Tim Berners-Lee's Web25 *"Ask Me Anything"* on Reddit

Web**25**TH
ANNIVERSARY

MEASURING THE WEB'S GLOBAL IMPACT

WEB INDEX KEY FINDINGS

Web users are at increasing risk of indiscriminate government surveillance. Laws preventing bulk mass surveillance are weak or non-existent in over 84% of countries, up from 63% in 2013.

Online censorship is on the rise. Moderate or extensive Web censorship seen in 38% of countries over past year. (2013 = 32%)

Online organising leads to offline change. Despite a sharp deterioration in the overall environment for press freedom in nearly every country studied, the Web and social media are making a major contribution to sparking citizen action in three-fifths of the countries studied. Meanwhile, in over 60% of countries, women are using the Web to claim and exercise their rights to a moderate or extensive degree.

True net neutrality remains a rarity. A world-first assessment of net neutrality across countries found only around a quarter of nations effectively enforce clear rules against commercial or political discrimination in the management of Internet traffic.

Online gender-based violence is not being tackled effectively. In 74% of Web Index countries, including many high-income nations, law enforcement agencies and the courts are failing to take appropriate actions in situations where Web-enabled ICTs are used to commit acts of gender-based violence.

Almost 60% of the world's people cannot get online, while half of all Web users live in countries that severely restrict their rights online. 4.3 billion people have no access to the Web at all, and at least 1.8 billion more face severe violations of their rights to privacy and freedom of expression when they go online. An additional 225 million live in countries where ability to pay may limit the content and services they can access.

"It's time to recognise the Internet as a basic human right. That means guaranteeing affordable access for all, ensuring Internet packets are delivered without commercial or political discrimination, and protecting the privacy and freedom of Web users regardless of where they live."

Sir Tim Berners-Lee speaking at the launch of the 2014 Web Index

B. BUILDING A NEW MOVEMENT – THE WEB WE WANT

First announced in December 2013, 2014 saw us transform the Web We Want movement from vision into reality.

Overseen by the Web Foundation, in conjunction with a steering committee of five leading digital rights organisations, and funded by the Ford and Bertha Foundations, the Web We Want aims to build a movement to empower citizens to make, claim, and shape the Web they want, both nationally and globally. This is being achieved by amplifying, connecting and strengthening local groups, especially in the developing world.

Rooted in the vision of the UN Declaration of Human Rights and the goals of social justice, the Web We Want undertakes actions around five key principles:

1. Freedom of expression online and offline
2. Affordable access to a universally available communications platform
3. Protection of personal user information and the right to communicate in private
4. Diverse, decentralised and open infrastructure
5. Neutral networks that don't discriminate against content or users

Programmes on display for the first ever Web We Want Festival

Sir Tim Berners-Lee on stage at the Web We Want Festival in London.

Vint Cerf, Sir Tim Berners-Lee, President Dilma Rousseff and Nnenna Nwakanma celebrate as Marco Civil da Internet is signed

KEY MILESTONES FOR THE WEB WE WANT IN 2014 INCLUDED

- **Supporting and amplifying local campaigns:** Starting in March, we invited communities and activists across the globe to develop local projects to nurture a free and open Web, and to bid for microgrants to support these. Concerned citizens in all parts of the world harnessed their enthusiasm and creativity to organise campaigns, reform policies, and raise awareness. The programme engaged groups in 62 countries, including traditional human rights organisations, hacker spaces, collectives, labs, universities, arts and culture centres and Internet rights organisations.

- Inspiring and supporting the creation of **national bills of digital rights** in seven countries, including one that actually became law in April 2014 (Brazil's Marco Civil da Internet).

- **Supporting the African Declaration on Internet Rights and Freedoms:** In February, several Web We Want coalition members came together to spearhead the drafting of an African Declaration of Internet Rights, which was launched for public endorsement in September. Based on more than 40 submissions, the text has been used at African Union level, has helped to underpin a national campaign in Nigeria, and inspired a similar process in the Middle East.

