



WORLD WIDE WEB
FOUNDATION

Annual Report 2013



Welcome



Letter from Rick Haythornthwaite,
Chairman of the Board

2013 will go down as an important year in the World Wide Web Foundation's history – one when we started to make a real difference in policies and practices shaping the future of the Web around the world.

The Foundation's new strategy calls for a focus on our core rights online: Access, Voice and Participation. In terms of access, the Web Foundation brought together the most important players in the arena to launch and lead the Alliance for Affordable Internet, the world's broadest technology sector coalition. With deals already inked with Nigeria and Ghana, and many more countries lining up to join, the Alliance is already working to drive access prices down for over 200 million people.

A combination of powerful advocacy twinned with robust research ensured ordinary people's voices were heard in response to the Snowden revelations. Sir Tim Berners-Lee and the Web Foundation were at the forefront of responding to the leaked documents. Meanwhile, the second edition of the annual Web Index survey, launched in November, shed new light on the prevalence of online snooping in nearly all countries, and resulted in intense public and media interest. The result? We helped to catalyse public awareness that has planted the seeds of international and national legislative reform – including a landmark UN resolution – although there remains a long way to go.

The Foundation also continued to drive democratic

participation through the Web, with a clear focus on open data. Here, impacts have been twofold. First, a new leadership role at the Open Government Partnership means the Foundation guides 80 governments and 120 civil society organisations to shape the global civil society position on open data and open government. We also provide practical advice on the implementation of best practice. Second, robust research has shifted policy for the better. A new global study – the Open Data Barometer – has already influenced the priorities of more than ten governments, whilst a new project will deliver deep insight into open data in fifteen developing countries in 2014.

Despite all of this progress, the Web has never been under greater threat. The Snowden revelations have revealed that many countries are not respecting basic human rights online and trust in the Web is being eroded. Meanwhile, in many developing countries, anti-competitive practices in telecommunications and broadband markets mean that 60 percent of the world's people still cannot afford to access the Web. The Web Foundation, working in collaboration with others, is beginning to make headway, but we need your support. Please read through this annual report and consider how you can support us – whether that is a financial donation, joining the Web We Want movement, or simply spreading the word on issues that matter to you.



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*We seek to establish the
Open Web as a global public
good and a basic right,
ensuring that everyone
can access and use it freely.*

