

# Internet Fragmentation

Advocacy Toolkit



Internet  
Society

# How to Use This Toolkit

The Internet is a technology like no other, and presents virtually infinite opportunities to all of us. Policies and decisions now threaten to fragment or fracture the Internet.

We must call on policymakers and businesses to consider how their actions can contribute to fragmentation of the Internet.

This toolkit provides assets for people to advocate for an open Internet in a way that can be adjusted to their national context. It includes key messaging, media assets and advocacy letter templates.

This is a live document. Assets will continue to be added as they are developed.



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# About Internet Fragmentation

What Is Internet Fragmentation and Why Does It Matter?



# About Internet Fragmentation

## The Internet

The Internet is a 'network of networks': a web of thousands of networks, connecting to one another voluntarily.

The Internet is an invaluable asset for people across the world that works best when it is open, global, reliable, and resilient.

## Internet Fragmentation

Internet fragmentation is the division or splintering of the unified, open, global Internet into smaller, isolated networks.

These networks can be subject to different rules, regulations, and technical standards and are sometimes unable to connect or operate together seamlessly.



# A diversity of threats with the potential to fragment the Internet:

≡ WIRED

**India's Government Wants Total Control of the Internet**

EURACTIV

**Sovereignty requirements remain in cloud certification scheme**

The Register

**Full-time internet surveillance comes to Cambodia this week**

Le Monde

**Russia's innovative techniques for monitoring the internet**

FORTUNE

**Netflix, Meta and other U.S. internet companies could be forced to pay to reach users in Europe. Here's why a new net neutrality fight is erupting.**

Futurism

**3 Things You Need to Know About the Controversy Over Google's Quick-Loading AMP Pages**



Attacks on the borderless, seamless, interoperable Internet can make it unrecognizable.

Access to websites, platforms, and services will **depend on who and where** we are.

Content will be **curated** and only available depending on the approval of or sanction by a particular government or company.

In certain jurisdictions, services will **cease to be available** at all.

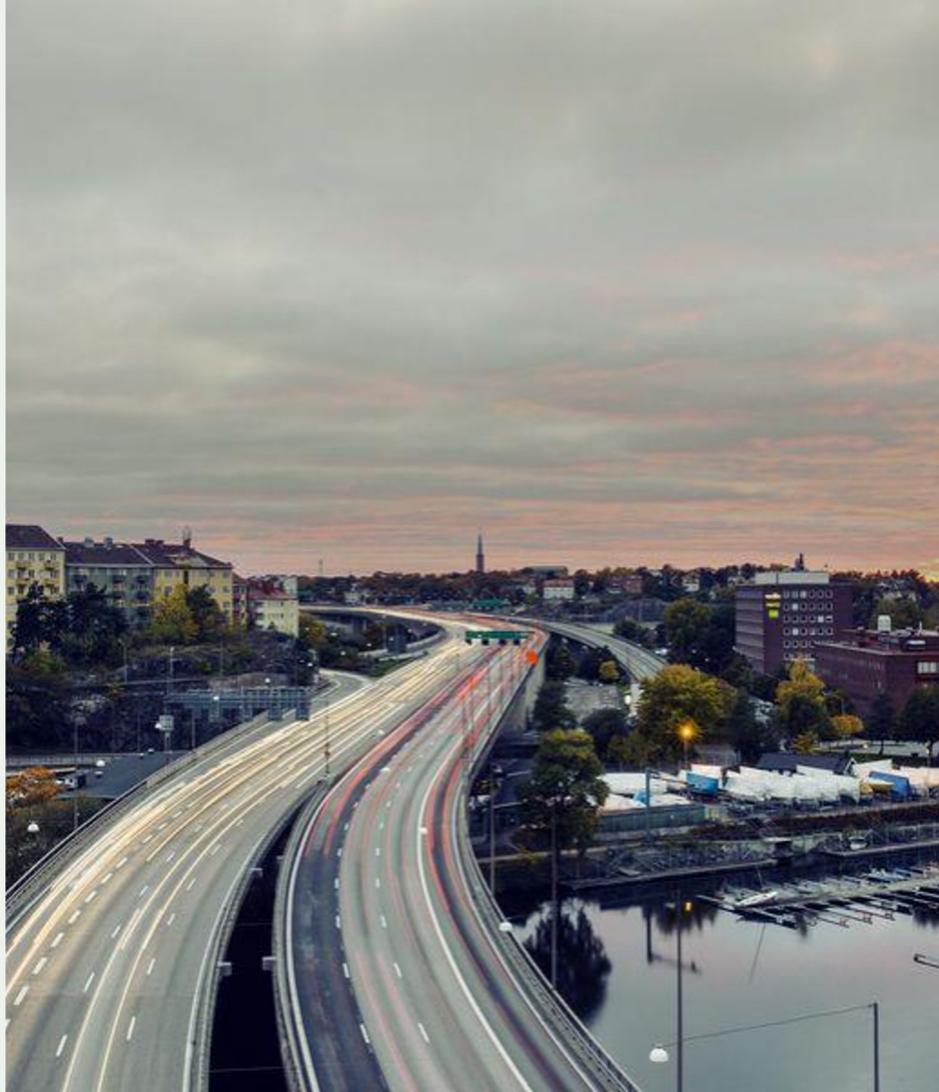


And such an 'Internet' would lose its purpose.

