WORLD WIDE WEB FOUNDATION

The World Wide Web Foundation ... *at a glance*

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.**

"*This is for everyone*"

Tweet by Sir Tim Berners-Lee, 2012 Olympic Opening Ceremonies

The World Wide Web Foundation was established in 2009 by Web inventor Sir Tim Berners-Lee. We're working for a future in which the Web empowers everyone, everywhere, to take part in building a fairer world. We're partnering with over 150 organisations in 70 countries around the world on research, advocacy, and practical innovation to advance three of the most important rights online...
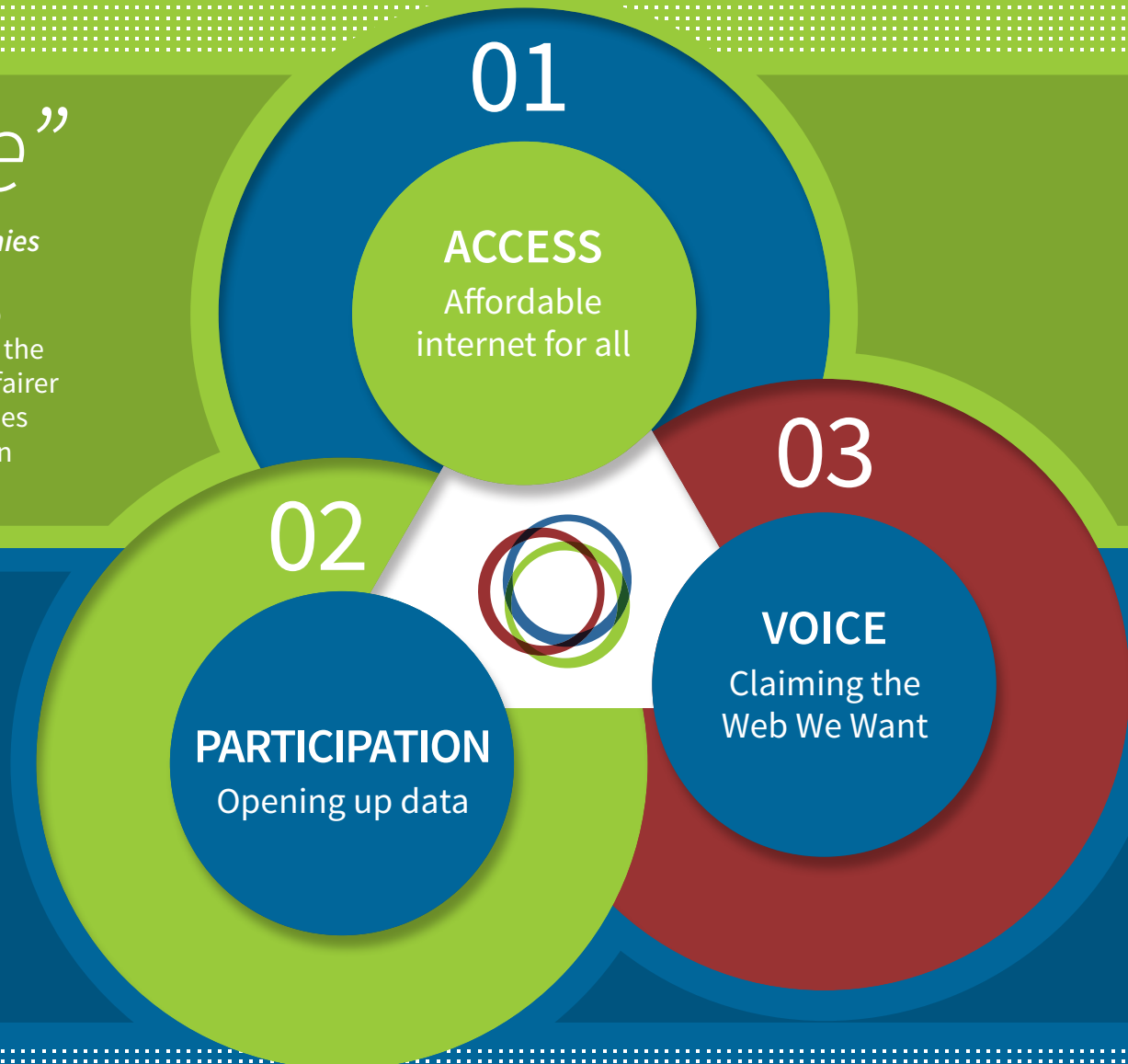
WHY US?

We translate Sir Tim Berners-Lee's moral vision into evidence and action. We are powered by a diverse team of internationally respected experts and activists, a track record of building solutions from the ground up, and a powerful network of allies and partners that bridges civil society, government and the private sector.

