

Dear Swiss ISOC members

The following pages are a first and probably incomplete attempt at defining an implementation plan to set-up a future Swiss ISOC chapter (ISOC-CH), if there is enough interest and willingness to participate.

As you probably know, the Geneva chapter ceased to exist in ISOC's list of chapters due to various reasons. Still, the past activities of those persons that were involved in the Geneva chapter are greatly appreciated; these persons have made very valuable contributions to the growing Internet of the recent years. The new chapter is intended to cover Switzerland in its name and it is planned to be created to serve the needs of the Swiss Internet Society. In addition, it should substantially contribute to national, regional and international organizations dealing with Internet issues such as the Swiss OFCOM, EuroDIG and the IETF. See para. E below ("mission statement") for details.

Setting up a new ISOC chapter in Switzerland requires support from all sides and its final design should reflect the best knowledge and the suggestions and requirements of all parties, including guidelines provided by national and international ISOC organizations.

Dear ISOC members: Setting up a new Swiss chapter is your responsibility and your challenge. Please contribute to this first implementation plan with ideas, wishes and directions. Thank you.

For the members of the transition team:

Marcel Schneider  
SWITCH

Zürich, 10 October 2010

**The transition team (TT) members as appointed at the first interim ISOC Switzerland Chapter board meeting, 22 March 2010, 1815 – 2000 h, at Webster University, Geneva, plus observers of the transition process and meeting agendas.**

The transition board is a coordination body of volunteers founded to establish a future Swiss ISOC chapter. It is based on function, not form, and will dissolve once its goals are met.

Management (interim board coordinator):

Tasks:

- Roles and leadership
- Quality assurance
- Project documentation

Vincenzo Pallotta <pallotta@webster.ch>

Media PR and Outreach:

Tasks:

- Stakeholders identification
- Survey design

Théophile Burnet <theoburnet@hotmail.com>

Federico Galati <FGalati@wmo.int>

Martin Labbé <labbe@intracen.org>

Resource Management:

Tasks:

- Assets assessment
- Collaborative tools management
- Interface with unchartered Geneva chapter
- Financial plan

Raphaël Dard (for collaborative space management) <dard@intracen.org>

Content and Strategy:

Tasks:

- Mission and vision
- Stakeholder identification

Sathya Rao <rao@telscom.ch>

Thomas Ruddy <thomas.ruddy@empa.ch>

Marcel Schneider <marcel.schneider@switch.ch>

Legal issues:

Tasks:

- Bylaws
- Compliance

Members TBA

Unassigned to specific jobs:

Alexandre Delage <[alexandre@delage.ch](mailto:alexandre@delage.ch)>

Roque Gagliano <[rgaglian@gmail.com](mailto:rgaglian@gmail.com)>

Observers:

Werner Staub <werner.staub@axone.ch>

Sabrina Wilmot <wilmot@isoc.org>

First action items:

1. The Media and PR group will draft a survey for polling the current Swiss ISOC constituency (done, survey sent, answers received)
2. Raphael Dard will take care of setting up a Wikispace (done <http://isoc-ch-chapter-re-creation.wikispaces.com/>)
3. The Content and Strategy group will start identifying main stakeholders and work on a plan on how to get in touch with them (done, see Implementation Proposal, V4c)

Next TT group meeting:

- Date: Friday, 15.10.2010, WMO-OMM Geneva, ITD training room, 1700-2030 h
- Sathya Rao offered to host the next meeting in Bern
- Sabrina offered ISOC facilities for a meeting outside office hours
- Federico offered WMO - OMM Geneva to host an end of afternoon meeting session for free even remotely through webEx (not provided by WMO) or Skype
- Agenda proposal, initially by Vincenzo, additions by Marcel

Agenda:

Date: 15.10.2010

Time: 1700 - 2030 h

Location: WMO-OMM Geneva, ITD training room

Remote participation:

- Dial-In (Voice):
    - Telephone: +41 44 250 96 94
    - H.323 (GDS): 0041 44 250 96 94
    - SIP-URI: sip:94@mcu.switch.ch
  - Collaboration Room:
    - <http://collab.switch.ch/isoc-ch/>
- 1) Discussion of implementation proposal V.4c. In this context also: Decide whether to accept the offer from SwissMedia for sharing the secretariat. More details are needed in order to estimate the costs.
  - 2) Define the content for upcoming ISOC-CH websites (recommended: consult several other ISOC sites, e. g. isoc.fr, isoc.it and isoc.de, to get an overview of current chapter activities)
  - 3) Discuss Swiss-compliant chapter association statutes and procedure to establish an ISOC Chapter in Switzerland
  - 4) Develop a plan for an outreach campaign. Appointment of an interim Liaison Manager who will be responsible for coordination activities
  - 5) Discuss funding activities
  - 6) Work towards submitting a Chapter application to ISOC global
  - 7) AOB