People might still call whatever emerges as the 'Internet'...

...but it will no longer be the real thing: simple, adaptable, technology-neutral, open, and accessible to everyone.

It will no longer be an engine for social change.



# Threats of fragmentation are impacting our mission and beliefs.

We believe in an Internet that is open, global, and interoperable.



The Internet may become a collection of isolated networks, with inefficient or disrupted interoperability.

We advance the development and application of Internet infrastructure, technologies, and open standards.



Infrastructure and Internet governance may become regulated and centralized.

We believe the Internet is a resource to enrich people's lives, and a force for good in society.



The Internet may cease to be an engine for social change.



# Axes of Fragmentation

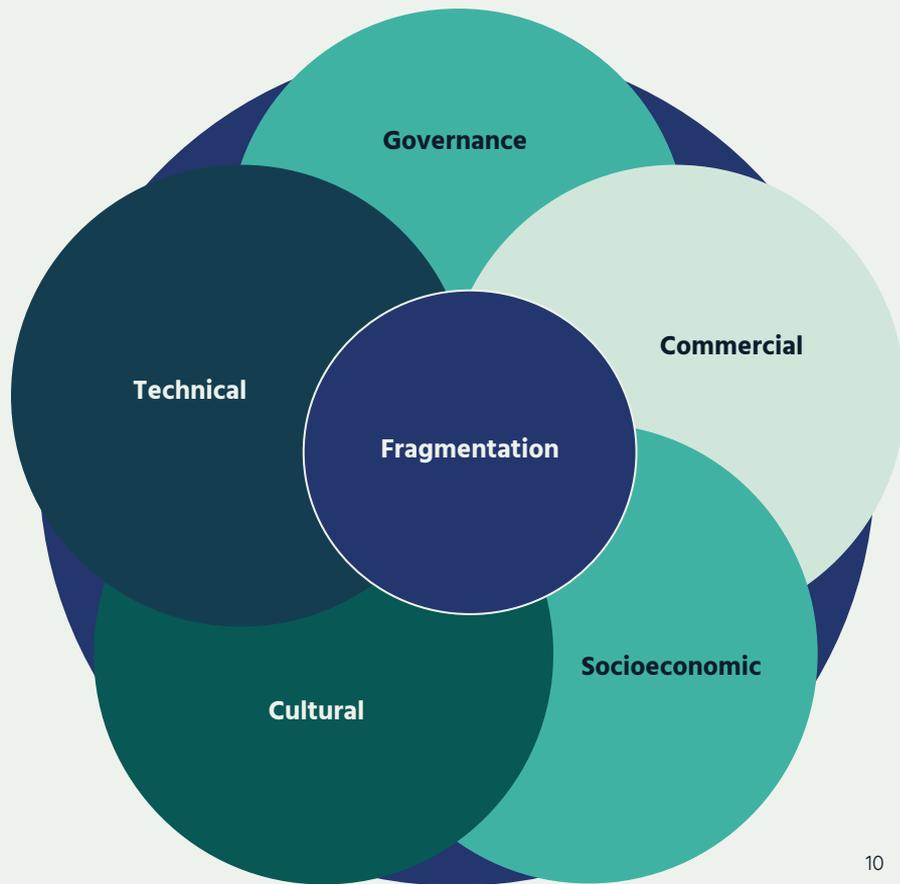
1. **Governance:** fragmentation can occur when the power to make decisions about the Internet is centralized in the hands of a few.

2. **Commercial:** business decisions or policies can limit users' access to services, platforms, apps, or websites.

3. **Socioeconomic:** restrictions on Internet access, access to information, or freedom of expression could result in communities being 'left behind', exacerbating poor digital literacy and deepening inequalities.

4. **Cultural:** when governments or businesses use social norms to restrict access to information or certain forms of expression.

5. **Technical:** decisions that divide the open, unified Internet into smaller, isolated networks that are subject to different rules, regulations, and technical standards.



# Why Does Fragmentation Matter?

The Internet is a vital resource that allows us to communicate, collaborate, and create with anyone, anywhere. It has become the backbone of the world economy.

Fragmentation means that, depending on where someone is located in the world, they will not have the same access to the Internet as others elsewhere.