- **Shaping debates at the Net Mundial gathering:** As well as high profile appearances alongside Dilma Rousseff by Tim Berners-Lee and Nnenna Nwakanma, we also ensured ordinary Web users everywhere had their voices heard at NETmundial. Our partnership with the Municipality of São Paulo resulted in 8,000 participants over three days debating and exploring human rights online at a parallel NETmundial conference, with an additional 280,000 people participating remotely.

- **Teaming up with London's Southbank Centre for the Web We Want Festival:** Thousands flocked to the Southbank to celebrate the Web's past, present and future through art, music, games, debates and more – bringing the message of the Web's magic and importance to wholly new audiences. The festival generated over 500,000 Tweets with over 3.5 million impressions, and two more weekends were announced for November and May 2015.

- **Partnering with the British Library and British Council to develop teaching materials on Internet rights for schools around the globe.** As a result of this partnership, tens of thousands of young people have participated in lessons considering their digital rights, creating a new generation of informed, passionate Web users.

3

Women's Rights Online country partners at the first project group meeting, December 2014

C. A NEW PROJECT – WOMEN'S RIGHTS ONLINE

In August 2014, we launched a new initiative in partnership with the Swedish International Development Cooperation Agency (SIDA) to understand and reduce the gender gap in ICT use and benefits. The project will produce rigorous evidence (based on face to face household surveys) on gender differences in ICT use in ten developing countries. We will also support local partners in those 10 countries to advocate for changes in policies and practices in order to overcome the gaps identified through the research. The research framework was completed in 2014 and the data will be openly released in 2015.

3.3 LOOKING AHEAD

We'll be driving the vision of a global Magna Carta for the Internet closer to reality, underpinned by decentralised local campaigns. We'll continue to encourage more women, men, girls and boys from all walks of life to understand and advocate strongly for their rights online.

However, we have to admit that the victories won in 2014 were far overwhelmed by the losses. Given the global trend towards repressive laws and policies in the name of "security", it is increasingly clear that strategies targeting lawmakers and the courts are unlikely to succeed without significant impetus from the private sector. It is also clear that relatively few campaigns or advocacy efforts in this space are focusing systematically on the private sector. In 2015 and beyond we hope to build the right alliances to be able to turn the power of technology companies to the advantage of ordinary Web users and consumers.

4

PARTICIPATION & ACCOUNTABILITY

WE CAN CREATE ALL MANNER OF INSTITUTIONS TO FIGHT CORRUPTION BUT NOTHING FIGHTS CORRUPTION MORE EFFECTIVELY THAN OPEN DATA.
DR BITANGE NDEMO

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Civil society organisations present visualisations on education efficiency in Banda Aceh, based on newly-opened data.

4.1 CONTEXT

Transparency continued to be a politician's watchword in 2014. The release of all non-personal government data to the public, in easily accessible Web formats, gained more recognition as a key driver of open government and transparency. The G20 embraced open data as a weapon to fight corruption and track down fraudulent companies. The United States passed a new law in May requiring federal data to be open, billed as the USA's first open data law. Momentum grew for a "revolution" in the availability and quality of data to underpin the next set of UN global goals (the Sustainable Development Goals).

Yet, despite global agreement and public commitments, broad transparency indicators turned negative in 2014. In their annual Press Freedom Index, Reporters Without Borders lamented a "worldwide deterioration in freedom of information in 2014", suggesting that "media freedom is in retreat on all five continents." Whistleblowers, often the last line of defence against corruption and wrongdoing, came under fire, with the persecution of Chelsea Manning and Edward Snowden just two high profile examples.

Open data can only thrive in an environment supportive of broader transparency and here too, progress seemed to stall in 2014. Our Open Data Barometer 2014 research showed that fewer than 8% of countries surveyed publish datasets in open formats and under open licenses on government budgets and spending, public sector contracts, and who owns or controls companies.