WE NEED YOUR SUPPORT

Sir Tim Berners-Lee gave the Web to the world for free but protecting and enhancing it comes at a cost. In 2015 we aim to raise $20m in order to continue our critical work. To find out more, contact Bernadette Benati: bernadette.benati@webfoundation.org.

For details on our pillars of activity – see overleaf 01 02 03

01 ACCESS
Affordable internet for all

02 PARTICIPATION
Opening up data

03 VOICE
Claiming the Web We Want

ACCESS
Affordable internet for all

01

The challenge

Close to **70% of households in the developing world are not connected**, usually because **access costs are so high**. Technology's potential to improve the lives of billions won't be unlocked until we break the affordability barrier. We believe that no one should be cut off from the Web due to inability to pay.

We want to see fair and competitive markets drive prices down to levels that almost everyone can afford. Public access through libraries, schools and community centres will ensure the poorest are not left behind. The benefit? According to a study by Deloitte, **bringing the next two billion online would cut extreme poverty by up to 30% per year.**

Our impact

We're leading the **Alliance for Affordable Internet (A4AI – www.a4ai.org), the world's broadest technology sector coalition**, leveraging the combined knowledge and influence of 70 members from public, private and not-for-profit sectors.

We're working directly with governments and other local stakeholders in the Dominican Republic, Ghana, Mozambique and Nigeria to **bring affordable internet to over 300 million people**. National coalitions have identified the key barriers to affordability and agreed roadmaps for change. For example, **Ghana recently scrapped import duties on smartphones**, meaning cheaper devices for all Ghanaians

What's next?

We're seeking more members and additional resources to **engage in up to 10 countries by the end of 2015**, deepen our research on cutting-edge debates and build capacity amongst our local partners.

PARTICIPATION
Opening up data

02

The challenge

In a well-functioning democratic society, citizens know, and can influence, government policy. To do this, they must be able to access and share government data and information freely. Yet, our research shows that **only 8% of countries provide unfettered online access to vital datasets** on public spending, procurement and the performance of health and education services.

We want **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. An open data revolution will **create opportunities for SMEs** and entrepreneurs, **drive efficiency and innovation in public services, and advance scientific progress.**

Our impact

Together with the Open Contracting Partnership, we have built the **first Open Contracting Data Standard**, which is opening up the $9 trillion annual public procurement spend.

Our open data action **research network is building capacity, sharing insights, and sparking innovation in 17 developing countries**, contributing to energy conservation in India, training of government officials in Sierra Leone and judicial system reform in Argentina.

We've opened the **world's first ever 'Open Data Lab' in Jakarta** to put learnings into practice and experiment with open data for social change in Southeast Asia.

What's next?

We must **invest more in research, capacity-building and innovation** to ensure activists, civil society and ordinary citizens have the right to access data, understand its potential, and are equipped to use it. We hope to **adapt the Open Data Lab concept for Africa** and spark an African data revolution.

VOICE
Claiming the Web We Want

03

The challenge

The Web is a powerful tool for social change because it frees women and men to access information and have a voice. We can communicate, create and connect – without getting a licence, paying a fee or worrying about who is looking over our shoulders. **But the open and free Web could disappear**. Online censorship and surveillance is becoming pervasive. Our personal data is sold without our knowledge. "Toll lanes" on the internet give priority to lucrative commercial content.

We know the greatest threat to the open, free and secure Web is apathy. So, through our **Web We Want** campaign, we're inspiring a diverse range of actors around the world – working with digital rights groups, arts and cultural institutions, women's rights organisations, youth groups, hackers, artists and more – to **mobilise ordinary people to claim their basic rights online.**

Our Impact

We are supporting and amplifying local **campaigns for internet rights in over 30 countries** and four regions. We helped to pass the world's first "bill of rights for the internet" in Brazil, protect the online privacy of gay rights activists in Uganda, and empower internet activists in Turkey.

We helped to **stop internet "toll lanes" being created in the US & Europe**.

We're helping to define the **Web Women Want** in countries around the world.

We partnered with the British Council and British Library to develop learning materials for schools worldwide on internet rights, and with the Southbank Centre (a multi-purpose arts space in London), to launch the Web We Want Festival series.

Our annual **Web Index** shines a light on surveillance, censorship, net neutrality, violence against women online, and more, in **over 80 countries worldwide, providing objective evidence to hold governments accountable and inform public debate**

What's next?

We want to **inspire and empower everyone** to protect and enhance the Web in their region. We are spearheading a drive to fund the Web We Want campaign so that it can grow into a **global movement** that leads to **a strong legal framework to protect the rights of internet users in every country**. We aim to crowdsource a **"Magna Carta for the Web"** that puts power in the hands of internet users to define and claim the Web they want.