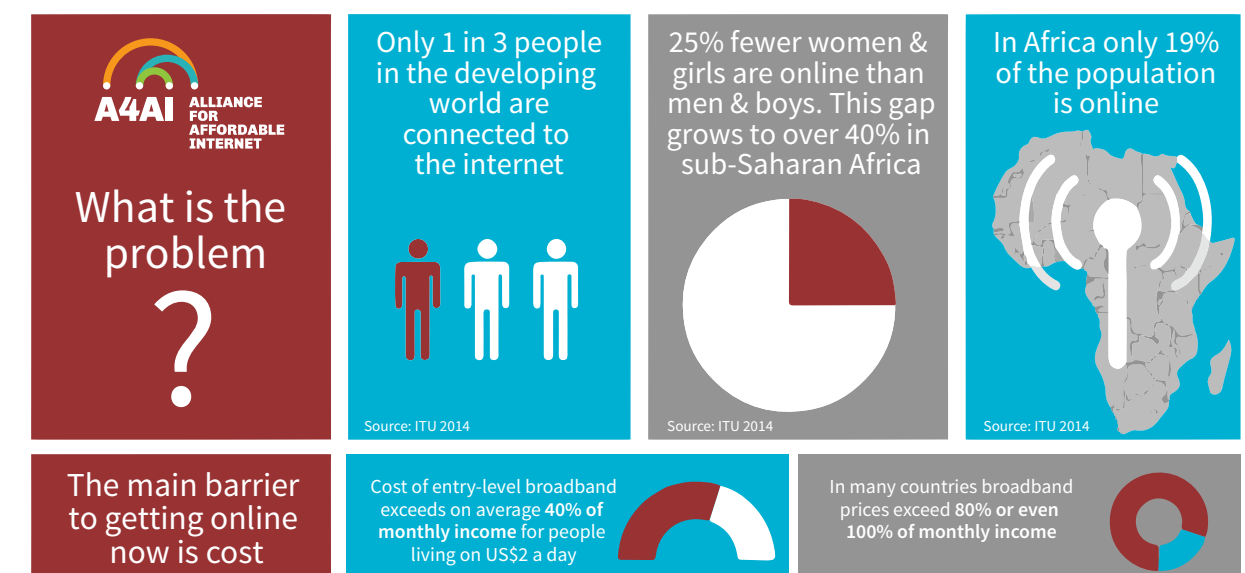
Foundation Overview

Focus Area	Development	Outcome
Access	<ul style="list-style-type: none"> Launch of the Alliance for Affordable Internet – a diverse coalition of public, private and not-for-profit organisations working to drive down the cost of access. 	<ul style="list-style-type: none"> Working directly with Nigeria, Ghana to reform policy and drive prices down. Widespread global awareness of affordability challenge and possible solutions.
Voice	<ul style="list-style-type: none"> Established as leading civil society voice in response to Snowden revelations. Annual Web Index research shines a light onto scope and scale of global surveillance. 	<ul style="list-style-type: none"> Thousands of media hits shape public opinion. Web We Want campaign – a popular movement that demands an Internet Bill of Rights in each country – launched at United Nations event.
Participation	<ul style="list-style-type: none"> Open Data Barometer, a global study into impact of Open Data is unveiled. Research begins on Open Data in Developing Countries projects. Leadership role in Open Data Working Group of the Open Government Partnership accepted. 	<ul style="list-style-type: none"> Fresh data on 77 countries shapes policy agenda. 17 independent case studies across 14 countries will deepen understanding on how open data can deliver social benefit in the developing world. We lead 80 governments and 120 civil society organisations to shape the global civil society position on open data and open government and provide practical advice on the implementation of best practice.

Access

While Internet use in the developed world is near universal, more than 60 percent of the world's population remain offline. Most of those who are not connected to the Internet are not online simply because they cannot afford to be. For people living on US \$2/day, the cost of entry-level broadband exceeds on average 40 percent of monthly income, and in many countries, this cost exceeds 80 or even 100 percent of monthly income.

The benefits of extending access to broadband are wide-ranging — from accelerating economic growth to improving health and education outcomes.



2 Alliance for Affordable Internet (A4AI)

Recognising that affordability remains the primary obstacle to bringing more people online throughout the developing world, the Web Foundation launched the **Alliance for Affordable Internet** (www.a4ai.org) in 2013. **A4AI** believes that the real reason for high prices is no longer a failure of technology, but that policies and regulations are keeping prices high – sometimes simply by being out-of-date or ill-conceived. All too often, such instruments are being used to protect vested interests, defend government monopolies, or restrict access to information in repressive regimes.

Stating the problem is the easy part. Devising a solution is far harder. Successful, sustainable policy change takes years to achieve, requiring consensus across diverse groups and a solid evidence base. **A4AI** has been explicitly designed to tackle these challenges.

- **A4AI is a true alliance, incorporating members from the public, private and not-for-profit sectors, with all voices considered equally.**
- **It operates at a global, regional and country-specific level.**
- **Robust original research underpins all of A4AI's thinking and advocacy.**

After an intensive global headhunt, **A4AI** selected Sonia Jorge to serve as Executive Director in July 2013. Thereafter, a phase of intensive strategy development and planning followed.

Launching A4AI

A4AI was introduced to the public on October 7 in Abuja, Nigeria, as part of the opening formalities of the Commonwealth Telecommunications Organisation's annual forum. Thirty-three diverse members had joined the Alliance pre-launch, with Google, Omidyar Network, the UK's Department for International Development and USAID signing on as global sponsors, **A4AI's** highest category of membership. On launch day, 500 senior delegates in Abuja heard a video message from Sir Tim Berners-Lee and an introductory speech from Sonia Jorge. Meanwhile, over 8,000 pieces of media coverage twinned with a social media campaign reaching hundreds of thousands ensured we caught the world's attention.