## Proposal for a future ISOC-CH

### A) Organizational chart, version1

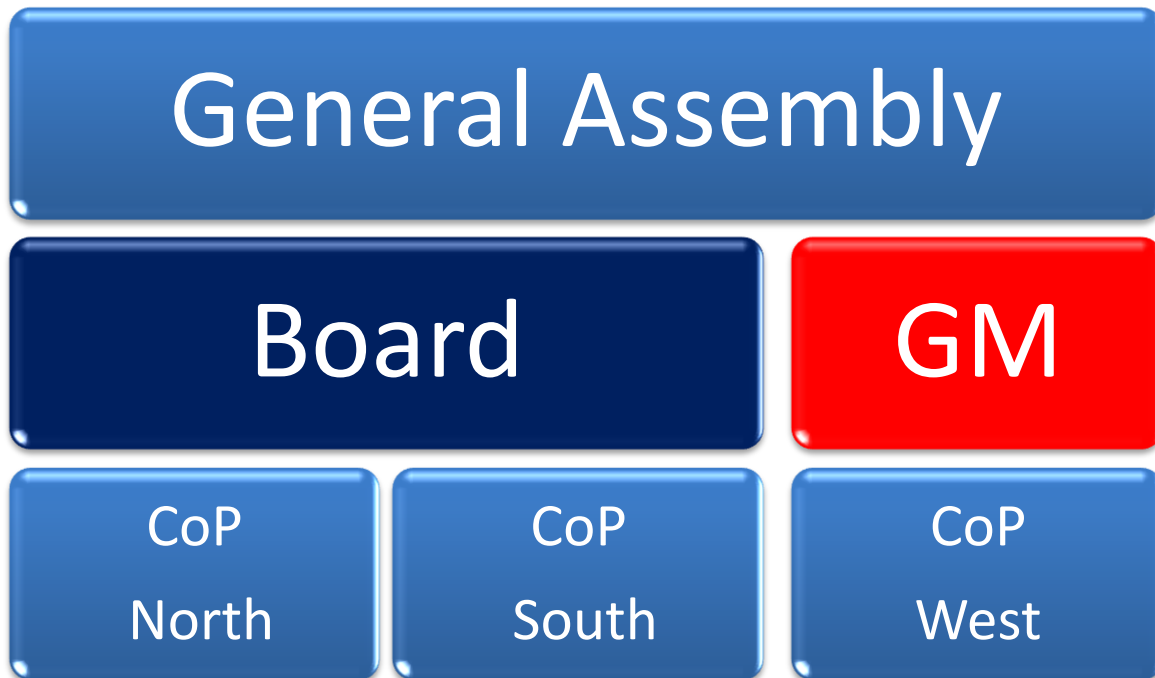


### Description

- 1) The **General Assembly** (GA) consists of all Swiss ISOC members – actually those who registered to become a Swiss ISOC chapter member. Each member has one vote. The general assembly decides on long- and midterm objectives as proposed by the board and directly selects the members of the board. Major goals of the General Assembly are to preserve the continuity of the Swiss chapter and to ensure coordination with other relevant technical organizations within Switzerland. The General Assembly convenes periodically, at least two times per year.
- 2) The voluntary (and final) ISOC-CH **Board** consists of ca. seven elected members from the General Assembly and defines short term strategy and all operational aspects. It proposes mid- and long-term strategy to the General Assembly and supervises the liaison officers. The board members also interact directly with the members of the regional Contact Points. According to the latest recommendations by ISOC global to its chapters, the board should see its role basically as coordination body of volunteers, and not as positions that are “cast in stone”.
- 3) At least two **liaison officers** are envisaged: One for outreach activities (see para. J, membership) and one as liaison with other Swiss organizations of interest to the Swiss ISOC chapter, e. g. TA Swiss, OFCOM, ITU, Swiss IGF, IEEE, ACM etc. Liaison officers are members of the General Assembly with special responsibilities and report directly to the board and periodically to the GA.
- 4) ISOC-CH **Contact Points** are designated regional focal points to hold conferences, presentations, and conventions etc., preferably located at universities. CoP’s may have permanent local persons allocated, e g. Swiss ISOC members, or may have

institutionally agreed to offer facilities for Swiss ISOC chapter events. If possible, persons from CoP's should be able to recommend important activities to the Board and coordinate such activities with persons in their vicinity.

