The Internet Society
Smart Development, Real Results

Building the Pillars for Success
The value of the Internet as a driver of technology and innovation, and as a social and economic tool, hinges on the number of people connected to it, the quality of those connections, and the capacity of the connected to tap its full potential. As more people connect, exponentially more ideas, transactions, and innovations flow through the network, benefiting all users, from the earliest adopters to the newest members of the global Internet community. Growing the Internet's value, therefore, means continuously expanding its global user base, and ensuring that those users have the tools, knowledge and technological capacity to engage, consume and contribute online.

For more than two decades, the Internet Society has worked with technologists, policymakers, and innovators around the globe to advance the vision that "the Internet is for everyone." The Internet Society has helped develop human and technical capacity, assisted in infrastructure deployment, and fostered communities of practice that have propelled real and sustained growth in Internet connectivity, particularly in emerging economies. Through that work, the Internet Society has identified a number of common characteristics shared by successful Internet development efforts. The programs that deliver the greatest benefit to users tend to be holistic, collaborative and interactive, focusing as much on people as they do on technology. The Internet Society calls this holistic approach "Smart Development" and views it as a path to a truly connected world. **The goal of the Smart Development approach is to build the fundamental pillars necessary for success. This approach helps to transform non-users into users; users into creators and ultimately, creators into innovators.**

Smart Development is built on three pillars:

- *Human infrastructure* – Sustainable Internet development depends on a rich, redundant and available source of human technological expertise. Networks require constant engineering and reengineering as they scale to meet the needs of growing Internet communities.
- *Physical Infrastructure* – The Internet may be a global network of networks, but for any individual, anywhere in the world, the most important network is the one that bridges the gap to their home or workplace. Robust local networks, and local traffic exchange creates the physical basis for sustaining Internet communities.
- *Governance Infrastructure* – Effective governance is a critical component of successful Smart Development efforts worldwide. The right resources, guidance, leadership and supporting frameworks can make all the difference

in getting an effective development agenda off the ground and assuring its continued success.

Activities

The Internet Society's Smart Development approach supports three core infrastructural requirements through targeted global, regional, and local initiatives, designed to create and refine critical human, physical and policy resources. Initiatives include:

- ***Conducting sustainable technical training programs around the world***: The Internet society's greatest impact comes in the form of the thousands of qualified experts it has trained worldwide through local and regional programs. The Internet Society's training programs and events help to establish the human infrastructure that emerging economies need to realize the full value of Internet connectivity.
- ***Cultivating communities of practice:*** With human infrastructure the sum is greater than the whole of its parts. The Internet Society has been a critical convener and supporter of technical communities around the world, from the African Peering and Interconnection Forum, to regional Network Operators Groups,and other efforts that bring practitioners together to exchange experience, knowledge, and insight. . The Internet Society is committed to bringing people together to solve problems and advance Smart Development
- *** Implementing and Improving Internet Infrastructures***: The Internet Society works directly with Internet practitioners globally and through partnership efforts, to develop and advance key infrastructures that catalyze Internet growth, enable access, and spur more effective use of capabilities already in place. These range from assisting the development of Internet exchange points and country code top level domains, to expanding wireless capability to rural towns and villages and funding community efforts to expand resources for the vulnerable and underserved.
- ***Advancing multistakeholder solutions through global, regional and local dialogue:*** The development of the Internet depends on the collaboration and efforts of individuals and organisations across a wide range of disciplines and expertise. By organizing and supporting forums and discussions across the globe, we bring together and engage an ever-diversifying group of stakeholders to address issues that affect how the Internet is developed, governed and managed, and we spur innovation through stakeholder engagement and interaction.
- ***Developing Local Internet Leadership Capacity:*** Developing leadership at the local level is fundamental to facilitating, growing, and sustaining local information exchange, education, and knowledge distribution. The Internet Society's leadership programmes aim to provide local actors with the knowledge, professional connections, and tools to affect change locally as well as contribute globally.