On October 9 – just days after the launch – Nigeria became the first African country to commit to working with the Alliance, when it signed a formal memorandum of understanding with **A4AI**. A little over a week later, Ghana became the second African nation to sign a formal agreement with the Alliance.



Attendees at the launch of the Alliance for Affordable Internet.



Dr. Bitange Ndemo, Honorary Chairman of the Alliance for Affordable Internet and former Permanent Secretary of Kenya's Ministry of Information and Communication, at the launch of A4AI.

The Affordability Report

In December 2013, **A4AI** released the first edition of the annual "Affordability Report", including an "Affordability Index" – an index that ranks 46 developing and emerging countries. Countries are scored not just on the current state of Internet

affordability, but also on the policies and regulations in place to drive progress in future. The report also analyses specific policy areas that are delivering rapid progress across the globe. Malaysia ranked top of the inaugural index, with Morocco named the best developing country. The launch of the report saw widespread media coverage and thousands of downloads. It is now being used by policymakers around the globe to shape best practice.



2 Alliance for Affordable Internet (A4AI)

Looking Ahead

At the end of 2013, **A4AI** had exceeded many of its first year objectives. Membership had grown to over 50 organisations, sustainable funding was in place, our research was contributing to debates at the highest levels, and strong engagement from policymakers and influencers in key countries was

secured. Public awareness of affordability issues has increased, and an understanding of how policy and regulatory shifts can drive prices down is emerging.

A4AI's challenge in 2014 and beyond is to convert this early awareness and enthusiasm into real, sustainable change that lowers the cost of Internet access and allows billions more to unlock the social and economic benefits of the Web.



Sonia Jorge, A4AI Executive Director, Dr Bitange Ndemo, A4AI Honorary Chair, and Nigeria's Minister of Communications, Ms Omobola Johnson were amongst the speakers at the launch of the Alliance for Affordable Internet.



3 Voice

As the UN stated in a December 2013 resolution, *“the same rights that people have offline must also be protected online.”* Unfettered and private communication on the Web is a vital tool to enable everyone to exercise their rights to information, free expression and freedom of association. Yet 2013 delivered evidence that online human rights abuses and threats are real and growing.

Leading the response

The revelations about mass surveillance that resulted from Edward Snowden's whistleblowing formed the basis for some of the biggest world news stories of 2013. By the end of the year, Sir Tim Berners-Lee and the World Wide Web Foundation were clearly established at the forefront of the public debate about mass surveillance and the future of the Web, helping to push a positive policy agenda into the public eye and working directly with influencers behind the scenes to translate this vision into reality.

On the day the Snowden revelations broke, the Web Foundation prepared and released a statement. By working closely with opinion-shaping media across the globe, we ensured that these key messages were in the minds of the public in the first break of this crucial story.

Thereafter, we began to identify those actors and strategies that could drive real change. Recognising that our public interventions would remain most powerful if we stayed out of the direct media eye until we had a substantive, original contribution to make, we prioritised helping to activate coalitions such as Stop Watching Us in the US, Don't Spy On Us in the UK and the global Necessary and Proportionate initiative – lending them support, voice and expertise. We lent support and campaigning for the Marco Civil da Internet – a landmark law in Brazil that some have called a *“Constitution for the Internet.”* The Marco Civil provides every Brazilian with strong and enforceable guarantees of free expression, net neutrality, due process, the right to privacy, and the right to connect.



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3

Bright Simmons, Lily Cole, Jimmy Wales and Sir Tim Berners-Lee at the launch of the 2013 Web Index.

Establishing a pathway to change

By Q4 2013, we were ready to begin a renewed and carefully orchestrated push, using the launch of our 2013 Web Index as the centrepiece. The Web Index is our flagship annual research project, the world's first measure of the Web's contribution to social, economic and political development in 81 countries.

Following a front-page preview in The Guardian, we launched the 2013 Web Index to a packed house in London on November 21, with speakers including Sir Tim Berners-Lee, Anne Jellema (Web Foundation CEO), Jimmy Wales (founder of Wikipedia), Lily Cole (actress and founder of impossible.com) and Bright Simons (founder of mPedigree).

