

**GLOBALINET** GENEVA SWITZERLAND  
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# REPORT

## PICISOC Representative to Global INET 2012

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## Introduction

In the year 2012 on the 22<sup>nd</sup> to the 24<sup>th</sup> of April, the Internet Society celebrated its 20 years by hosting the Global INET in Geneva, Switzerland.

The theme of “Meeting at the Crossroads: Imagining the Future Internet” was ideal for all participants and those around the world who participated remotely. As a representative of the Pacific Islands Chapter ISOC (PICISOC-[www.picisoc.org](http://www.picisoc.org)), it was an honour to play a vital role in presenting the Pacific Region’s issues and experiences with those from other ISOC chapters including well known figures within the Internet community.

## Workshops

As a prelude to the Global INET 2012, a series of workshops were held over a period of two days on the 21<sup>st</sup> to the 22<sup>nd</sup> of April. The Collaborative Leadership Exchange was designed to provide participants with a range of chances to participate with others who want to take a more active role in building a stronger, more vibrant Internet, in sessions that explored:

- How we can lead from the grassroots
- What unique traits of leadership the Internet requires
- How to identify our own leadership styles and build on them
- What steps we can take to strengthen our leadership skills

Participants were divided into groups that reflected their experience and background. The topics discussed can be found at <http://www.internetsociety.org/clx/session-slate/> and the notes from the actual workshops are at <http://www.internetsociety.org/clx/agenda/session-notes/>.

## Global INET 2012

In Day 1 there were keynote speakers that had exceptional insights to what roles they had played from the time the Internet was conceived and how it has unfolded till today.

In “Session 1.1 - Growing a Global Internet: Do we know what that means?”, it introduced an international perspective about how to develop a truly global Internet and looked at such challenges:

- Technical issues such as reliable power and available infrastructure
- Cultural issues such as localized content and support for multiple languages and scripts
- Policy issues such as privacy and data sharing and
- Market dynamics needed to support infrastructure development and affordable service delivery.

A lot of comments focused on local content if it was local or global. We added our comment highlighting some of our Pacific Island’s connectivity issues especially those with Satellite that are expensive, difficulties with latency delay problems, isolation and more. This was enhanced by Vint Cerf



referring to O3B who will be launching in 2013 and that Google is also a partner of this group. In his opinion, it will be of great benefit to the Pacific Islands and it is on target to be introduced in 2013.

In “Day 2 Session 2.2 Harnessing the Internet for Economic Transformation”, the discussion was mostly by the panelists about examples from their particular countries and regions of how Internet has made economic impact for their citizens. There were examples from Africa, India, South America, etc. We should look at submitting our Pacific stories to be presented in forums like this and also to have our own people on these panels.

## Review

As a result of this conference, there is definitely room for more work to be done locally in our region such as capacity building (eg. leadership, technical areas, policy related matters, Internet Governance fields, etc), connectivity capabilities, networking and relationship building with other Chapters for cross-cultural exchange and collaboration of ideas, enhancing of Chapter partnerships with “big brothers” New Zealand and Australia, refinement of our membership model (corporate, individual, their roles, responsibilities and benefits), and more.

As an important part of attending Global INET and any meeting, there is never enough time to meet, greet and share your issues and experiences. It is a challenge as well to try and tackle those well known figures and once you complete your mission of greeting them, but also to give them the opportunity to remember who you are and who you represent. With that in mind, everyone loves a good story and our Pacific story sets us apart and as part of a small plan, the major role of representing the PICISOC at the Global INET was to penetrate and impact the people there so they will always remember the Pacific. There were small note-cards summarizing our history, culture and values that gave an insight to PICISOC and also the website address for further exploring. This small but value-added aspect of the “meet and greet” process allows others to sit and reflect after meeting our representatives. After one day of meetings, countless business cards to consider, and numerous faces to ponder over, our “note-card” would have fulfilled its purpose by standing out amongst the other cards.

In addition to the above plan, every participant met was given an open invitation to visit the Pacific and attend any of our annual PacINET’s to share their experiences and also to gain further understanding from our event and people. There is definitely interest from some people but a hindering factor. One other benefit of having visitors to our regions is growing our network into other networks outside of the Pacific.

In conclusion, the gathering of Chapters provided an excellent opportunity to exchange stories of “How We Do It” and personally, it seems that the format of holding an annual INET such as PacINET is an important aspect for any Chapter to consider as its main event for the continuation and success of the Chapter itself. In various discussions with representatives from some of the more advanced Chapters in terms of funding options and membership types, it is evident that some seem to be existing just as an organisation but not advancing the ISOC Mission statement. By sharing with these Chapter

representatives our major event of PacINET, it was encouraging to note that with very limited resources and capacity, PICISOC is more advanced in its role of facilitating and furthering the ISOC Vision within the Pacific Region. Furthermore, the visionary founders of PICISOC have played an important role in establishing this organization and it is hoped that with further perseverance and Pacific attitude to hard work, the groundwork can become the framework for tomorrow's ISOC Pacific Dream.

## **Recommendation**

One of the main talks at the workshops is how to grow your membership but at the same time, sustain the membership with various incentives. Even though we have a large base of members on our email list, the majority of them are non-contributing or non-active members. This is best suited for the environment that we have had for the last ten years of existing as a Chapter and it is also beneficial for those in grassroot areas that need the exchange of information for the continual growth of knowledge. However, if our Chapter is to advance into the next ten years and continue its mission, it should consider other types of membership such as those practiced by other Chapters that are working. By adopting and adapting such valuable membership types, PICISOC would be able to be more diverse in its organizational structures and functions. It may even be able to afford a part time or full time Secretariat to coordinate and organize additional events, trainings, etc.

As a representative from the PICISOC, it was important to remember the values and background of the Chapter itself. But in saying that, there should be some consideration to produce guidelines of how each representative should deliver themselves to be good role-models of PICISOC. This effectively falls into the category of also having the correct attire, business cards, PICISOC portfolio and/or letter of authority to speak on behalf of the Chapter. These are international forums that PICISOC wishes to impact and but we must also conduct ourselves in a manner that would facilitate the best possible outcomes and produce results just by being the best representative. We must grow and sell our own Pacific Brand to be able to leverage benefits for our region and be recognized as having realistic issues and challenges just like our other developing country cousins from Africa, Caribbean, Asia, Latin America, etc.

The presence of our PICISOC Board Secretary, Ellen Strickland at the conference also contributed credibility to our small but significant party. It would be ideal for most if not all meetings to have a Board member as a representative whilst also partnering with a normal PICISOC member. This partnership plays a vital role in mentoring new members and perhaps an incentive to be of assistance and a valuable volunteer in the work of PICISOC once he/she returns from the meeting. It was also ideal for two representatives to attend different meetings concurrently to be able to report more efficiently.

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