This **creates inequalities** by allowing some and not others to freely communicate with friends and family, limiting people's access to essential services

On a fragmented Internet, different versions of the same information could vary across networks.



And that is why we must resist Internet fragmentation. We must advocate for the Internet to remain open, global, and interconnected for generations to come.



# What we need you to do...



Support the campaign online by sharing the Internet Society's social media assets



Use the key messaging to start conversations around the importance of the campaign



Use the media engagement assets to draw wider media attention



Use the advocacy assets to raise awareness of fragmentation among policymakers

What we need  
policymakers to  
do...



Understand the impact of their actions  
and policies on the Internet



Recognize decisions that affect the Internet  
should be considered in the same way as  
those that affect the environment or other  
aspects of society



Use the Internet Impact Assessment  
Toolkit to assess proposals' effects on  
the Internet

# The Advocacy Strategy



# Advocacy strategy—choose relevant building blocks to build your own strategy:

1 | Awareness  
Building

2 | Partnership  
Building

3 | Analysis and  
Response

4 | Stakeholder  
Engagement

5 | Advocacy  
with  
Decisionmakers

6 | Advocacy  
Campaign

7 | Monitoring  
and Adjustment



## Identify the policy or decision that could impact the open, global Internet

- Monitor the landscape to check for threats against the open, global Internet.
- Use the advocacy toolkit to build awareness of threat categories.
- Understand policy cycle – key dates, public consultations, avenues for input and intervention.



## Identify who lends us power

- SWOT analysis: strengths, weaknesses, opportunities, and threats when considering advocacy against a certain policy or decision
- Identify partners that could add power to our advocacy.
- Questions to consider:
  - Who would be able to add strength to our analysis?
  - Who could help mobilize civil society, academia, youth networks?
  - Who could strengthen our voice in the media?
  - Who can we partner with to approach appropriate policymakers and decisionmakers?
  - Who could help us impact change?



## Understanding the policy or decision's impact on the open, global Internet

- See what the Internet needs to exist and thrive.
- Develop clear and concise policy asks and messaging.
- Types of response to consider:
  - Rapid response: publish your position on your website, blog, or social feed.
  - Media commentary: write an op-ed to attract attention to the issue.
  - Letter to policymakers: write to the policymakers in your government.
  - Response to public consultation: respond to public consultations or call for comments.
  - Internet impact brief: use the Internet Impact Assessment Toolkit to write an impact brief.



## Identify and partner with those who will be affected by a policy or decision

- Identify stakeholders:
  - Who is impacted by a certain policy or decision?
  - What opportunities have been impacted or restricted for them due to a policy or decision harming the open Internet?
  - How do we mobilize them and include them in our advocacy? Where is the overlap between our interests and theirs?
- Engage with them to coordinate positions, response, and advocacy through dialog, meetings, and workshops.
- Build a narrative around the issue, emphasizing the impact of the policy or decision on people.



## 5 | Advocacy with Decisionmakers

### Reach out to build pressure on and influence policymakers and decisionmakers

- Identify key policymakers or decisionmakers:
  - Who do we need to influence?
  - Can we also target their close aides or team members?
- Build relationships through public meetings, conferences, or events where they are present.
- Leverage partners and stakeholders to amplify your voice-we are stronger together.
- Use the analysis, policy asks, and messaging to make a credible argument, providing policymakers with an informed position, and provide solutions.
- May involve sending letters, submitting testimony, responding to public consultations, and meeting with decisionmakers.



## Amplify your messages

- An advocacy campaign is about amplifying messages.
  - Identify target audiences—what sort of mass support do you need?
- Use your analysis as a basis for messaging.
  - Craft key messages, tailored for these audiences
  - Identify various communications channels, especially those that can make you heard
- Tell your story in a way that people relate to and makes them care about the issue.
- Tactics could include social media, media advocacy, email campaigns, etc.



## Gauge and measure impact

- Regularly monitor advocacy efforts, strategy, and campaigns.
- Evaluate impact.
- Make necessary adjustments in advocacy routes, tactics, and messaging.
- Address counter-narratives.
- Helps retain relevance and effectiveness of advocacy efforts.



# Key Messaging

Our Main Arguments



Key message

Internet fragmentation is a threat to the global, open Internet. The Internet Society advocates against any splintering of the network of networks.

Messaging pillars

The Internet is valuable to people when it is open, global, reliable, and resilient.

Fragmentation changes the way we experience the Internet.

By working together, we can safeguard the Internet for future generations.

Key arguments

The Internet enables and empowers people to make their lives better.

For billions of people, the Internet is now essential for commerce, education, communication and entertainment.

The value of the Internet derives from the fact that no single person or entity controls it, allowing it to grow organically to meet people's needs.