## B) Organizational chart, version 2

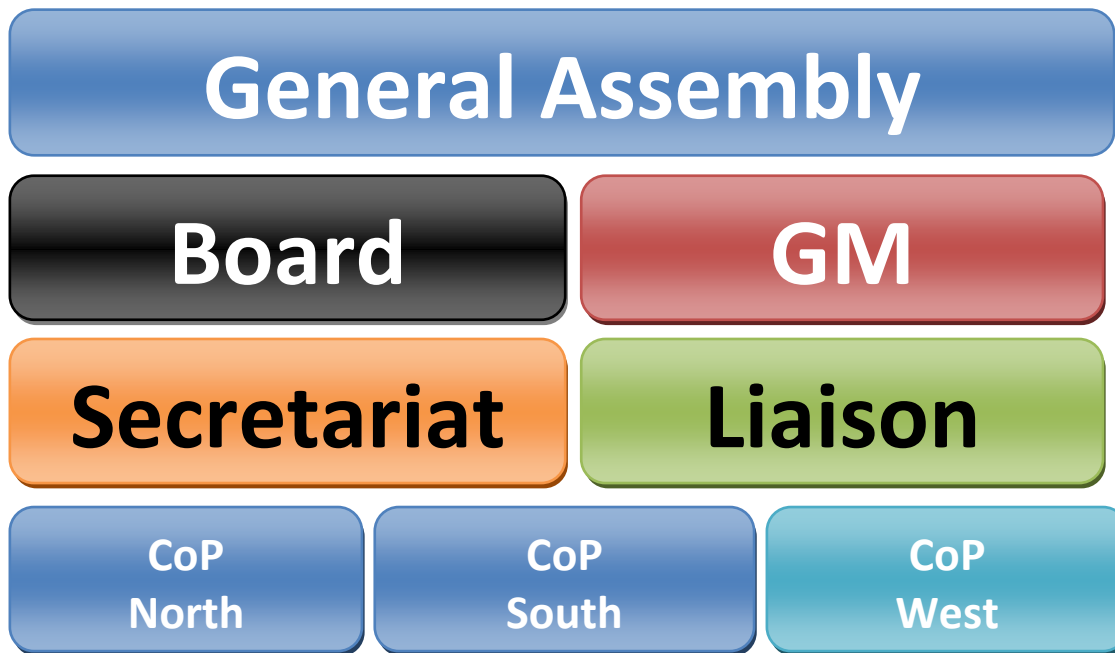


### Description:

- 1) See Version 1 for **General Assembly** (GA). Addition: The GA approves the selection of the part time General Manager (GM) which is recruited by the Board members.
- 2) See Version 1 for the **Board**. Addition: The Board elects and works closely with the part time manager.
- 3) The part time **General Manager** (GM) is recruited by the Board members and approved or disapproved by the General Assembly. The GM, together with the Board, is responsible for short term strategy and for all operational aspects. The GM job is part time because it is not probable that a full time occupation is justified and because the financial issues regarding ISOC-CH have to stabilize in the beginning. Major goal of the GM's job description is to promote and support the Swiss ISOC chapter. The GM takes some of the workload from the Board members and this position is expected to have a positive impact on the continuity and efficiency of the Swiss ISOC chapter. Final decisions on important tasks and issues rest with the Board.
- 4) For the **Contact Points** see Version 1. Addition: The CoP's usually work closely with the General Manager. New ideas are discussed along the triangle Board - General Manager - Contact Point(s). All parties (also members from the General Assembly) may provide input.

For financial aspects regarding versions A, B and C above see para. M below on budget and funding.

### C) Organizational chart, version 3



#### Description:

- 1) See Version 1 for **General Assembly** (GA). Addition: The GA approves the selection of the part time General Manager (GM) which is recruited by the Board members.
- 2) See Version 1 for the **Board**. Addition: The Board elects and works closely with the part time manager.
- 3) See Version 2 for the **General Manager** (GM). Addition: The GM works closely with a) the Board, b) the Secretariat and c) the Liaison Officers. This version puts therefore strong emphasis on the GM although it would be possible to omit him and assign its duties to the Board alone. It is, however, assumed that the secretariat would finally end up doing most of the jobs a GM would normally do. Another possibility is to merge the positions of the GM and the Secretariat
- 4) The Secretariat does not necessarily “belong” to the Swiss ISOC Chapter but could be shared with another preferably similar organization, like SwissMedia as an example. This version actually builds on such an offer that was received in July 2010 from Mr, Roland Grunder, who is the secretary of Association Suisse des TI & du Multimédia, located in Vevey.
- 5) For the liaison see version 1. Addition: Liaison Officers in this context report directly to the GM and the General Assembly and not to the board. Their main tasks are to inform both of their knowledge about their liaisons, especially when the GA has to take decisions on certain actions.
- 6) For the **Contact Points** see Version 1. Addition: The CoP’s usually work closely with the General Manager. New ideas are discussed along the triangle Board - General Manager - Contact Point(s). All parties (also members from the General Assembly) may provide input.

## **D) Description of ISOC-CH**

Internet Society Switzerland (ISOC-CH) is a non-governmental not-for-profit association incorporated in [Bern], Switzerland, in [2010]. ISOC-CH is recognized as chapter of the international Internet Society (ISOC), headquartered in Reston, Virginia, USA, and Geneva, Switzerland. ISOC is a nonprofit organization founded in 1992 to provide leadership in Internet related standards, education and policy and specifically is ISOC the organizational home for groups responsible for Internet infrastructure standards<sup>1</sup>, including the Internet Engineering Task Force (IETF) and the Internet Architecture Board (IAB).

## **E) Mission statement**

ISOC-CH considers itself as part of the international Internet community and therefore also commits itself to the global ISOC statement: “The Internet is for everyone”.

- Recognizing the constant evolution of technologies, applications and usages in the Internet,
- Recognizing the socio-political, cultural and economical implications and impact of the Internet,
- Recognizing the constant educational and consensus building aspects related to the Internet,

ISOC-CH, primarily a technologically oriented body, is dedicated at promoting, researching and developing the evolution of Information and Communication Technologies (ICT) in Switzerland, is open to multi-stakeholder membership and is abiding by open, democratic and consensus based principles.

It represents its members' interest on public policy issues and provides technically-grounded advice on the impact of policy on the Internet generally.

ISOC-CH also participates in the evolution and development of the Internet in a regional and an international collaboration context.

The Swiss ISOC Chapter should enable the self-organization of its members to contribute personally or via other organizations to the future of the Internet by education of its members about every aspect of the Internet and enable those to make their voices heard in the development of the Internet.