The report revealed



The Web and social media are leading to real-world change. In 80 percent of the countries studied, the Web and social media had played a role in public mobilisation in the past year, and in half of these cases, had been a major catalyst.

94 percent of the countries analysed in the Web Index do not meet best practice standards for checks and balances on government interception of electronic communications.

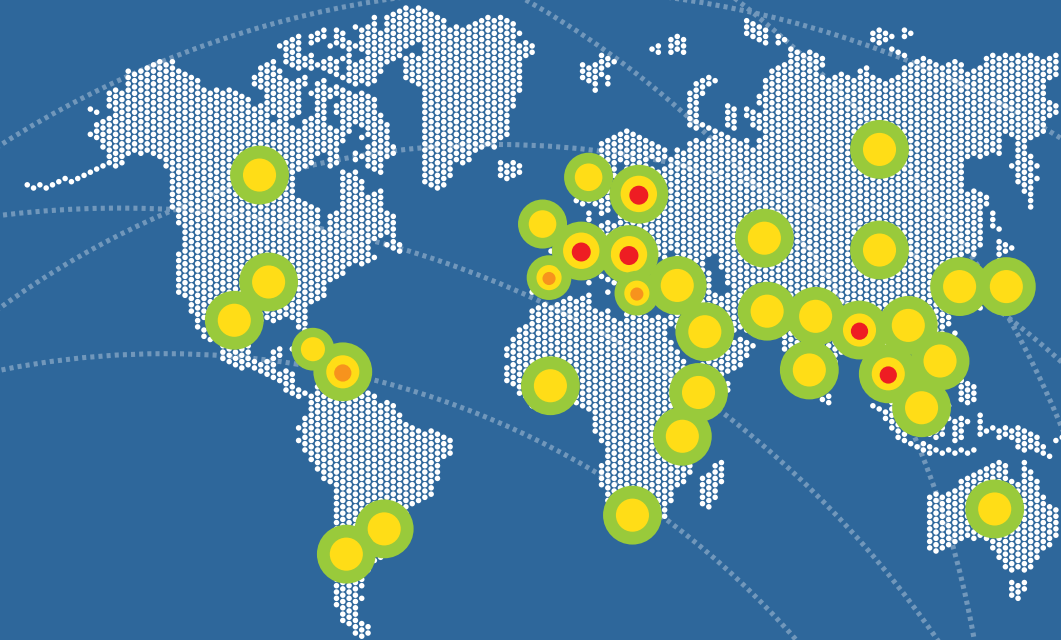


Targeted censorship of Web content by governments is widespread across the globe. Moderate to extensive blocking or filtering of politically sensitive content was reported in over 30 percent of Web Index countries.

Beyond the digital divide, the world faces a growing participation divide, as unequal access to knowledge and speech online denies millions the necessary tools for free and informed participation in democracy. Groups such as low-paid workers, smallholder farmers, and women in the developing world are much less likely to be able to access vital information online.



Media coverage of the Web Index in 58 countries ensured our messages were heard by millions.



3

Translating awareness into action

In the weeks that followed, we accelerated our calls for policy reform and transparency over mass surveillance by gathering more than 100 free speech groups and leading activists and delivering an open letter to the Open Government Partnership, reinforced by a keynote address by Sir Tim.

We ended the year on a high, launching the Web We Want campaign at a United Nations gathering in Geneva on December 5, where Sir Tim spoke alongside UN Human Rights Commissioner Navi Pillay. The Web We Want (webwewant.org) is a campaign to engage both ordinary Web users and experts in creating national digital bills of rights to ensure that the Web remains open and free.

"Millions of people together have made the Web great. So, during the Web's 25th birthday year in 2014, millions of people can secure the Web's future. We must not let anybody – governments, companies or individuals – take away or try to control the precious space we've gained on the Web to create, communicate, and collaborate freely."

Tim Berners-Lee



Sir Tim Berners-Lee and
Web Foundation CEO
Anne Jellema.



4

Participation

Building more open societies for the 21st century

The World Wide Web Foundation believes that open data, accessed through a free and open Web, can transform the relationship between citizens and the state, allowing everyone to participate in decisions and hold government accountable – reducing corruption, fighting poverty and enhancing democracy.