4.2 OUR RESPONSE

We want activists, citizens, entrepreneurs, journalists and others to have full, easy online access to the data they need to hold governments to account and play an informed and active role in decisions affecting them.

In 2014, we pursued this goal through a blend of:

* Practical innovation
* Robust research
* Advocacy

A. PRACTICAL INNOVATION

This year, we teamed up with the Open Contracting Partnership, the World Bank and Omidyar Network to lead the production of the world's first Open Contracting Data Standard, aimed at shining a light onto the $10 trillion that governments spend annually on infrastructure, services and other procurement. By allowing easy comparisons between public contracts, the Standard will help businesses to compete effectively, governments to root out waste and citizens to understand how their money is being spent.

After a collaborative process, the Standard was launched in Costa Rica on 18th November 2014. Six governments across three continents committed to piloting the Standard, with an eye towards full, formal adoption. A trial of the Standard has already seen two million contracts worth over $1.5 trillion in public contracts opened up for scrutiny.

2014 also saw us prepare for the launch of another world first – an 'Open Data Lab' in Jakarta, Indonesia. Although there have been many one-off hackathons and trainings in the developing world, the Jakarta Lab, supported by the Ford Foundation, is the first sustained programme to mentor community groups, local government agencies and others in creative uses of data to solve local problems.

Prior to our formal launch, planned for 2015, we tested our approach and theory of change through several pilot projects :

* Jakarta Open Data Initiative: We strengthened our relationship with government by co-authoring the Jakarta Open Data Manual, which was immediately put into use as a guideline for sharing
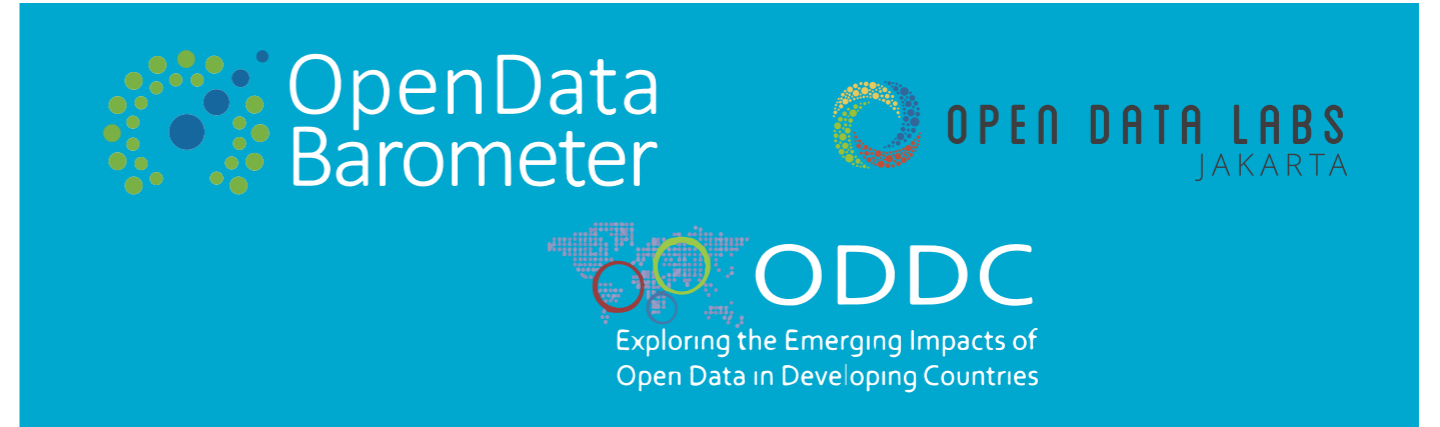
open government data in Jakarta.

* Open Data for Fiscal Transparency in Indonesia and the Philippines: We trained a number of civil society organisations on effective working with local governments, and experimented with ways of presenting data suitable to local contexts.