## **F) Action plans**

ISOC-CH is mainly concerned with discourses on Internet related matter as well as to promote the usage of the Internet within Switzerland and organizes conferences, congresses and fora to cover these purposes. Topoi in this respect currently (July 2010) are, inter alia, “Cyber-Citizenship”, the “Information Society”, the “Digital Society/Infrastructure”, “Digital Natives”, “Smart Culture/Systems/Growth”, “eCulture”, “Mass Collaboration”, “Digital

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<sup>1</sup> Most Internet standards are known as RFC's (Request for Comment) and are freely available from various sources, the complete list is originally located at URL <http://ietfreport.isoc.org/rfclist.html> (July 2010).



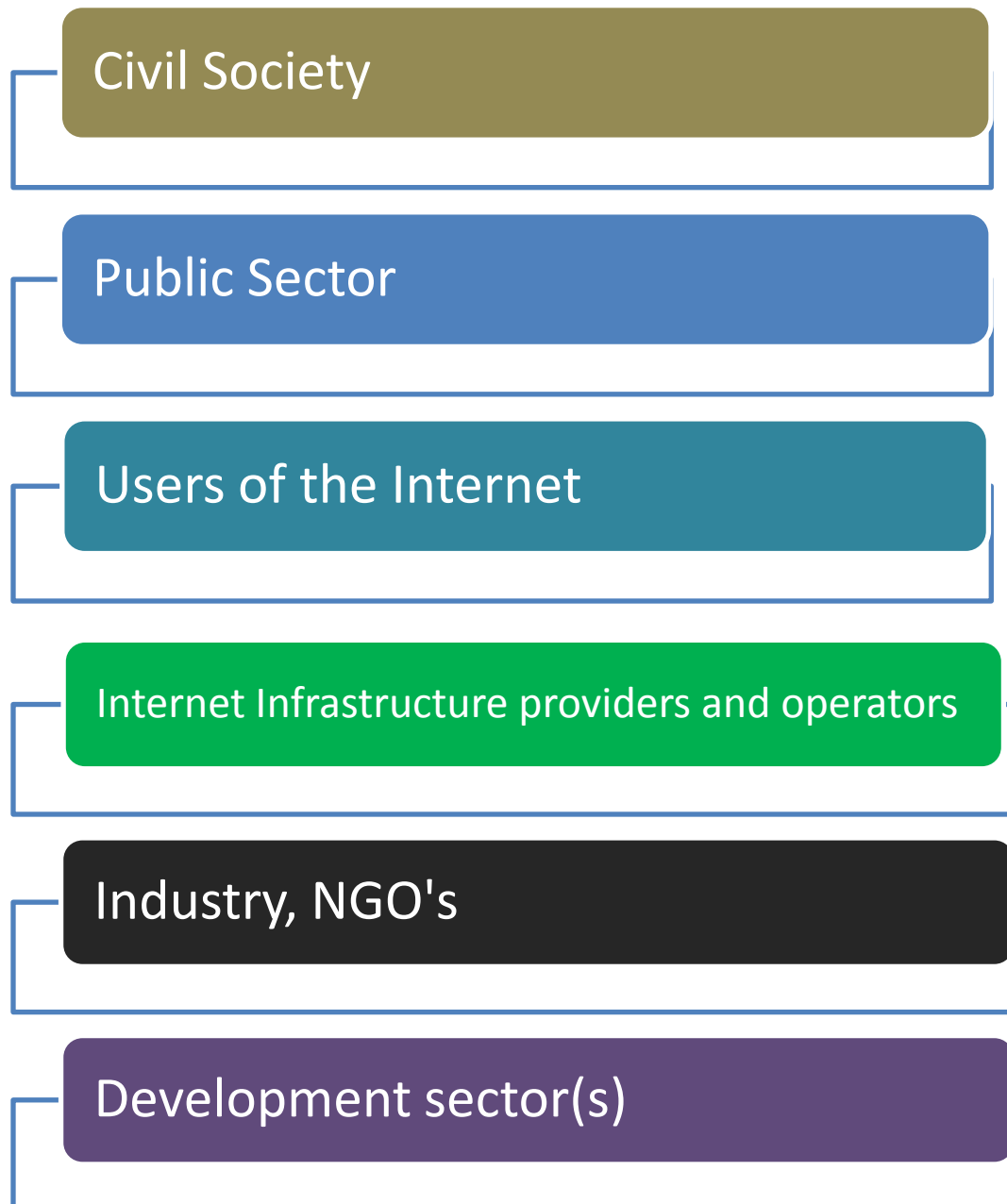
Politics and Government”, “Internet of Things”, “Next Generation Networks” (NGN), “The Cloud”, “The Immersive Web”, “The Semantic Web” and all actions to empower emerging economies.