A wide variety of actors are putting forth proposals that threaten to undermine the properties that the Internet needs to exist and thrive.

Fragmentation impacts all spheres of life: economic, social, cultural, technological and political.

Access to resources, websites, platforms and services could become dependent on who and where we are.

Internet fragmentation is a political issue because technical decisions are encouraged and supported by political decisions.

Advocates for an open Internet, including Internet Society members and chapters, should engage with representatives and peers across sectors to warn of the dangers of a fragmented Internet.

By working together, we can safeguard the Internet for future generations.

# Messaging Dos and Don'ts



## Dos

- Focus on human impact—how fragmentation impacts everyone.
- Use plain, simple and relatable language.
- Emphasize the Internet's benefits to individuals and the economy.
- Outline how a decision, without an impact assessment, can lead to unintended consequences.
- Remain purposeful and solutions-focused.



## Don'ts

- Focus on the critical properties of the Internet over the impact of fragmentation on people.
- Dismiss nation states' rights to sovereignty and to regulate the Internet.
- Rely on technical language.
- Leave policymakers without solutions or viable alternatives (e.g. [The Internet Impact Assessment Toolkit](#)).



# Toolkit Assets

Media Engagement, Advocacy and Social Media Assets



# Media Engagement Guide

Guide to Writing Press Releases



# The Basics: What is a Press Release?

A news release (also known as a press release) is a way to get your message out there, via the media, to the wider public. It needs to present a clear, concise message to interested reporters, producers, presenters and editors in a standard format.

It is designed to relay important information while preempting any questions the media may ask. It allows you to shape the narrative as to how you want the story told to the public, framing the issue as you want it to appear.

The media is among the most powerful and influential institutions in our societies - providing the majority of people with the latest news and information on current affairs. By deciding which news stories get covered, the media shapes public opinion and sets the agenda for which issues are considered important.



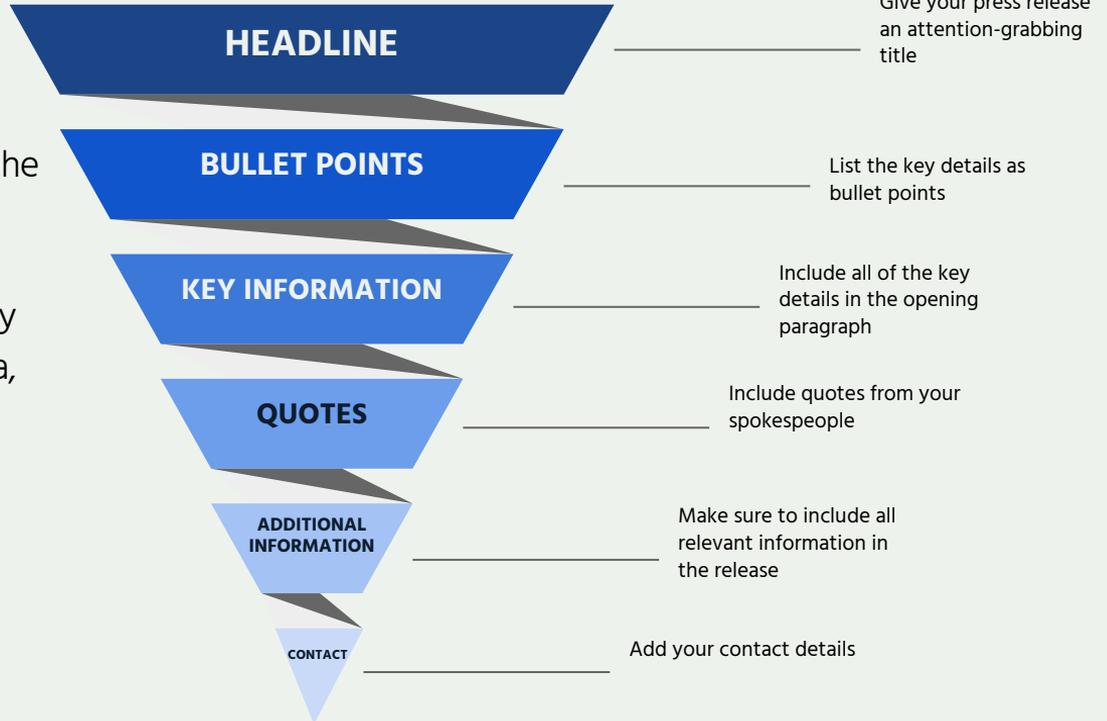
# How to Structure a Press Release

Start with a concise and attention-grabbing headline, then summarize key details in bullet points.

Include all the most important information in the opening paragraphs, followed by quotes from your spokespeople. The rest of the release should include information that adds credibility to the story - whether that's through new data, and/or making links to the news agenda.

