



**WORLD WIDE WEB
FOUNDATION**

**Advance the Web to
Empower People**

Progress Report

World Wide Web Foundation

Vision, Programs, Plans

Steve Bratt, CEO

World Wide Web Foundation

W3C Advisory Committee Meeting

March 2010

- Apr 2008: First discussed with W3C AC
- Sep 2008 - Jan 2009: \$5M grant from Knight Foundation
- Jul 2009: Full-time CEO
- Apr 2009: Tax exempt in CH, US
 - W3C team on both Boards
- Nov 2009: Launch and first project
- Dec 2009: Fundraising campaign
- Mar 2010: \$1M grant from Vodafone

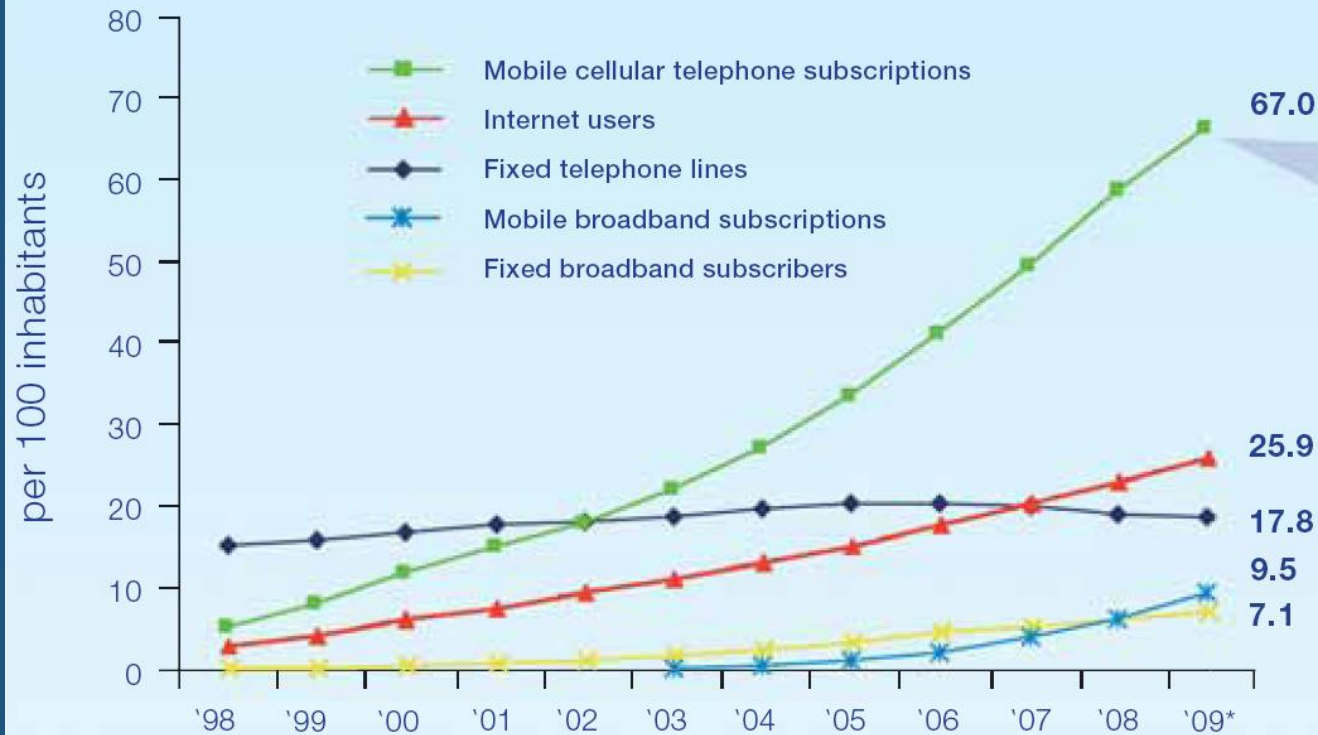


Vision: A world where ...

- all people can create, consume, communicate, collaborate across the Web
- the Web will empower all people to make positive change in their lives
- the Web will play significant role in solving global challenges



A decade of ICT growth driven by mobile technologies



An estimated 4.6 bn subscriptions globally by the end of 2009

Progress in some areas. Not enough progress for the Web.