**ISOC-CH action plans may include:**

- a) Information sharing in fora, roundtables etc.
- b) Education and training initiatives
- c) Exchange of experiences
- d) Public-private partnerships
- e) Consultation activities
- f) Building trust and stability in networks
- g) Internet and related standards
- h) Privacy
- i) Social networking
- j) New technologies
- k) Cooperation, collaboration and mediation with other private, public and civil society sectors

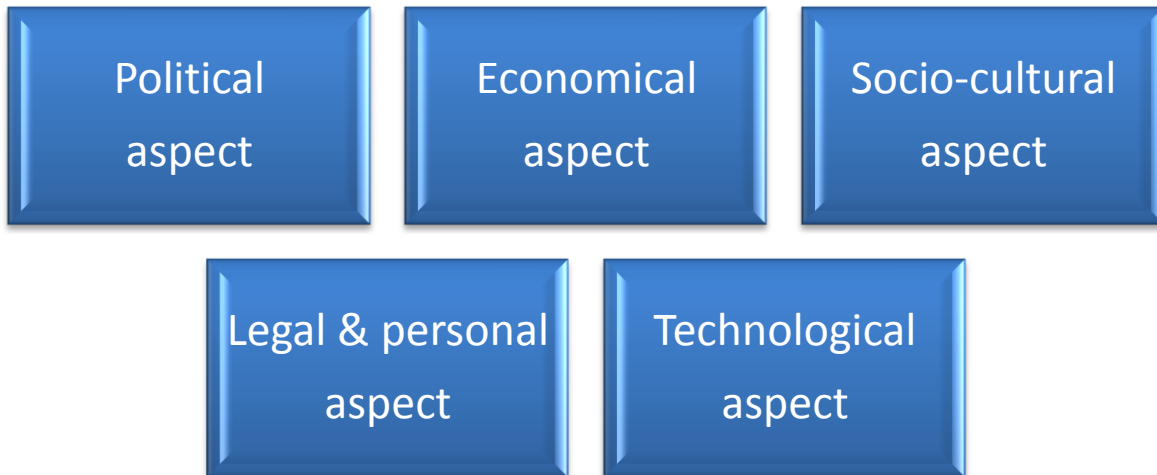
## G) List of possible stakeholders

It is necessary to identify the stakeholders in order to define the scope and objectives of a future Swiss ISOC chapter. The list of stakeholders below is aimed at Swiss natural and legal persons except for the development sector(s).



## H) List of possible fields of involvement (activities)

Five major aspects are defined:



### Non-conclusive dissemination of these five aspects:

- I. Political: Decision-taking, policies, Internet/Network governance, consensus building, processes, stakeholders, centralized functions, technical functions, legal aspects, democracy, free speech, constitutions, discrimination, e-exclusion, parties, societies, privileges, ...
- II. Economical: Electronic commerce, digital divide, net neutrality, policy, governance, trade, patents, copyright, new media, consumer interests, registries, registrars, accountability of networks and providers, ...
- III. Socio-cultural: Accessibility, woman's issues, multilingualism, traditions, forms, communities (local, regional, international), capacity building, know-how, education, training, free knowledge, civil society, private sector, democratic participation, digital gap between generations, human rights, ...
- IV. Legal and personal: Crime (law, justice, police, phishing, spam, cybercrime, abuse, illegal activities, protecting users), legal power on/in the Internet, accessibility, female issues, privacy (sharing information, communicating, personal addresses/information), intellectual property, trust and respect, Netiquette, codes of conduct, fair use, secure access to the Internet, user identification, anonymity, civil rights, human rights, surveillance, data protection, ...

- V. Technological: Speed/bandwidth, coherency, integrity, availability, resiliency, mobility, roaming, all kinds of applications, hardware, gadgets, standardization, critical infrastructure, information security, management of networks, risk assessment (vulnerabilities), ...

## I) Possible partners

One of the primary issues is to identify competent partners for the major activity aspects as outlined in G above – this certainly is also an ongoing activity for the coming years. Example: ETHZ has an excellent “Center for Security Studies” (CSS) that should be considered for future activities regarding security issues. SWITCH has vast know-how in the Domain Name System, in networking and in Internet applications especially for the academic community. The University of Zurich has, inter alia, a “Swiss Center for Studies on the Global Information Society” (SwissGIS) and an interdisciplinary Center for eDemocracy and eParticipation and probably many Swiss ISOC members follow IETF activities etc.

The idea is to identify and match competent partners to the five aspect areas above.

More pointers to other Swiss organizations/partners, in no particular order:

- SIUG and /CH/OPEN (Swiss Internet User Group and Swiss Open Systems User Group)
- Swiss Association for Standardization (SNV)
- Association Suisse des Télécommunications (asut)
- Economiesuisse
- OFCOM/BAKOM
- Schweizer Informatik-Gesellschaft (SI)
- TA-SWISS, The Centre for Technology Assessment
- SWITCH, Teleinformatikdienste für Lehre und Forschung
- All Universities, Swiss Federal Institutes of Technology and Schools of Engineering
- Enterprises like Crypto AG, Google Switzerland GmbH, IBM Schweiz AG, Microsoft Schweiz GmbH, Schweizerische Bundesbahnen (SBB), Siemens Schweiz AG, Swiss Infosec AG
- Yinternet.org Institute Switzerland
- Wikimedia CH
- Association Suisse des TI & du Multimédia, SwissMedia
- Digitale Allmend
- Swislinux.org
- Swiss Engineering STV/UTS/ATS
- Swiss Academy of Engineering Sciences, SATW
- EMPA Academy, Zentrum für Wissenstransfer
- Institute for Computer Music and Sound Technology Zürich (ICST)
- Swiss Mechatronic Art Society, SMAS/SSAM/SGMK
- Schweizerische Gesellschaft für Tontechnik und Ausiodesign, SGTA-SSTD
- ICT Switzerland
- Schweizer Informatik Gesellschaft, SI
- Information Security Society Switzerland, ISSS
- Swiss Internet Industry Association, simsa
- Schweizerischer Verein für Informatik in der Ausbildung, SVIA
- Swiss IT Leadership Forum
- Schweizerischer Verband der Informations- und Kommunikationstechnologie, SwissICT
- Verband der Wirtschaftsinformatik, VIW