End the release with your contact details so journalists can follow up with you.

[Download Press Release Template](#)



# Sending Your Press Release to Media

Don't send a press release to a journalist unless you are sure it is relevant to the topics they cover. If journalists sense you are spamming them or sending irrelevant content, they'll just ignore you, or worse, block your email address.

Read relevant titles to find out who is writing about your subject. Some outlets include profiles of journalists with all the stories they have written and may include their contact details. Many journalists are on X (formally Twitter) and may have an email address in their profile. If you are unable to find a journalist's specific email address, most outlets will have contact details for their news desks.

Your email should show that you're familiar with what they write about and know why your story is something that they and their readers would be interested in.



# Advocacy Guide

Template Advocacy Letter and How-to  
Guide



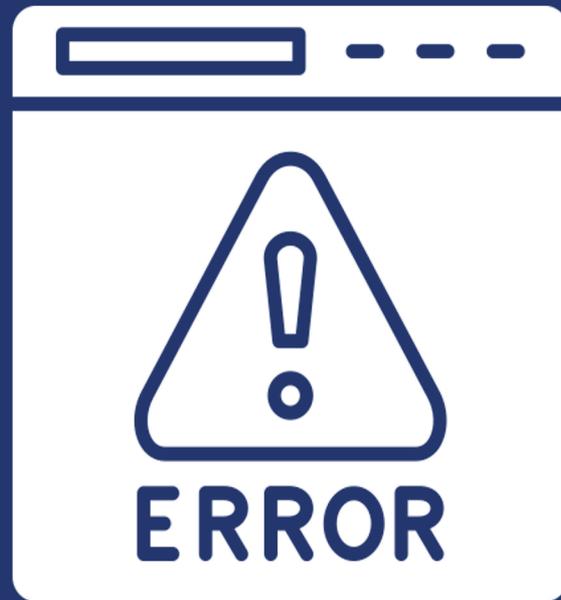
# The Basics: Identifying Threats to the Internet

While the open, global Internet benefits all Internet users, the risks or challenges will vary by context.

When targeting policymakers, you should be as specific as possible about the risks posed on the Internet in your country.

The [Internet Impact Assessment Toolkit](#) sets out what the Internet needs to exist and thrive.

It will allow policymakers to first evaluate whether a proposed decision affects the critical properties that make the Internet the Internet, then to analyze whether the change is positive or negative, as well as how strong its effects are.



# Advocacy Opportunities: Understanding the Policy Cycle

It is important to regularly adjust any advocacy strategy by scanning for opportunities to engage with policymakers and to tackle counter-narratives. While the process will vary, opportunities for engagement include:

**Government research.** Relevant departments will regularly publish scoping research or statements of intent (e.g. “Whitepapers”).

**Public consultations.** Similarly, governments will consult key stakeholders on relevant issues, who may propose unhelpful counter-narratives.

**Debates and votes.** Policymakers are most likely to be receptive to messaging in the run-up to votes.



# Why Engage with Policymakers?

A letter to policymakers is a way of directly engaging with one of our key audiences, clearly outlining our asks and driving home the key messaging of the campaign.

It will urge them to consider the effects of their actions on the Internet and to take caution when developing policies that will increase fragmentation.

Specifically, it will invite them to use the Internet Society's [Internet Impact Assessment Toolkit](#): a resource that contains practical tools for policymakers to evaluate how a law, policy or decision could impact the Internet.



# The Basics: How to Find the Right Policymakers

Given the global nature of this issue, and how the key people with decisionmaking powers will differ across country contexts, users should take time to identify who they want to write to.

This should be someone with the power and authority to meaningfully shape a country's Internet policies, such as a relevant minister, a policy adviser, or a civil servant with a specialization in Internet or telecommunications policy.

Outreach should respect each nation state's sovereignty. It should focus on the benefits of the Internet – for individuals and the economy—and should provide a workable route forwards for policymakers in its asks.



# How to Write an Advocacy Letter

**Introduce who you are.** State who you are and your stake in the issue. In this case, the Internet impacts everyone's lives, livelihoods, and ability to collaborate and innovate.

**Explain the problem.** This should be simple and to the point, regardless of the recipient's technical knowledge.

**Explain why this matters.** A letter should include a "so what", clearly outlining the effects of fragmentation.

**Be country-specific.** This could be the Internet's benefits for the economy or its role in increasing the representation of women or minority ethnic groups.

**Provide a solution.** Outline a practical way forward.

[Download Advocacy Letter Template](#)



# What Does Success Look Like?

## Immediate-term

Establish awareness of fragmentation and its drivers among key policymakers.

## Short-term (1-3 years)

Mobilize grassroots public support for protecting the Internet.