* Opening Data for Better Education in Aceh: We brought together local government and CSOs to identify key areas where open data could improve education outcomes. The Education Agency of Aceh has already taken steps to solve the issues revealed.

The Lab also comes at a timely juncture for Indonesia – the country's new leader, President Jokowi, has vowed to fight corruption and achieve a more democratic and transparent government. We are confident the Open Data Lab will play a significant role in achieving these aims, in Indonesia and throughout Southeast Asia.

4.3 LOOKING AHEAD

In 2015 and beyond, our focus will continue to be on unlocking Open Data's potential as a tool for building just and democratic societies, particularly in the Global South.

However, we learned in 2014 that there are many weak links in the "causal chain" between open data rhetoric, open data implementation and increased transparency and accountability. G7 countries are – in general – not meeting the commitments of their 2013 pledge to become "open by default". Almost half of these countries are still not publishing the key datasets they promised to release in 2013, with just two (UK and Canada) publishing land ownership data in open formats and under open licenses, and, amongst the G7 countries, only the UK having an open company register.

We have begun work towards the development of an International Open Data Charter, which will not only build wider political momentum beyond the G7 countries, but also, we hope, include an accountability mechanism to maintain friendly pressure on governments to keep their promises.

Meanwhile, impacts directly related to open data remain hard to measure in developed countries, and near non-existent in the developing world. In fact, the growing number of open data initiatives worldwide exists in uneasy contradiction to repressive trends observed globally: the shrinking of civil society space, deterioration of press freedom and persecution of whistleblowers.

These lessons strengthened our determination to make stronger links between the three pillars of the Web Foundation's work. We also deepened our understanding that the true value of openness (in data, processes, systems) lies in its potential to empower the unempowered. For this reason, we're looking forward to the launch of our Open Data Lab in Indonesia, which will build close relationships to social justice and information justice activists on the ground, and allow us to carry their perspectives, priorities and voices through to the international arena in our advocacy work.