## **J) International representation/liaison**

### **ICANN**

In many - at least European - countries the national ISOC Chapters represent their members in ICANN's At Large organization. ICANN, the Internet Corporation for Assigned Names and Numbers, headquartered in Marina del Rey, California, is according to its mission statement coordinating DNS (Domain Name System) issues, such as Domain Names, IP Addresses and protocol port and parameter numbers. Its core values are, inter alia, "preserving and enhancing the operational stability, reliability, security, and global interoperability of the Internet" and "respecting the creativity, innovation, and flow of information made possible by the Internet". ICANN's At Large group represents the community of individual Internet users who wish to participate in the policy development work of ICANN, are grouped in its At Large Advisory Committee (ALAC) from which EURALO is the group representing users from the European region. The ALAC can propose to ICANN's Nominating Committee interested members to ICANN's Nominating Committee and is permanently represented in ICANN's board by two of its members (currently Dennis Jennings, IE, and Jean-Jacques Subrenat, FR).

It is assumed that the national ISOC Chapters discuss ICANN matter in their meetings and advise a representative accordingly. Due to the fact that closely following ICANN's activities is nearly a full time job, it is recommended to appoint one member of the Swiss ISOC Chapter from the liaison group to follow ICANN's proceedings and inform the members periodically about them. Some form of open, transparent and democratic form to channel input from the members will still have to be found.

### **ISOC ECC**

The European Chapters Coordinating Council (ECC) for the Internet Society coordinates the work of the European Internet Society Chapters (see URL [uab](#)). Since Switzerland is not a member of the European Union and since this group regards itself as consisting of European Union members, it was offered to one transition team member at its 21 June 2010 Brussels meeting, that some form of official participation could be sought if there is interest (offer made at the AGM by its chair, Christopher Wilkinson, BE, Wallonia). The Swiss members would have to decide if such participation is desired.

### **Other international organizations**

Candidates could be ITU-D (ITU's development sector), ITU-T (ITU's telecom sector) or ISO/SNV among others. Within ITU, the Swiss Chapter could become a sector member. The Swiss Association for Standardization (SNV) is the Swiss umbrella organization for standardization work within ISO. The Swiss ISOC chapter could participate in its technical standardization activities.

## **K) Lists outlining Swiss members interest and expectations in various ISOC activities according to Swiss transition team 2010 survey**

### **ISOC 2008 strategic initiatives and Swiss members interest according to 2010 survey:**

- i) Enabling access (Swiss ISOC members interest: ca. 30 %)
- ii) InterNetworks (Swiss ISOC members interest: ca. 30 %)
- iii) Trust & Identity (Swiss ISOC members interest: ca. 40 %)

### **Swiss members interest in the (previous) ISOC Geneva chapter (results from 2010 survey):**

- 1) Meeting people around Internet theme.
- 2) To overcome the digital divide at World Summit WSIS.
- 3) To learn more about the latest web technology development, to discuss major societal consequences of the Internet, to have lobbying activities for the Internet at the political level (national and local), to network with new Internet entrepreneurs.
- 4) Internet and telecommunications governance and development.
- 5) Update information, help in the process of development, networking.
- 6) I was member of ICANN At-Large and was basically assigned to the Geneva Chapter a couple of years ago. For distance reasons, I never attended any chapter meeting in Geneva though.
- 7) Networking, Learning and Community building.
- 8) Having an inside look at how this particular NGO works and how I can play a role in the achievement of its goals. - Meeting others that have somewhat the same interests
- 9) Join a community of people interested in the web at a local level (ideally with an emphasis on ICT4D in the Geneva context).
- 10) Became ISOC member during ITU Youth Forum in Geneva. Did not know about the (local) chapter until now.
- 11) To be part of the global discussion addressing global challenges. Get in touch with like-minded people.
- 12) On-going local activities post-INET98.
- 13) E-connectivity for developing countries.
- 14) What can ISOC do for young people...
- 15) Keep up to date with developments. Networking.
- 16) Some local presence and/or access to ISOC.
- 17) Promote the web more officially and feeling part of a common interest group.
- 18) To take part in its activities.
- 19) I live here and wouldn't mind seeing some activity. Attended a couple meetings of the old chapter and found them sort of closed cabal-ish, compounded by my terribly limited French abilities.
- 20) Contribute with the local community to fundamental issues of the current state internet society.