## Medium-term (3-5 years)

Socialize the need to defend the Internet.

## Long-term (5-7 years)

Governments analyze any new proposals or decisions through the lens of fragmentation.



# Social Media Assets

Creative Assets and Suggested Copy



## Social Media Assets

It is important to mobilize Internet users to lend their support and call on decisionmakers to move the dial on policy.

This section will provide the tools needed to start the conversation about fragmentation on major social media platforms like Facebook, Instagram, LinkedIn and X (formerly Twitter).

Social media posts will direct users to the Internet Society's campaign website where they can learn more about Internet fragmentation.



### Internet Hero Videos



Five interview-style videos with people using the free and open Internet to do good.

These videos are a tool for showing how the Internet is a force for good and how fragmentation limits our opportunities

The Internet Heroes demonstrate that the Internet should be an open, democratic space that can bring benefits for everybody.

The series of Internet Hero videos are hosted on Internet Society's Internet fragmentation campaign page: ["OurNet - The Internet is Ours"](#)

# Our Social Media Handles



[Internet Society](#)



[Internet Society](#)



[@Internetsociety](#)



[@Internetsociety](#)



<b>Content description</b>	<b>Internet heroes: stories of people defending the Internet (Izaan Khan)</b>
<b>Format</b>	Video



Facebook	LinkedIn	X (formerly Twitter)	Instagram
<p>Internet fragmentation limits millions of web users' access to the open, global Internet, and the platforms that are hosted on it.</p> <p>As a result, users from across the world are prevented from communicating with people overseas and accessing important educational resources.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to join us in the fight against fragmentation.</p>	<p>"We should use the Internet to protect the Internet."</p> <p>From total Internet shutdowns to restricted access on targeted platforms, Internet fragmentation limits our freedom to communicate, organize and access information.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to find out how you can resist Internet fragmentation.</p>	<p>How would you communicate with people overseas without Internet access?</p> <p>Government restrictions can drive Internet fragmentation and leave thousands without access to online communication platforms like Whatsapp or Skype.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to find out more.</p>	<p>The Internet creates opportunities for everyone, but fragmentation puts that at risk.</p> <p>Internet Heroes like Izaan are fighting against this by promoting Internet access for all, defending online spaces for future generations.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to find out how you can resist Internet fragmentation.</p>



<b>Content description</b>	<b>Internet heroes: stories of people defending the Internet (Nighat Dad)</b>
<b>Format</b>	Video



Facebook	LinkedIn	X (formerly Twitter)	Instagram
<p>The Internet is a force for good, creating a broad range of opportunities for its users.</p> <p>In Pakistan, it enables women to further their careers, grow their businesses and support their families. By limiting access to the open Internet, fragmentation undermines digital rights and freedoms.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to find out how you can resist Internet fragmentation.</p>	<p>“Your right to connectivity is actually connected to your other fundamental rights.”</p> <p>The Internet has provided opportunities for millions of people - but economic inequality means not everyone is able to join online spaces and access these opportunities.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to find out what we’re doing to promote Internet access for all.</p>	<p>Internet Heroes like Nighat work hard to fight against Internet fragmentation so young people across Pakistan can continue to access information and education online.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to join us in the fight against fragmentation.</p>	<p>Should governments and companies limit what we see and do online?</p> <p>By fragmenting the Internet into smaller, isolated networks, businesses and governments are able to limit access to information and learning resources that support personal and professional development.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to find out how you can fight against Internet fragmentation.</p>

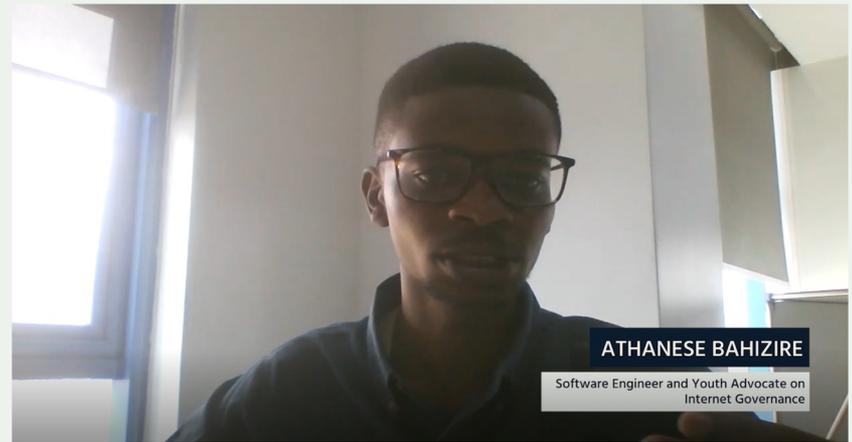


<b>Content description</b>	<b>Internet heroes: stories of people defending the Internet (Cathrona Samuel)</b>
<b>Format</b>	Video