5

The Web Foundation Team, September 2014
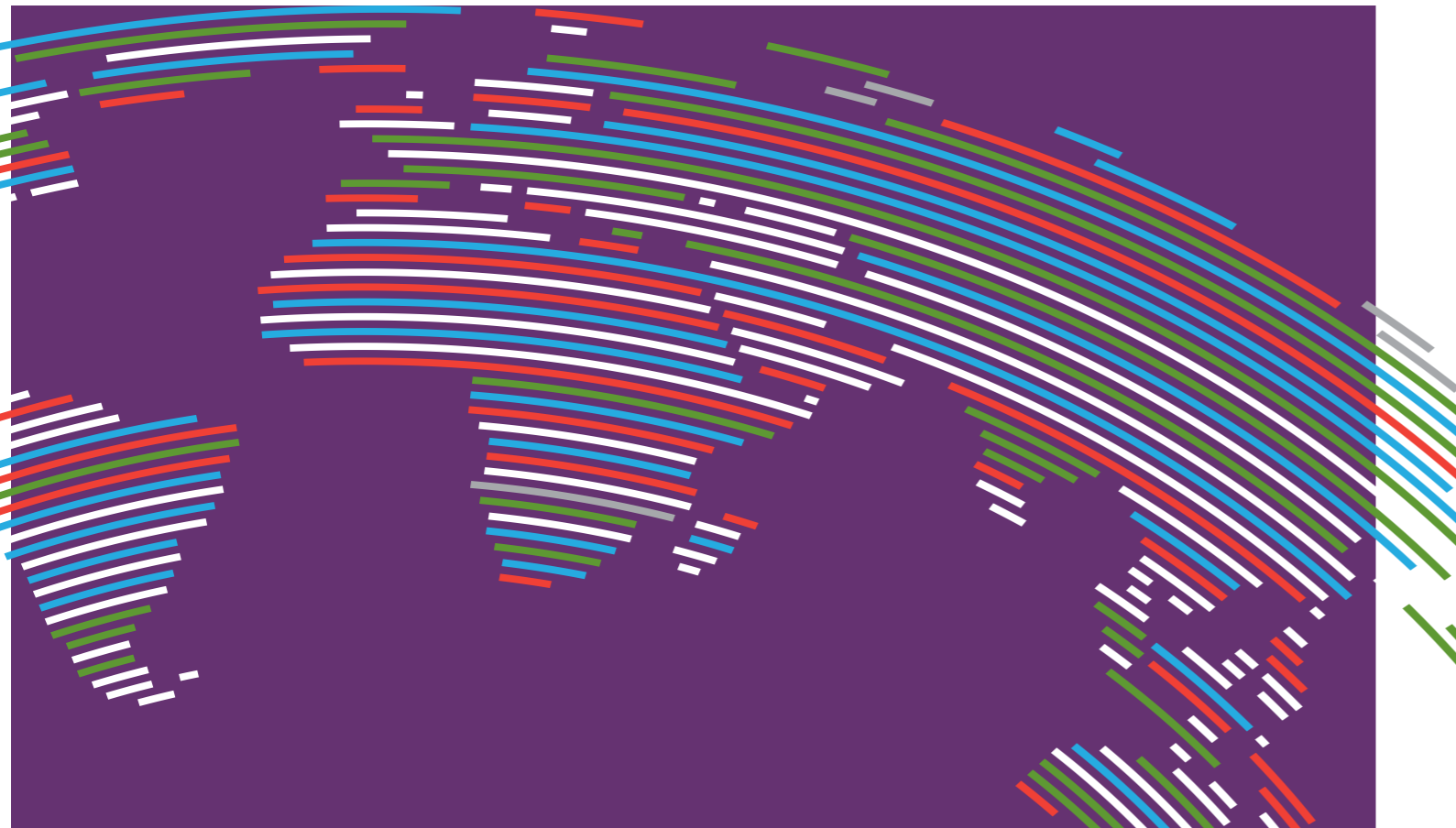
ORGANISATIONAL DEVELOPMENT

5

IN 2014 OUR TEAM OF 25 DIVERSIFIED TO INCLUDE MORE THAN A DOZEN NATIONALITIES, AND WE ARE VERY PROUD THAT THE MAJORITY OF THE TEAM WERE WOMEN

The Web Foundation continued to grow, increasing its turnover from approximately $4 million in 2013 to over $5 million in 2014. Our team of 25 diversified to include more than a dozen nationalities, and we are very proud that the majority of the team were women, including at senior levels.

Our reach and influence also increased dramatically in 2014, as the tables below show. We doubled our number of active partnerships to 160, across 55 countries and all sectors.

We were pleased to welcome two world-leading innovators to our board. Sam Pitroda, an internationally respected development thinker, policy -maker, telecom inventor and entrepreneur, and Alex Johnston, a leading communications expert, join other board directors in shaping the strategic direction of the World Wide Web Foundation.

Two years of rapid expansion in our programmes put considerable strain on our internal systems, and in the second half of 2014 it was time to shift focus to organisational nuts and bolts. To lead this effort, we were delighted to be joined in September by a highly experienced and versatile Finance and Operations Director, Sabine Majewski. We carried out a comprehensive overhaul and update of our HR, IT and finance policies. We began work on a more sophisticated accounting software package that will be fully implemented in 2015. We increased the total number of finance and administrative staff from three to five. Our annual team meeting in September marked the most comprehensive and participatory process we've ever undertaken to develop plans and budgets for the following year, allowing us to significantly enhance strategic linkages between programmes.

In the medium term, more flexible, unrestricted income is required to invest in critical non-project needs such as fundraising, communications, finance and administration. We worked hard in 2014 to diversify our funding base, testing both corporate and high net worth avenues to raise unrestricted funds. Although these pilots were not as successful as we had hoped, we learned important lessons from our initial explorations, laying the groundwork for a successful high value fundraising strategy in the future.