**Swiss members major expectations from a new Swiss ISOC chapter (results from 2010 survey):**

- 1) Networking
- 2) Identity and privacy
- 3) Networking
- 4) Lobbying to defend the interests of the Internet at the national and local level
- 5) Forum for Telecommunications and Internet governance
- 6) ISOC GVA be part in the process of ISOC development
- 7) Gather opinions and recommendations as input for ISOC initiatives and decisions
- 8) Focus on local issues
- 9) Having the possibility to play a role in the achievement of ISOC's goals
- 10) Meet and network with like-minded people
- 11) Conference
- 12) No expectations since not (yet) involved
- 13) Enabling collaborative intelligence
- 14) Presentations from international experts on visit to Switzerland
- 15) Internet in every high school
- 16) Information on current issues
- 17) Representation of Swiss based ISOC members
- 18) Platform for exchanging information
- 19) Promote Internet strategies
- 20) Information and education
- 21) Promote some sense of community among local Internauts
- 22) Help in enabling Internet access for and represent under-served (Swiss) communities

**Swiss members event expectations from a new Swiss ISOC chapter (results from 2010 survey):**

- 1) Evening discussions / conferences to realize the objectives of the Swiss chapter.
- 2) Pan-Swiss meeting in Biel/Bienne, Bern or Fribourg.
- 3) Sessions for networking and information exchange / education on Internet relevant topics.
- 4) Training on new web and mobile phone usages.
- 5) Debate on subjects of interest (the proposed orange-sunrise merger would have been a subject of debate). Presentation / demo of new products.
- 6) As in the past years, sujets d'actualité, WEB 2, P2P, Spam, etc.
- 7) Expert/opinion leader boards; workshops to work out answers to open questions from the initiatives.
- 8) Discussion meetings, experts, new members orientations.
- 9) Conferences / meeting with a (or some) speaker. We could cover different topics at each reunion. Maybe having a "End of the year" conference that reviews the whole year ...
- 10) ICT4D / > web 2.0 for business / > Connecting business, academia and UN on web standards & apps.
- 11) Conferences, meeting, website to be informed and inform non-members on internet.
- 12) Events on computer literacy.
- 13) TED or LIFT like presentations by IT leaders and thinkers.
- 14) What: Presentations with top speakers; why: to know the international opinion leaders personally.
- 15) Activities in schools, because young people are unaware of the consequence that can result of a bad use of Internet.
- 16) Conferences & debates / Training sessions.
- 17) Lectures/information sessions on relevant technical topics (awareness).
- 18) Free technology seminar, to learn, to be informed.



- 19) Mostly technical issues because it (ISOC) is a technical body.
- 20) Discussions, workshops, panels. Maybe even a Swiss IGF.
- 21) Educational programs / Conferences and panels / Development projects.

## **L) Membership**

It is assumed that the current (July 2010) and initial membership of a new Swiss chapter consists of approximately 25 to 30 persons. Comparing that to other European chapters this is a very low number, due presumably to the previously regionally focused chapter (explicitly named Geneva chapter), the current inability to join a chapter within Switzerland and the relatively low activity level over the last years.

For comparison here the number of members in two other European states of comparable size:

ISOC Finland: 113 members

ISOC The Netherlands: more than 800 members.

It will be a major goal to recruit new members as soon as possible. For this purpose a permanent liaison officer for all outreach activities is proposed in the organizational charts, paras. A, B and C. Outreach activities require new ideas to which every member is asked to provide suggestions and proposals.

## **M) Budget, funding**

From para. 4 of ISOC's "Policy for Establishing New Chapters" (URL: <http://www.isoc.org/isoc/chapters/policy/>) :

### „Funding of Chapters

Chapters are expected to establish their own source of funding. Permitted sources include the following:

- a. Chapters may establish a fee-based membership model, charging either or both individuals and organizations to participate in its activities. The fees may be structured according to the activities or paid according to a regular renewal schedule.
- b. Chapters may solicit funding or resources from local organizations or other sponsors to support its activities.”

And from ISOC's template for bylaws (URL: <http://www.isoc.org/isoc/chapters/guidelines/bylaws.shtml>):

### “Article X. - Disbursements and Dues

1. Disbursements from the Treasury for Chapter expenditures shall be made by the Treasurer with authorization of the Executive Council and shall be included in the minutes of its meetings.
2. Dues shall be fixed annually by the Executive Council.”

### **Income:**

It is proposed that the possible future Swiss ISOC chapter solicits its “funding or resources from local organizations or other sponsors to support its activities”. Funding may also be derived from events, where attendants are asked for a financial contribution to the Swiss ISOC chapter. It is emphasized that no annual dues are proposed to fund the new Swiss chapter.

### **Expenditures:**

Major expenditures are to be expected from:

- Disbursements of board members for their activities in favor of the Swiss chapter, details need to be defined
- Disbursement of a possible part time General Manager (in version 2), details to be defined
- Disbursement of a possible secretariat (in version 3), the secretariat could be shared with another organization, detail to be defined
- Disbursement of persons organizing and setting up events and of expenditures caused by Contact Points (CoP)
- Expenditures to keep the websites up to date
- Initial expenditures to write new ISO-CH bylaws and to set up the association in Switzerland

**Example for a possible annual budget, assumption five major events per year and one AGM, Swiss Chapter established:**

**Expenses:**

Item	CHF	CHF
Travel and accommodation for invited speakers, CHF 1000.00 /speaker, 5 events	5'000.00	
Website and communication costs	3'000.00	
Part time external secretariat (as in organizational chart V3)	3'000.00	
Conference sites	2'000.00	
Lunch and coffee	2'000.00	
AGM dinner	1'500.00	
Subtotal 1	16'500.00	

Note: Possible disbursement of board members and General Manager not included.

