



# THE INTERNET COMMISSION

Advancing digital responsibility through independent evaluation

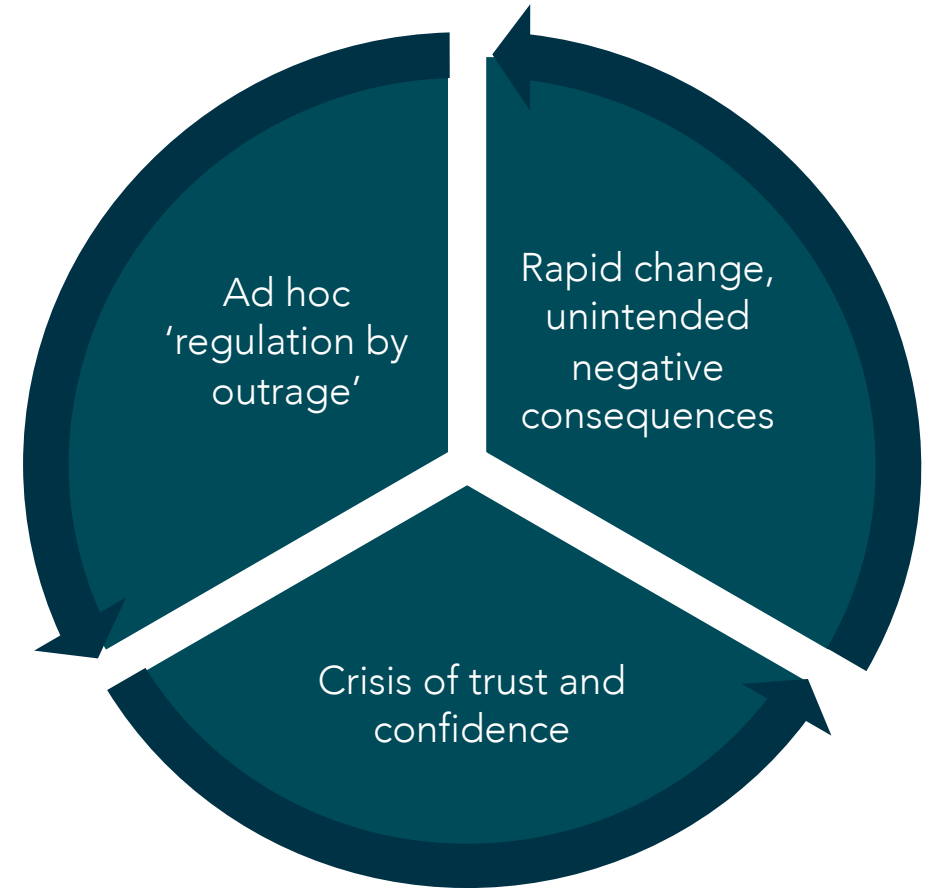
SUPPORTED BY:





## THE NEGATIVE CONSEQUENCES OF DIGITALISATION ARE HURTING BUSINESS AND SOCIETY

- Transparency and accountability can help reverse the cycle of distrust
- Our mission is to advance digital responsibility through independent evaluation
- We are powered by digital policy expertise, research excellence and business experience