5 PROGRESS ON SELECTED INDICATORS 2014
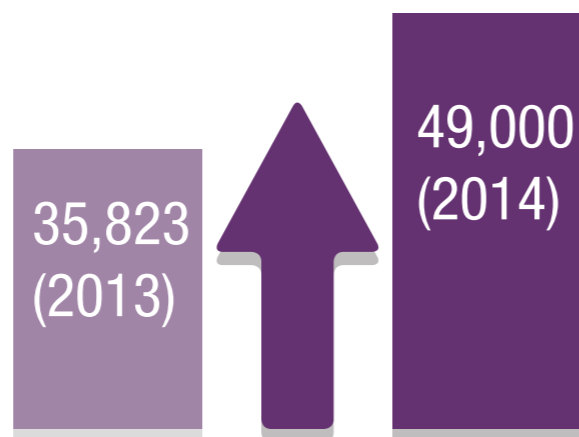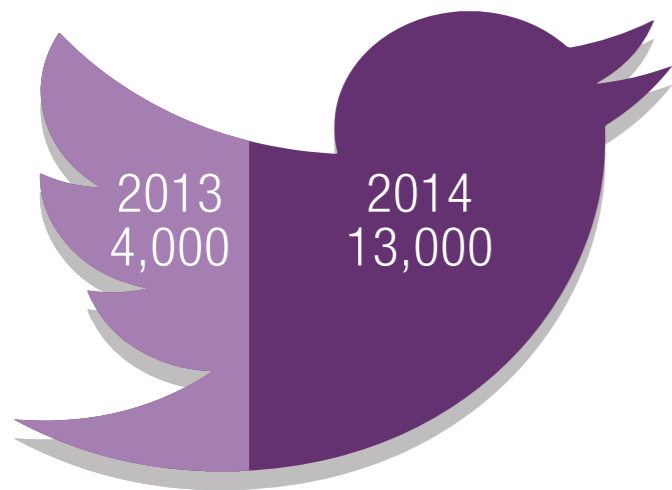
5000
DECISION-MAKERS
AND INFLUENCERS
ENGAGDED
FACE TO FACE

RESEARCH CITATIONS

175 – 2014

15 – 2013

TWIITTER FOLLOWERS

2013
4,000

2014
13,000

WEBSITE USERS PER QUARTER

35,823
(2013)

49,000
(2014)

6 FINANCIALS

6 STATEMENTS OF FINANCIAL POSITION

DECEMBER 31, 2014 AND 2013

2014 SPENDING BREAKDOWN BY PROGRAMME

	2014			2013		
ASSETS	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL	UNRESTRICTED	TEMPORARILY RESTRICTED	TOTAL
CURRENT ASSETS						
CASH	–	$912,626	$912,626	$155,143	$689,136	$844,279
GRANTS AND ACCOUNTS RECEIVABLE	$674,758	$1,133,410	$1,808,168	$1,037,451	$630,000	$1,667,451
PREPAID EXPENSES	$4,618	–	$4,618	$4,024	–	–
DUE (TO) FROM	($74,518)	$74,518	–	–	–	–
TOTAL ASSETS	**$604,858**	**$2,120,554**	**$2,725,412**	**$1,196,618**	**$1,319,136**	**$2,515,754**
LIABILITIES & NET ASSETS						
CURRENT LIABILITIES						
GRANTS PAYABLE	$254,565	–	$254,565	$390,362		$390,362
ACCOUNTS PAYABLE AND ACCRUED EXPENSES	$118,571	–	$118,571	$287,167		$287,167
TOTAL LIABILITIES	**$373,136**	**–**	**$373,136**	**$677,529**	**–**	**$677,529**
NET ASSETS						
UNRESTRICTED	$231,722	–	$231,722	$519,089		$519,089
TEMPORARILY RESTRICTED	–	$2,120,554	$2,120,554	–	$1,319,136	$1,319,136
TOTAL NET ASSETS	**$231,722**	**$2,120,554**	**$2,352,276**	**$519,089**	**$1,319,136**	**$1,838,225**
TOTAL LIABILITIES AND NET ASSETS	**$604,858**	**$2,120,554**	**$2,725,412**	**$1,196,618**	**$1,319,136**	**$2,515,754**