Many organizations working to expand availability of

- mobile telephony
- fixed Internet
- computers, handsets, software

What about the Web?

- greatly multiplies the power of above assets
- easy to create, link, and find information, globally

There is no coordinated effort to promote the Web as an agent of human empowerment, and to address significant challenges that stand in the way

3 “Gaps”, not being addressed by others

- **Content Gaps:**

- Locally-relevant and valued information and services in limited supply on Web, especially for those most in need

- **Technology Gaps:**

- Web technology and practice - blocking 1+ billion people
- Incompatible and proprietary technologies
- Techno-policy and regulatory issues

- **Research Gaps:**

- Knowledge of Web of “humanity connected by technology” is incomplete - thus impeding improvements

Mission of the Web Foundation: Advance the Web to Empower People

Fill Content Gaps: Training and tools that stimulate & substantially accelerate growth of Web sites and services



Fill Technology Gaps: Specifications and guidelines that lower access barriers & ensure interoperability

Fill Research Gaps: Research and development around the Web as a complex human-computer system

Web in Society Program

Leverage the Web for Social and Economic Change



- Stimulate and substantially accelerate growth and value by helping people to fill “Content Gaps”
- Strategy: Apply the Web Foundation’s unique expertise to scale-up service-oriented projects
 - Support projects where the Web can significantly improve communication, collaboration, creativity: sectors (e.g. *agriculture, education, institutional transparency, health, energy, disaster mitigation, gov’t services ...*), regions (e.g., in *Africa, Asia, Latin America ..*), environments (*urban, rural*), actors (*developers, entrepreneurs, women, etc.*)
 - Train local people to convey locally-relevant content
 - Mobile and voice Web are key
 - Sustainable operations and trained developers
 - Shining examples for others to replicate
 - Tools and training materials for others to use
 - Lessons-learned for standards and science work



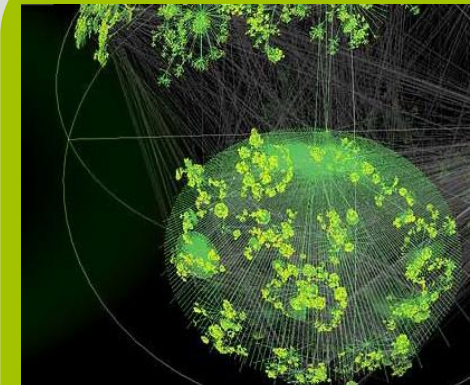
Web Standards Program

Advance One Web that Works for All

- Fill technology gaps that impede 1+ billion people from creating and consuming Web content and that threaten the Web as a universal medium
- Strategy: Fund global guidelines and standards to ensure One Web that works for everyone, everywhere and on every device
 - Free, open, interoperable technologies
 - Enable use by people with low reading skills, who communicate in languages not well-supported, with disabilities, with little experience
 - Increase international and developer participation within open, fair standards process
 - Tools, education and outreach
 - W3C



- Fill research gaps that threaten ability to improve the capability and power of the Web
- Strategy: Fund Web science and research:
 - Support global coordination efforts working to expand Web science as a field of study
 - Studies of the Web as a medium of empowerment
 - “Web Index” to measure Web accessibility, usage, value, etc.
 - Scientific input to complex policy issues
 - WST



Funded projects

Project Name	Start time	Length	Status	Funder	Funding	Sector	Country	Partners
W4RA	1-Jan 2010	3 years	Field workshop complete	VU	675 USD	Agriculture	Sahel / Burkina	VU/ local NGOS
Mobile Entrepreneurs	1-Apr 2010	3 years	Starts 1 April	Vodafone	1M+ USD	Entrepreneurship	Ghana	Vodafone

Selected projects in development

(see appendix for project details)

Project Name	Start time	Length	Status	Funding Opps.	Sector	Country	Partners
VOICES	1-Jan 2011	2.5 years	Proposal under dev.	EU	Agriculture Entrepreneurs	Sahel and Senegal	11 partners
Empowering Youth	TBD	TBD	Fundraising	TBD	Education	South America, Jordan +	CDI
Web Index	TBD	TBD	Interest expressed	Pew, Nokia, others		N/A	TBD
Open Government Data	TBD	TBD	Proposal under discussion	OSI, Omidyar	Transparency	Ghana, Liberia Russia +	WST, W3C
Multi-channel survey tool	TBD	TBD	Interest expressed	OSI	Generic tool	N/A	W3C

Several other projects are under consideration.