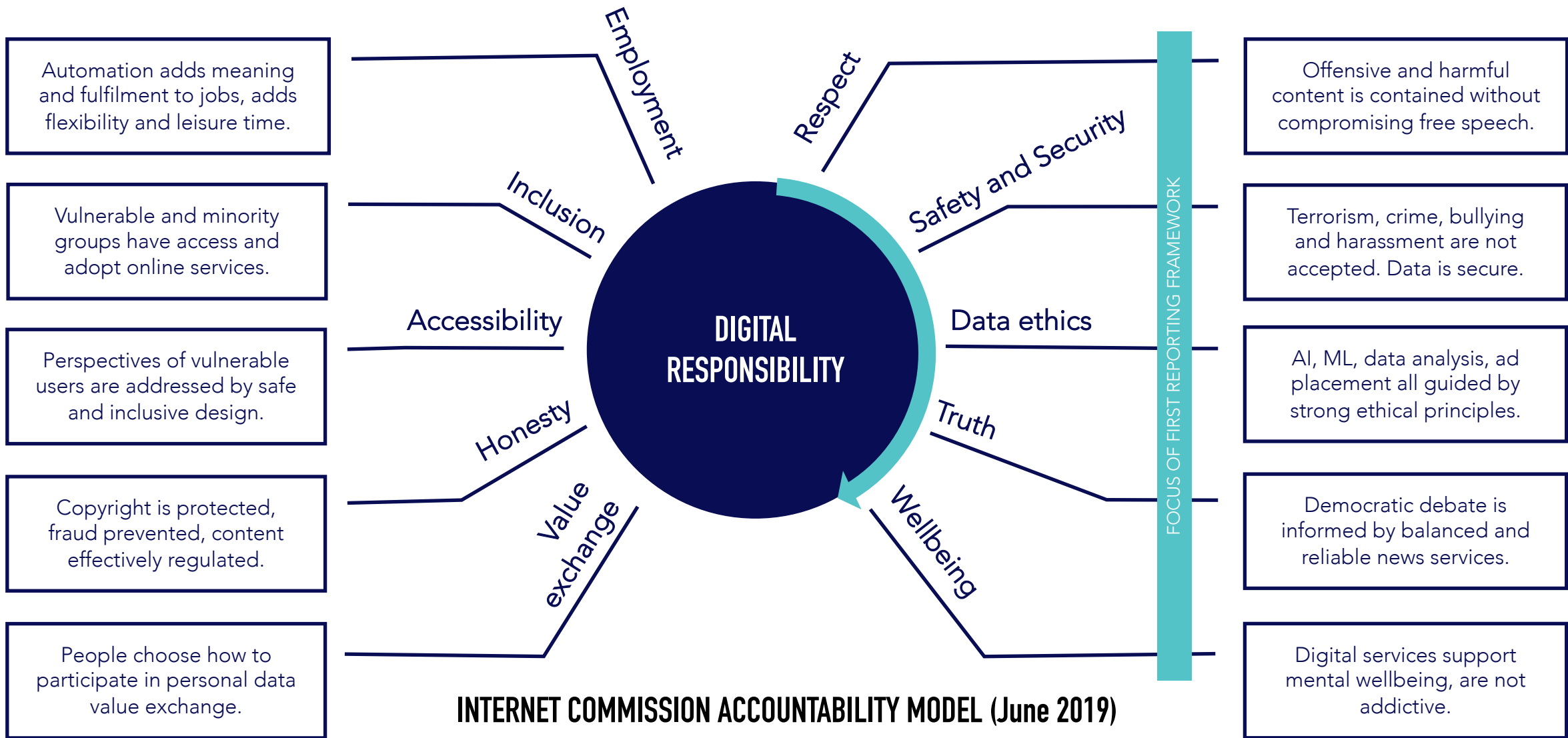


ILLEGAL CONTENT  
HATE SPEECH

CYBERBULLYING  
FAKE NEWS

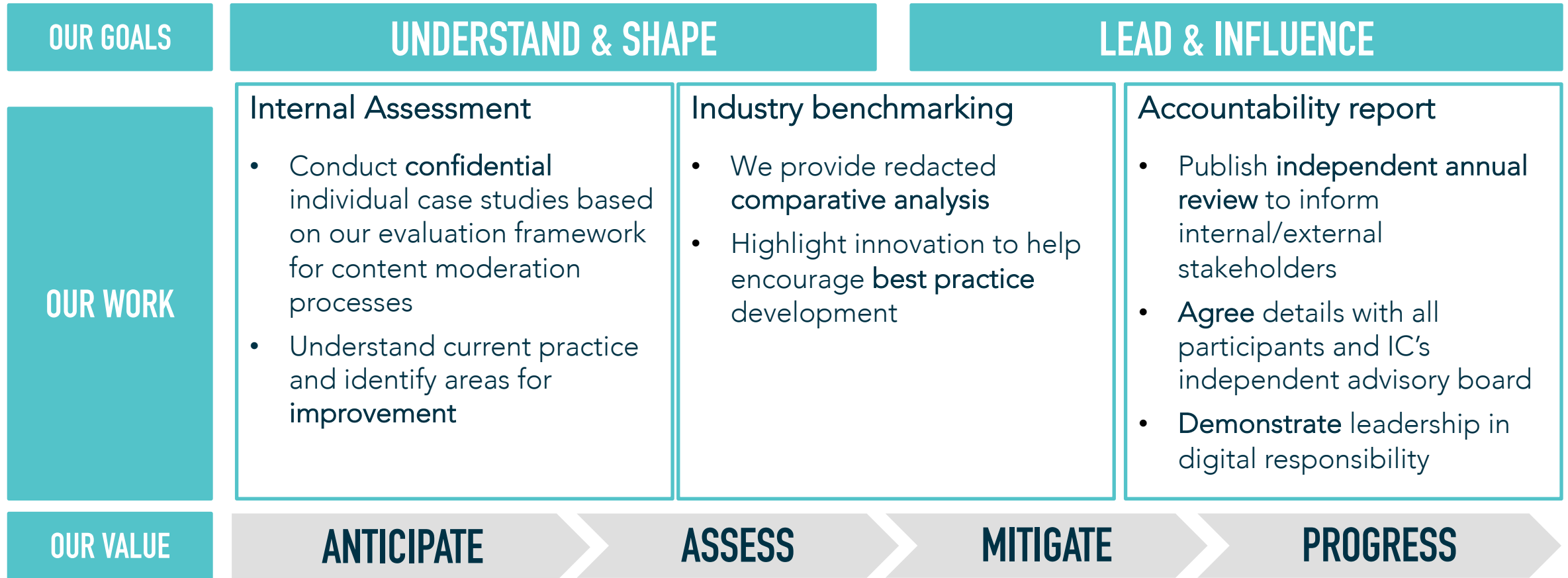


**#TECHLASH**



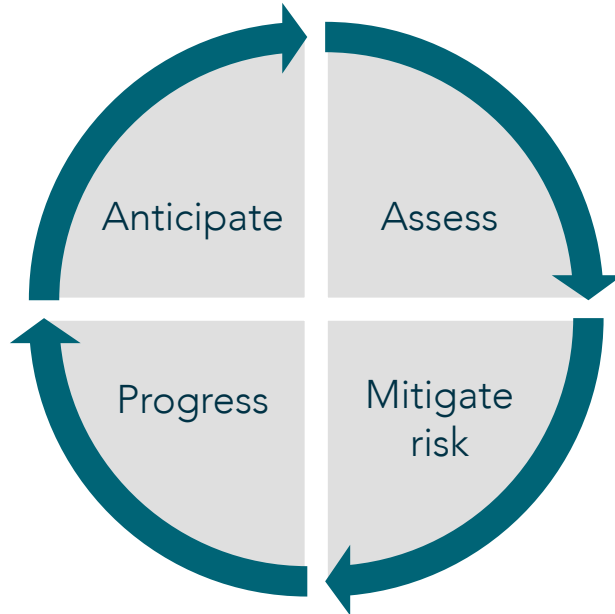


# OUR VALUE PROPOSITION    ADVANCING DIGITAL RESPONSIBILITY THROUGH INDEPENDENT EVALUATION





## OUR VALUE PROPOSITION



## ADVANCING DIGITAL RESPONSIBILITY THROUGH INDEPENDENT EVALUATION

### FOR INTERNET COMPANIES:

#### Tools

to demonstrate leadership, responsibility, and to build trust

### FOR POLICYMAKERS:

#### Mechanisms

to inform public policy and smart regulation in Europe and beyond

### FOR INVESTORS:

#### Insights

to support stewardship and digital responsibility risk management

### FOR SOCIETY:

#### Action

against online harms such as illegal content, hate speech, cyberbullying and fake news