Taking a leading role on the global stage

The World Wide Web Foundation accepted an invitation to co-chair the Open Data Working Group of the Open Government Partnership, which brings together 80 governments and 120 civil society organisations to share practical know-how and promote best practice. The working group is providing practical ways for participants to share experiences, expertise, and lessons learned, as well as identifying opportunities for targeted technical assistance and peer exchange. The group convened an initial in-person meeting at the OGP Annual Summit in London in October, where priority areas of engagement were agreed.

In-depth research

2013 also saw the launch of the *“Exploring the Emerging Impacts of Open Data in Developing*

Countries” (ODDC) project, a two-year research programme coordinated by the World Wide Web Foundation and established with funding from the International Development Research Centre (IDRC, Canada).

The goal of ODDC is to help ensure that open data achieves its potential in the developing world. ODDC will conduct 17 independent case studies in 14 countries, drawing diverse samples and contexts to explore the emerging impacts of open data in relation to particular governance issues – from budget monitoring or regulation of extractive industries, to management of city infrastructure or involvement of marginalised communities in decision-making. The findings will help practitioners and governments adapt practices to their local contexts.

2013 also saw a successful launch of a new research study, the Open Data Barometer, conducted jointly with the Open Data Institute. The 77-country study, which considers the interlinked areas of policy, implementation and impact, ranks the UK at number



one. The USA (2), Sweden (3), New Zealand (4), Denmark and Norway (tied at 5) made up the rest of the top five. Kenya was ranked as the most advanced developing country, outperforming richer countries such as Ireland and Belgium in global comparisons.

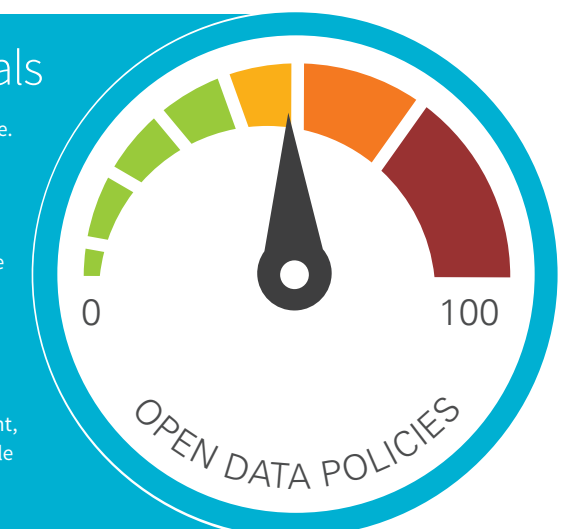
Details of the study were published in a range of global outlets, it is frequently cited in academic papers, and over 10 countries have reported using it as an input in policy formation.

Indonesia

2013 also saw the beginnings of the Web Foundation's growing presence in Indonesia with the release of a new research report entitled *“Open Government Data: Readiness Assessment Indonesia.”* The study took a detailed look at Indonesia's readiness to implement an Open Government Data programme and provided practical suggestions for next steps. Following the release of the report, the Web Foundation also began a full feasibility study for a new open data lab in Jakarta, with the aim of building a focal point for everyone interested in open data.

The ‘Open Data’ Barometer reveals

- 55 percent of countries surveyed have formal open data policies in place.
- Valuable but potentially controversial datasets – such as company registers and land registers – are among the least likely to be openly released. It is unclear whether this stems from a reluctance to drop lucrative access charges, a desire to keep a lid on politically sensitive information, or a combination of both. However, the net effect is to severely limit the accountability benefits of open data.
- When they are released, government datasets are often issued in inaccessible formats. Across the nations surveyed, fewer than 1 in 10 key datasets that could be used to hold governments to account, stimulate enterprise, and promote better social policy, were available and truly open for re-use.





5 Our Team

2013 marked a big year of growth for the Web Foundation. We moved into new offices in Cape Town in September, and continued to grow at our other hubs in London and Washington, DC as our team more than tripled in size – growing from six to 19 people over the course of the year.