Facebook	LinkedIn	X (formerly Twitter)	Instagram
<p>“I care about fragmentation because everyone should have equal access to the Internet.”</p> <p>The Internet gives people the opportunity to benefit from free educational resources and services, but fragmentation often gets in the way of this by restricting or limiting content.</p> <p>Visit <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a> to join us in the fight against fragmentation.</p> 	<p>Not having access to fiber optic technology can impact your accessibility on streaming platforms because there is not enough bandwidth to load the content.</p> <p>This is why it’s important that we fight against Internet fragmentation to keep the Internet open and accessible to all.</p> <p>Learn more about the impact of Internet fragmentation by visiting <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>Internet Hero Cathrona Samuel works hard to make people aware of their digital rights and influence law that that protects the Internet as a free and accessible network.</p> <p>It’s important to show people they have a voice, and can join us in the fight against fragmentation by visiting <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>“We are part of a wider world, and we have a voice inside of that wider world.”</p> <p>As part of her work as an Internet Hero, Cathrona works with people across Antigua and Barbuda to make them aware of their digital rights and encourage them to fight against Internet fragmentation.</p> <p>Find out more about our Internet Heroes by visiting <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>

<b>Content description</b>	<b>Internet heroes: stories of people defending the Internet (Athanes Bahizire)</b>
<b>Format</b>	Video



Facebook	LinkedIn	X (formerly Twitter)	Instagram
<p>“The core values of [the] Internet is that it’s open and everybody has the right to access it.”</p> <p>Join Internet Heroes like Athanes in their fight against Internet fragmentation and the limitations it imposes all over the world.</p> <p>Find out more by visiting <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>The Internet plays a key role in helping young people launch a successful career - whether that’s through running an online business or working remotely from home.</p> <p>Fragmentation threatens to disrupt this by limiting Internet access and restricting communication platforms.</p> <p>Learn more about our fight against fragmentation: <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>Not being able to access popular streaming platforms or online payment apps are just some of the ways that Internet fragmentation can affect your daily life.</p> <p>Learn more about our fight against fragmentation: <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a></p>	<p>Even the most marginalized communities should be able to access the internet.</p> <p>Our Internet Heroes are fighting for an open Internet for all - no matter where you’re from or how much money you have.</p> <p>Join us in the fight against a fragmented Internet: <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>



<b>Content description</b>	<b>Internet heroes: stories of people defending the Internet (Pedro De Perdigao Lana)</b>
<b>Format</b>	Video



Facebook	LinkedIn	Twitter	Instagram
<p>Marginalized communities are often the most affected by Internet fragmentation.</p> <p>Working alongside our Internet Heroes, we want to raise awareness of fragmentation and encourage people to join us in the fight against it.</p> <p>Take a look at our website to find out more <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>Pedro is just one of our Internet Heroes working closely with his local Internet Society chapter to influence policy around digital rights.</p> <p>He works with local young people to educate them about the threats of fragmentation, and believes that Internet access should be free and open to everyone.</p> <p>Find out more about fragmentation <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>In Brazil, there are many ways in which people experience Internet fragmentation, including limitations on Internet access for marginalized communities.</p> <p>Join Pedro in the fight against fragmentation <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>	<p>Pedro, one of our Internet Heroes based in Brazil, works closely with local young people to fight against Internet fragmentation and influence government policy around digital rights.</p> <p>Learn more about why we're fighting for a free and open Internet <a href="https://internetsociety.org/our-net/">internetsociety.org/our-net/</a>.</p>



# Key Audiences

How to Talk about Internet Fragmentation to Different Audiences



# Governments

Policymakers are the primary targets for this campaign—they have the power to implement policies leading to fragmentation. This includes government ministers, civil servants, and policy advisors.

Relevant decisionmakers will vary across countries, but key messaging will stay the same: policymakers must consider how their decisions could lead to fragmentation.

To do this, they must use the [Internet Impact Assessment Toolkit](#).

The Internet is integral to a thriving economy and society. It has a critical impact on people's lives, livelihoods, our ability to collaborate and innovate, and the national economy. Because of how important the Internet is, it is crucial to assess the intended and unintended consequences a policy proposal or decision may have on it.

Just as infrastructure projects are often preceded by environmental impact assessments, the Internet Society has created the Internet Impact Assessment Toolkit. The toolkit is a collection of practical tools to help assess whether a proposal or decision could impact the Internet, and how to prevent it from harming what the Internet needs to remain free. It will help inform decisions, and help protect the numerous benefits that an open, global, and interconnected Internet brings.



# Businesses

Businesses can contribute to fragmentation by limiting access to apps or platforms, or by limiting access to services based on location (“geo-blocking”).