WEB INDEX 19%

GENERAL & ADMIN 14%

ALLIANCE FOR AFFORDABLE INTERNET 25%

WEB WE WANT 16%

WORLD WIDE WEB FOUNDATION

OPEN DATA 26%

7

OUR SUPPORTERS

OUR FOUNDER GAVE THE WEB TO THE WORLD FOR FREE, BUT FIGHTING FOR ITS FUTURE COMES AT A COST. UNLIKE MOST OTHER FOUNDATIONS, WE'RE UNENDOWED AND SO WE RELY ON DONATIONS TO CONTINUE OUR VALUABLE WORK. WE'RE VERY GRATEFUL TO EVERYONE WHO SUPPORTED US IN 2014.

WITH THANKS TO OUR SUPPORTERS

7

Above $1,000,000

UK Department for International Development (DFID)
International Development Research Centre – Canada (IDRC)

$500,000 – $999,000

USAID*
The Ford Foundation
Omidyar Network**

$100,000 – $499,000

Google
Swedish Development International Cooperation Agency (SIDA)
Naver

$50,000 – $99,000

ICANN

$20,000 – $49,999

HIVOS Kenya
HIVOS Indonesia
Bertha Foundation
CISCO*
Microsoft*
Facebook*
GSM Association*
Yahoo*
Ericsson*
Intel Corporation*
Sunlight Foundation

$2,500 – $19,999

Institute for International Education (INC)*
Main One Cable*
Internet Solutions*
Alcatel Lucent*
FHI*
Internews*
IREX*
Mercy Corps*
Fidelity Charitable Fund Trust/Jono Goldstein
Marcia Blenko

$500 – $2,499

Benevity Community Trust – Wendy Seltzer
Golden Bottle Trust
Thomas Roessler

Under $500

Kaerren Palmer
John Coppinger
Antony Woods
Jesse Ahlan
Monilola Udoh
Sofia Latif
Michael Balle
Emilie Yam
Amber Manning
Jason Riley
Deborah McGuinness
April Rinne
Benjamin Goh
Andre Lembong

In Kind

WilmerHale Boston (pro-bono legal services)
Cisco (Donation of WebEx conferencing system)

*Contribution solely related to A4AI membership. **Contribution to both A4AI and OD membership.

GLOBAL VISION, LOCAL ACTION: WHERE WE WORKED MOST IN 2014

This map shows only countries in which the Web Foundation has hubs, made small grants through our Web We Want programme, undertook deep in-country studies for our Open Data for Developing Countries project, or where our A4AI local coalitions are active. Including other countries where we have active partnerships or undertook one-off advocacy work would more than double this number.

CANADA

USA

MEXICO

DOMINICAN REPUBLIC

COLOMBIA

PERU

BRASIL

PARAGUAY

URUGUAY

CHILE

ARGENTINA

UNITED KINGDOM

NETHERLANDS

BELGIUM

GERMANY

FRANCE

SERBIA

BOSNIA HERZEGOVINA

UKRAINE

ARMENIA

EGYPT

THE GAMBIA

SIERRA LEONE

GHANA

NIGERIA

CAMEROON

UGANDA

KENYA

ZIMBABWE

MOZAMBIQUE

SOUTH AFRICA

PAKISTAN

INDIA

PHILIPPINES

BANGLADESH

INDONESIA

AUSTRALIA

WORLD WIDE WEB
FOUNDATION