Key team members include:



Anne Jellema,
Chief Executive Officer



Hania Farhan,
Web Index Research Director



Josema Alonso,
Open Data Programme Manager



Renata Avila,
Web We Want Global Campaign Manager



Sonia Jorge,
Alliance for Affordable Internet Executive Director



Nnnena Nwakanma,
Africa Regional Coordinator



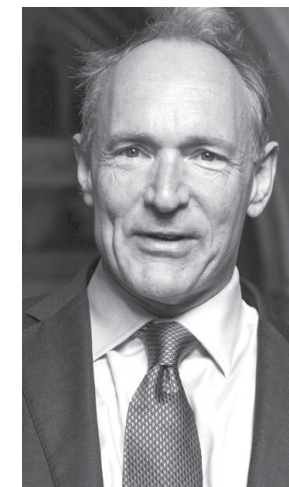
6 Our Board

Chairman



Rick Haythornthwaite

Founding Director



Sir Tim Berners-Lee

Founding Director



Rosemary Leith

Board Members

Marcia Blenko

April Rinne

Wendy Seltzer

Jono Goldstein

7 Our Supporters

Our Supporters

We know the success and growth of our programmes would not be possible without the generosity of our supporters who believe in our work and in our approach to solving global challenges.

As an operating foundation, we rely on the contributions of our donors.

Thank you for your continuing support!

Above \$1,000,000	Alcatel Lucent
International Development Research Centre (IDRC) – Canada	Beyond Access / IREX
UK Department for International Development (DFID)	SIIA
\$500,000 – \$1,000,000	Mercy Corp
The Ford Foundation	Phase 3 Telecom
Google	Coolink
Omidyar Network	MainOne
\$100,000 – \$499,000	Marcia Blenko
USAID	Rick Haythornthwaite
\$50,000 – \$99,000	\$500 – \$2,499
Open Data Institute	Grameen Foundation
World Bank	Inveneo
\$20,000 – \$49,999	Thomas Roessler
Microsoft	Below \$500
Yahoo	Antony Woods
Facebook	Mauro Nunez
Digicel	Kevin Stephenson
Intel	April Rinne
Gilat Satcom	Joly MacFie
John Collonette	Daniel Ward
\$2,500 – \$19,999	Michael Lawson
Internet Solutions	Sofia Latif
	Pro Bono Legal Advice
	Wilmer Hale



Accounts: 2013 Financials

The World Wide Web Foundation is a Massachusetts corporation (not-for-profit) and, as an organisation formed for charitable purposes under Section 501(c)(3) of the Internal Revenue Service Code of the United States, is exempt from Federal and state income taxes. The Foundation prepares its financial statements in accordance with generally accepted accounting standards and principles established by the Financial Accounting Standards Board. The Web Foundation's full 2012-2013 audited financial statements (through December 31, 2013) comprise:

1. Independent Auditor's Report

2. Financial Statements:

Statements of Financial Position

Statements of Activities and Changes in Net Assets

Statements of Cash Flows

Statements of Functional Expenses

Notes to Financial Statements

Following this page is a summary of the Web Foundation's financial position as of December 31, 2013. Full, audited statements are available on our website.