## OUR FIRST PRODUCT

### EVALUATION FRAMEWORK

- Focuses on moderation and governance processes
- Looks at how Internet platforms manage content and conduct
- Uses qualitative and quantitative indicators
- Considers balance of safety/security with freedom of expression/privacy
- Reflects the growing importance of AI
- Integrates the Santa Clara Principles on Moderation at Scale\*

### DEVELOPED WITH INPUT FROM

- **Industry** including Internet and social media platforms
- **NGOs** such as Carnegie UK Trust, Childnet International, UNICEF UK and Global Partners Digital
- **Experts** including Prof. Sonia Livingstone, Prof Brian O’Neill, John Carr, Dr Tijana Milosevic, Prof Ellen Helsper
- **Regulators** including the European Commission, UK Government (DCMS), Australian eSafety Commissioner

\* [https://newamericadotorg.s3.amazonaws.com/documents/Santa\\_Clara\\_Principles.pdf](https://newamericadotorg.s3.amazonaws.com/documents/Santa_Clara_Principles.pdf)



## EVALUATION FRAMEWORK

Our **GOALS** are to:

- Remain independent of both government and industry
- Avoid any “one size fits all” solution and add value to different types and sizes of business
- Work across international borders
- Help reverse the cycle of mistrust

1. Reporting: How platform is alerted to potential breaches of its rules

2. Moderation: How decisions are made to take action about content

3. Notice: Notification to flaggers and content creator

4. Process of appeal: How decisions can be challenged and what happens when they are

5. Resources: Human and other resources applied to managing content

6. Governance: Oversight of content management processes, policies and strategies

QUALITATIVE INDICATORS

QUANTITATIVE INDICATORS



## 2019–2020 ROADMAP

Q2 2019	Q3 2019	Q4 2019	Q1 2020
<p>Evaluation framework draft v3 completed (questions)</p> <p>Recruit reporting partner companies –target 5+</p> <p>Brief policy influencers, build social media presence</p>	<p>Gather data, engage with reporting partner companies</p> <p>2019 Industry Roundtable with CEPS in Brussels</p> <p>Secure founding partners</p>	<p>Analyse data, agree and articulate insights</p> <p>Create first independent evaluation report</p> <p>Engagement with new European Commission</p>	<p>Publish first annual evaluation report + start second cycle of evaluation</p> <p>Launch event / summit with prominent think-tank partner (Institut Montaigne, Paris or IIEA, Dublin).</p>





## GROWING POLICY ENGAGEMENT NETWORK

- 7 roundtables, half-day conference, webinar
- 100+ organisations engaged since 2018
- 3 policy briefings and 3 consultation responses
- Active engagement with policymakers and NGOs in UK and Europe

## 2019-2020 PROGRAMME

- Autumn 2019 Industry Roundtable with Centre for European Policy Studies (CEPS) in Brussels
- 2020 Policy Forum on UK Government response to its Online Harms White Paper consultation
- Spring 2020 event with Institut Montaigne in Paris or IIEA in Dublin

## VISIONARY AND INNOVATIVE SUPPORTERS



## PARTICIPANTS IN PREVIOUS EVENTS

- Arm • ARTICLE 19 • BBC • Brunswick Group • Carnegie UK Trust • CIPL • CHIS (Action for Children, Barnado's, The Children's Society, NSPCC and others) • Coalition for Reform in Political Advertising • CAN • Datum Future • Deloitte • LSE • Diplo Foundation • European Commission • European Parliament • EY • FIPRA • Global Partnership for Sustainable Development Data • Google • Index on Censorship • ICO • Kings College London • Match Group • Microsoft • Mozilla • PWC • Siemens • Telefónica • Tony Blair Institute for Global Change • Trust Elevate • Truth Media • DCMS • UNICEF • UCL • UN University



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