- Project Partnerships
 - Re-Greening / Empowering Youth / Entrepreneurs
- Modest efforts (within current budget and sponsorships)
 - Start Web Index
 - Community building around mobile voice and Web
- Build interest around broader programs
 - WF-driven Web in Society initiatives
 - Breaking barriers standards/guidelines working group(s) (W3C)
 - Web Science coordination (WST)
- Accelerate fund-raising campaign
 - Budget need: ~\$2M in 2010 to \$10-20M/yr in 5-10 yrs
 - Companies, foundation, individuals
 - Founders Circle: \$1M+ donation over 2-3 years

Collaboration with and support of W3C a key component of strategy

Current

- TBL, Roessler, Nunez on Boards
- WF fellow for MW4SD IG
- Funding W3C for systems maintenance and development
- Regular communication coordination calls
- Partnering on selected proposals
- Communicating the W3C message and membership

Potential Future

- Workshops, Groups
 - Community-building, notes, standards
 - Accessibility: disability, literacy, language, experience
 - Voice and mobile Web
 - Sector-discussions
- Education and outreach
- Tools development
- Other activities with leverage W3C strengths



WORLD WIDE WEB FOUNDATION

A photograph of an elderly man standing in a lush green field. He is wearing a traditional African garment with a geometric pattern in brown, yellow, and grey. He has a wooden staff tucked under his arm. The background is filled with dense green foliage and trees.

Web Foundation's 1st Project: Web Alliance for Regreening in Africa (W4RA)

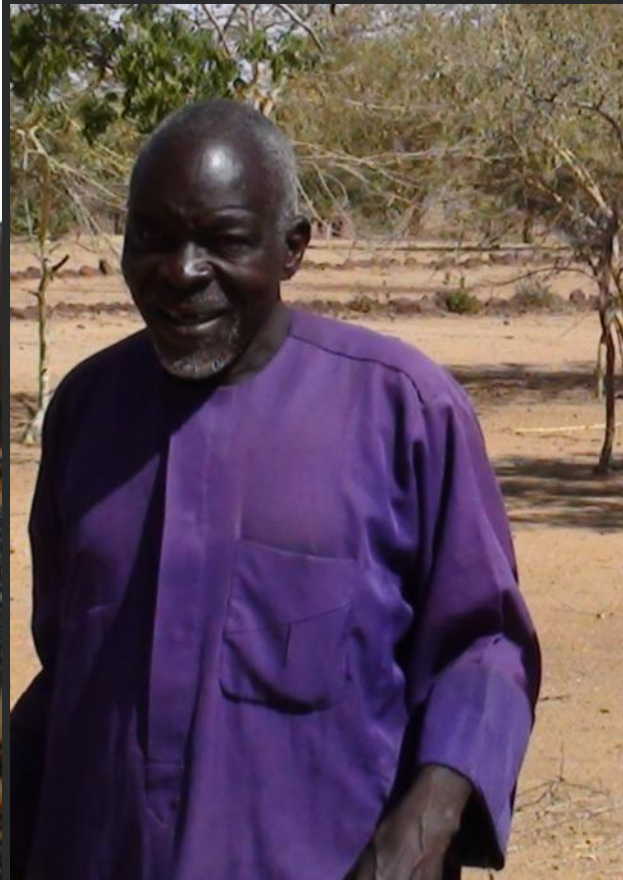
Objective:

- Enhance communication of local knowledge on how to grow, harvest, use and sell crops grown in near-desert environments (side benefits: reduce poverty, global warming, etc.)

Partners:

- VU University the Netherlands, African Re-greening Initiative













How, if at all,
could the
Web help?

+ Geeks



CYBERC@FE

LYCEE FR
LA REFERE
ENSEIGNEMENT GE
INITIATION à L'INFORM
N(6,5) TEL: 50 4

NOTRE CYBER

msn

Plus

107

TELECENTRE

INTER

LIBRAIRIE

VENTE DE
CARTE DE
ECHANGE
LIBRAIRIE



The Web is not “technology”



The Web is “humanity connected by technology”