However, businesses also greatly benefit from the open Internet and their commercial interests would suffer as a result of fragmentation.

Therefore, messaging to businesses should recognize that businesses can be allies who share an interest in protecting the Internet.

An open, globally connected Internet is a prerequisite for businesses to function. Trade, commerce, services, banking, and innumerable other collaborative ways of working all rely on the Internet.

A fractured, fragmented Internet — where different regions of the world are unable to be part of the global, unified Internet network — will spell unimaginable hardships for businesses and customers alike.

It is important for businesses to resist Internet fragmentation by upholding the principles of an open, global Internet themselves and by advocating with policymakers to protect a unified Internet.



# Journalists

Policymakers and businesses are our targets, but engaging with the media will help to reach these key decisionmakers. In this way, journalists are amplifiers of our messaging.

Journalists also benefit from the Internet: fragmentation would increase the risk of misinformation and make it more difficult to report on international stories.

A fragmented Internet will see more government control of the Internet. This will limit freedom of speech, restrict access to information, reduce diverse perspectives, increase government surveillance, and exacerbate the spread of disinformation.

Though it may seem far away, Internet fragmentation is an imminent reality if we do not pay urgent and adequate attention to the issue.



# People

Internet users—the people—are the first layer for engagement. By joining grassroots movements, Internet users have the power to effect change.

Messaging is focused on how fragmentation is an issue that will affect every Internet user's ability to communicate and access services and information.

The Internet benefits us all. It enables us to connect, communicate, collaborate, and create with anyone, anywhere in the world. It was a singular lifeline for us during the Covid19 pandemic. Everyone should be able to access it, irrespective of geography, gender, and strata of society.

But we could lose the open, global Internet, and all the benefits it brings. In the event of a fractured, divided, splintered Internet, our freedom to communicate with friends and family, and access to essential services, will depend on who and where we are. Our understanding of what is going on in the world will also be restricted.

We cannot take the Internet for granted—we need to protect it. We, therefore, must hold governments accountable by raising our voice to demand that policymakers assess the impact of Internet-related policies and decisions on people.



# InterNOT: The Simulation



# Sharing the InterNOT: The Simulation to Raise Awareness of Internet Fragmentation

To highlight how fragmentation can impact everyday life, we've created the [InterNOT: The Simulation](#).

The simulation takes users through various lifelike scenarios while experiencing different forms of fragmentation. An example could be online apps becoming inaccessible in certain regions, Internet access being limited depending on how much money you have, facing geo-restrictions when trying to access streaming services or malware threats associated with downloading different VPNs.

We aim to raise awareness of Internet fragmentation by encouraging people to play the game and share it across their social channels and wider networks.



<b>Content description</b>	<b>InterNOT: The Simulation</b>
<b>Format</b>	Game



Facebook	LinkedIn	Twitter	Instagram
<p>Have you ever wondered how Internet fragmentation can impact everyday life?</p> <p>Take a look at our brand new simulation, the InterNOT, which demonstrates the different ways in which fragmentation can limit your daily activities.</p> <p>Check it out now at <a href="https://internetsociety.org/inter-not/">internetsociety.org/inter-not/</a>.</p>	<p>Internet fragmentation can infiltrate areas of everyday life.</p> <p>From geo-restrictions on online apps and streaming services, to Internet access being limited depending on how much money you have.</p> <p>To learn more about the impact of fragmentation, try our <a href="#">new simulation: the InterNOT</a>.</p>	<p>Our brand new simulation, the InterNOT, shows you first hand how Internet fragmentation can impact everyday life.</p> <p>Learn more about how different people experience barriers to the open Internet at <a href="https://internetsociety.org/inter-not/">internetsociety.org/inter-not/</a>.</p>	<p>Join us on a journey experiencing different forms of Internet fragmentation all over the world.</p> <p>Our new simulation, the InterNOT, gives you the chance to find out how fragmentation can infiltrate every day life.</p> <p>Take a look at <a href="https://internetsociety.org/inter-not/">internetsociety.org/inter-not/</a>.</p>



# Additional Information

About the Internet Society



# About the Internet Society

The [Internet Society](#) is a global charitable organization empowering people to keep the Internet a force for good: open, globally connected, secure, and trustworthy. They have over 104,600 members around the world, as well as 126 chapters and special interest groups and 87 organization members.

They have published the [Internet Way of Networking](#), which outlines the five critical properties that make up the foundation that underpins the Internet.

A core part of this is the [Internet Impact Assessment Toolkit](#), a regulatory assessment tool to help policymakers, technologists, and Internet users analyze how decisions and trends could impact the architecture of the Internet. They are calling on policymakers to conduct an assessment before rolling out laws that could impact the Internet.



# Internet Society

# Thank you.

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