LEMON OR ORANGES
HOW TO BECOME A SUCCESSFUL BODY UNDER PUBLIC SCRUTINY
FOR AN OPEN, NEUTRAL, GLOBAL, SECURE AND SAFE INTERNET
Who are we? ccTLD

- A country-code Top Level Domain Registry
- Not-for-profit organization (NGO)
- An authority that has the duty to serve the community in our country.
- A trustee of the top-level domain .il for both Israel and the global Internet community
- The organization that ensures a global, neutral, open, secure and safe Internet in Israel
- An organization that believes in enriching professional knowledge
- Representing the Israeli Internet community in international forums: ICANN, CENTR, ISOC
- We manage the Israeli Internet eXchange
What we do...Internet Promotion and Regulation

- Represent the Israeli Chapter at the Internet Society
- Promote the internet within the Israeli society
  - Raising awareness of internet technology and the importance of its integration within the Israeli community.
  - Developing knowledge and disseminating it to the entire population.
  - Pooling resources in order to promote common objectives.
- Narrowing the digital gaps in Israel
- We are members in public and parliamentary committees
The difficulties...

- No formal or governmental recognition
- Non-Profit organization that has money
- Resistance from our natural partners – registrars
- Small country
- Critical infrastructure
- Internal debates
- Competition with gTLD’s
- Social networks as Facebook
- Only income - .il
Our advantage

- Neutrality
- Knowledge
- Very experience and professional team
- Understanding of Israel needs – Cyber
- A very Technical community
- Nobody understands the Internet infrastructure as we do
- ccTLD and SEO
- Diversification
The numbers…229,235 domain names
What we did from 2013

- Improvement of our relationship with the registrars
- Involvement with the different offices at the government: Communications, Foreign Affairs, Education and Economy
- Transparency
- Choosing the direction and emphasis to and for the community
  - .il
  - E Commerce - SMB’s
  - Safe.org.il
Our campaign .il

- Motivating the public to build their identity online using .il
Why .il

• Become a technological expert
  • Upgraded of all our systems
  • Became the consultants and leaders in cyber security

• Become a treasure of information
  • Partnership with the relevant official bodies - we became the “experts”
  • To provide relevant information and private business world
  • Provide accurate, unbiased on the Internet in Israel

• Become a leader
  • Registrars forum
  • Round tables
Our campaign SMB’s

- We lead a national process including training practices to promote e-commerce

- Cooperation with successful e-commerce companies:
  - Hi-tech
  - Electronics
  - Tourism

- Free meetings with the best e-commerce trainers
Our campaign safe.org.il

Do not share, Do not participate
The Net Challenge

- Privacy
- Net Addiction
- Cyber behavior
2014 - Statistics

- One of three children suffers from cyber bullying
- 25% of teenagers – exposed by a provocative picture
- Only 66% of the surfers – Report cyber bullying
- Only 40% if the adults feel safe in the Net
- More than **2300** direct calls to Safe hot line
- More that **25,000** visits - SAFE.ORG.IL
- **50%** of the callers are children
SAFE.ORG.IL

Do not share, Do not Participate

- Train the trainers: Parents, Teachers, Social Workers

- Training youth as ambassadors in their immediate Net Zone for Safe Browsing

- Hot Line 24/7

- Cooperation with Facebook, YouTube, Google, Twitter, Secret
Questions?