

## A Call for Participating in and Partnering with the Pathfinder initiative

Pathfinder is **seeking** partnership and support with these efforts. This is a “win-win” for both Pathfinder supporters and partners, and for the position of Civil Society and its NGOs within the Internet ecosystem. Pathfinder seeks your engagement, your ideas and your support.

Pathfinder is about **awaking** the Civil Society/ NGO sleeping giant at the stakeholder base of the Internet. Support and participation in Pathfinder builds a broader and deeper engagement of NGO/ Civil Society in a healthy Internet ecosystem, and a deeper all around understanding of strategic involvement in terms of one’s own mission and vision. Pathfinder engagement and support partners you with a multitude of Civil Society organizations who will be crucial stakeholders in shaping the future of multistakeholder driven Internet policy and implementation.

Pathfinder will help to **raise awareness** about Internet ecosystem and domain name issues, as well as about strategies for sustaining a website presence, and the evolving rights and obligations of Internet citizenship. This is a “win” for NGOs and Civil Society, it is a “win” for the DNS and web hosting sector, and it is a “win” for broader and deeper multistakeholder engagement in Internet governance and a healthier Internet ecosystem.

**Engage** with Pathfinder to help make its objectives a reality. Help with ideas for partnerships, and for potential sponsors. Resources, both in kind and financial, are an essential complement to Pathfinder’s volunteer effort, and such support is essential to carry forward the Pathfinder vision.



The Pathfinder Initiative is a project of the Global Knowledge Partnership Foundation in partnership with:

**Katten**  
KattenMuchinRosenman LLP

**nPOC**  
Not-for Profit Organizational  
Concerns Constituency



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# The Pathfinder Initiative



## Pathfinder



## A “Win-Win” for all Internet Stakeholders

# Pathfinder

## Initiative

The goal of the Pathfinder Initiative is to raise awareness and organizational capacity to engage in strategic Internet planning and to promote organizational voices in areas of Internet policy formation and implementation .

Civil Society and its NGOs, the Internet's largest stakeholder group, are increasingly dependent on how the Internet operates and its rules and regulations in order to carry on their work. A Global Knowledge Partnership Foundation (GKPF) investigation into the state of NGO presence on the Internet found low levels of domain name ownership, heavy reliance of social media sites, and low level of understanding around the growing challenges that will impact on their work, and their mission. GKPF, working with a large NGO database, discovered that only 40% of its NGOs had operational websites with their own domain name, 30% had lost their registered domain name because they were unaware of domain name renewal procedures or failed to maintain up-to-date contact and billing information. 65% had moved their Internet presence to social media sites, with little thought of the risks to them, or to their collaborating partners, membership, and target constituency.

GKPF and its collaborators launched the Pathfinder Initiative to address these concerns, to help build effective Civil Society Internet use strategies, and to broaden and deepen engagement in crucial Internet ecosystem multistakeholder policy and implementation dialogues. Pathfinder Initiative activities are designed to produce win-win policy and practice outcomes.

# Pathfinder

## Activities

### Regional surveys

Short surveys will be administered to raise awareness and capture the Internet needs and concerns of NGOs and Civil Society. Survey results will shape regional Pathfinder efforts to broaden and deepen NGO/Civil Society engagement in relevant Internet ecosystem issues. GKPF has created a survey platform < [survey.gkpf.org](http://survey.gkpf.org) > with a current survey request out to 1300 Civil Society organizations in Europe. Regionally adapted surveys will be implemented for Africa, Asia, and North and South America.



### Webinars and dialogues

Pathfinder webinar and dialogue events address vital operational concerns and effective strategic uses of the Internet by Civil Society. Presentations from across Internet stakeholder groups address issues that are of direct concern to Civil Society's uses of the Internet. Two very successful webinars have been held: Washington, January 2015 and Singapore February 2015.



### Face-to-Face meetings

Pathfinder conducts face-to-face engagements at events around the globe. Given the uneven landscape of NGO/Civil Society engagement in the Internet, it is important, for example, to mount Pathfinder events around NGO/Civil Society concerns and issues. Pathfinder is partnering with others to promote multistakeholder awareness and engagement in the processes of Internet governance, in the operational issues of the Internet ecosystem, and in dialogue around the rights and obligations of Internet citizenship.



### Capacity building events and resources

The Pathfinder webinars and face-to-face events will collaborate with a number of regional capacity building processes. Pathfinder is initiating an online open access resource center focused on the creation and collection of resources regarding operational concerns and effective Internet use strategies for NGOs and Civil Society. It will also build a body of materials dealing with the rights and obligations of responsible NGO/Civil Society citizenship in the Internet ecosystem.