**Income:**

Source	CHF	CHF
CH Internet Fund	5'000.00	
4 x Gold Sponsor (2000.00)	8'000.00	
2 x Silver Sponsor (1000.00)	2'000.00	
4 x Bronze Sponsor (500.00)	2'000.00	
Subtotal 2	17'000.00	

**GOLD Sponsors (CHF 2'000.00/a)**

- Full-page advertisement in printed programs
- Company logo on all printed material and website
- Opportunity to give a welcome address at conferences
- Possibility for conference exhibition stand
- Company Flyers / give-aways in attendees' registration pack

**SILVER Sponsors (CHF 1'000.00/a)**

- Full-page advertisement in printed programs
- Company logo on all printed material and website
- Possibility for conference exhibition stand
- Company Flyers / give-aways in attendees' registration pack

**BRONZE Sponsors (CHF 500.00/a)**

- Half-page advertisement in printed programs
- Company logo on all printed material and website



## **N) Legal issues, bylaws**

The possible future Swiss ISOC chapter will be a new legal entity in Switzerland, probably an association. A new application has to be submitted to ISOC and ca. 20 members are required to create a new chapter. It could be possible to learn from the previous application of the Geneva chapter if such documents became available.

The new Swiss ISOC chapter should abide by the legal requirements defined by the international ISOC organization, namely ISOC's Policy for Establishing New Chapters (URL: <http://www.isoc.org/isoc/chapters/policy/>), the template for bylaws (URL: <http://www.isoc.org/isoc/chapters/guidelines/bylaws.shtml>) and finally submit an official application to ISOC, containing answers to points A to H in the chapter application form (URL: <http://www.isoc.org/isoc/chapters/application/appli.shtml>).

In addition, the new Swiss chapter has to agree on "The Strategic Operating Plan of The Internet Society", dated 5 August 2005 (URL: <http://www.isoc.org/isoc/SOP.pdf>).

The new bylaws of course have to comply with Swiss law and the chapter should be established at a suitable location within Switzerland, e. g. Bern, see para. D, "description of ISOC-CH" above.

The future Swiss ISOC chapter needs a new scope and mission (basically: promote a stable and safe Internet and an ISOC chapter in Switzerland), see para. E "mission statement" above.

Another organizational issue would be to create a new identity; the basic activity there is to publish new websites, if possible under the domain name isoc.ch, where this identity can be presented to the public.

For political issues we are advised from our Belgian colleagues to establish a close rapport with governmental bodies such as OFCOM/BAKOM in Biel, to be entitled to participate in Swiss epistemic communities dealing primarily with technological issues of the Internet and its users.

## O) Website ISOC.CH

An interesting and actual Website is of vital importance to a successful future of a possible Swiss ISOC Chapter. The Swiss Chapter could use the domain name "isoc.ch" for this purpose which is currently already assigned to ISOC Switzerland, represented by one transition group member. The website(s) can be maintained either by individual member(s) or by the secretariat (as proposed in version 2 of the organizational chart). Its content is probably far too early to discuss here, some formal guidelines may be mentioned below, however:

- a) ISOC is currently working on making the appearance of its organization (and Chapters) more coherent. There are many projects on the way and it will take some time before everything is implemented. This includes Webpages and logos (information by Sabrina Wilmot, ISOC, 12.8.2010)

It will therefore be necessary to keep in touch with ISOC and learn from their advice before attempting to create something independently.

- b) Logos are created by ISOC and distributed to active Chapters, see <http://www.isoc.org/isoc/general/identity/logos.php>.
- c) ISOC's Identity Guidelines are available online at: [http://www.isoc.org/isoc/general/identity/docs/identity\\_guidelines.pdf](http://www.isoc.org/isoc/general/identity/docs/identity_guidelines.pdf). They are valid not only for Websites but for all ISOC documents.

If the members of the future Swiss ISOC Chapter decide not to use the domain name "isoc.ch" it will be deleted from the data base of the registry.

Appearance of the Website: It should contain two different areas, one with dynamic content and one with static content. Dynamic content can change periodically and should be headed by labels

- Home (welcome, join ISOC, link to information about ISOC)
- News (latest relevant information nationally, regionally and internationally)
- Agenda (time table for meetings and events)
- Events (detailed information about events, attendance and registration)
- Chapter Formation (about TT proceedings, as long as the formation is in progress)
- Swiss Chapter (history, personnel of coordination body volunteer pool, major events and achievements, budget and financing)
- Membership (ISOC videos, form for registration)

Static content:

- About ISOC
  - About the Internet Society
  - ISOC Ecosystem
  - Factsheet User Centric Internet
  - Factsheet standards
  - Ambassadors to IGF
  - Fellowships to IETF
- Swiss Chapter
  - Organizational chart

- Description
- Mission statement
- Bylaws
- Coordination body members (volunteer pool)
- Action plan
- Stakeholders, partners
- Sponsors
- International representation
- Mailing list
  - SITT
  - Swiss Chapter
- ISOC Global
  - Home (of ISOC global)
  - IETF News
  - ISOC Newsletter

The Homepage should also display the logos of at least some of the main sponsors, copyright info and during the transition period the sentence “Internet Society Switzerland Chapter in Formation”.