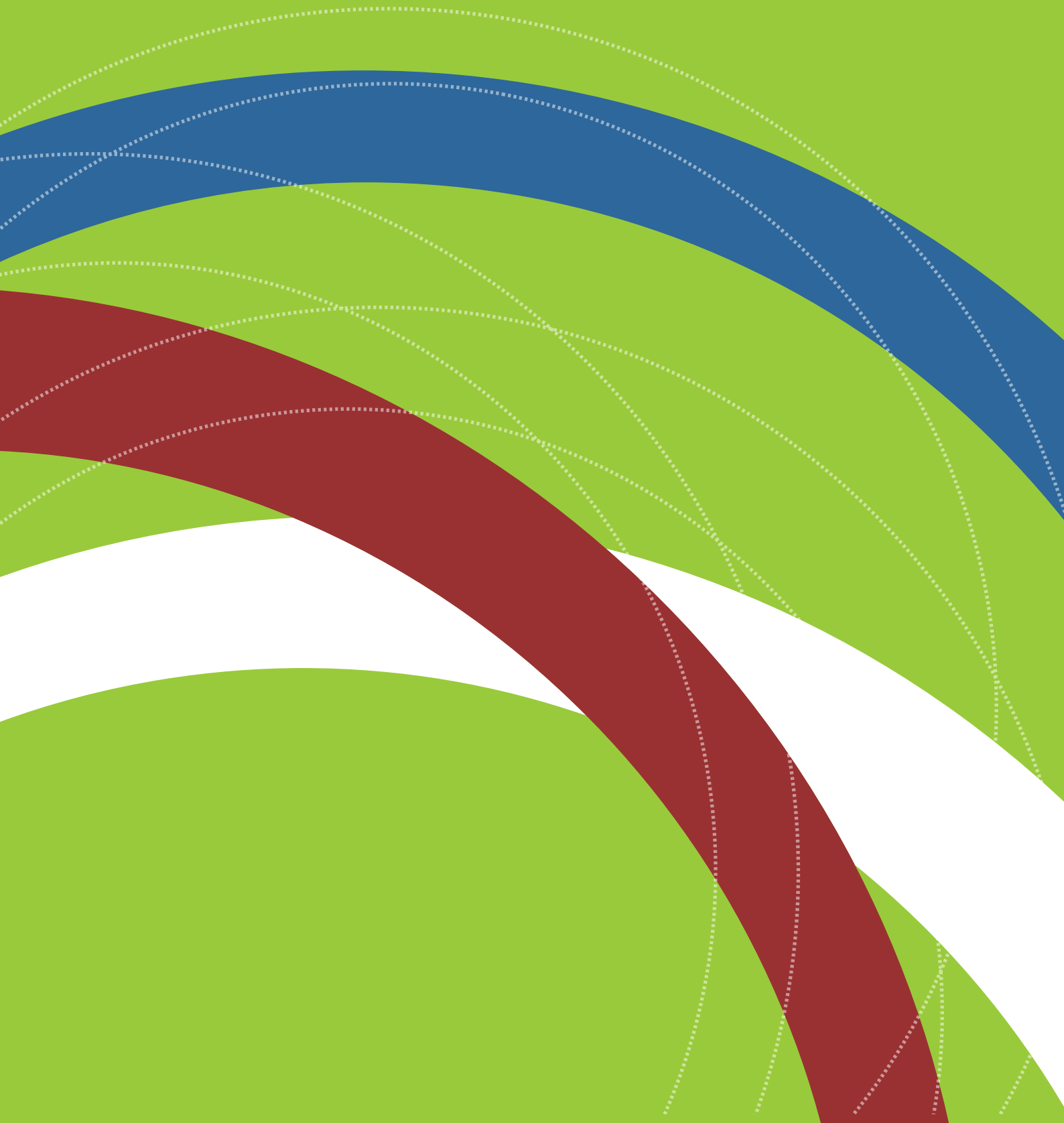


Accounts: 2013 Financials

Summary of Financial Position, December 31, 2013

World Wide Web Foundation Statements of Financial Position, 2013

	Unrestricted	Temporarily Restricted	TOTAL
SUPPORT & REVENUE			
Grants & contributions	\$785,736	\$4,225,011	\$5,010,747
Interest & other income	250	–	250
Donated goods & services	–	–	–
Net assets released from purpose restriction	3,421,738	(3,421,738)	
Total support and revenue	4,207,724	803,273	5,010,997
EXPENSES			
Program	3,741,295	–	3,741,295
General & administrative	343,623	–	343,623
Fundraising	93,279	–	93,279
Total expenses	4,178,197	–	4,178,197
Changes in net assets from operations	29,527	803,273	832,800
WRITE-OFF OF GRANTS RECEIVABLE			
	–	(310,219)	(310,219)
Changes in net assets	29,527	493,054	522,581
NET ASSETS, beginning of year	489,562	826,082	1,315,644
NET ASSETS, end of year	\$519,089	\$1,319,136	\$1,838,225



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