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PROJECT REPORT

*Internet Users Association
Spain, Madrid*

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1.- Report introduction

This document contains all of the information relating to the organisation of Internet Day which was held on 17 May coinciding with World Information Society and Telecommunications Day.

The document has two different sections; the first contains all of the executive information and presents the results in a logical format and the other, essentially made up of annexes, contains all the project information including lists of Committees, Promoters, Events and Media Appearances.

It must be pointed out that in 2006, for the second Internet Day, the original October date was changed to May so that it could coincide with the World Information Society Day scheduled by the UN for 17 May.

This date change meant that the time available to organise Internet Day was halved, but despite this situation the participation and results obtained grew by over 40% in Spain as compared to the previous year.

On an international scale the following points are worth special mention:

- The United Nations General Assembly approval of 17 May as World Information Society Day on 27 March (based on the resolution passed at the Tunis World Summit on the Information Society in November 2005, a proposal made at Spain's request following Internet Day 2005 which was held in October 2005).
- The recognition of this day as the main event of the ITU (International Telecommunications Union) celebrations held by this body on 17 May in Geneva.
- The Secretary General for Latin America's commitment to promote Internet Day in the 22 countries making up the South American Community of Nations which led to the organisation of 72 events in 8 different countries on this first worldwide Internet Day.

2.- Event objectives and history

2.1.- Internet Day objectives

This report contains the results obtained and the work carried out by the Technical Office for Internet Day, which took place on 17 May, instigated by the Internet Users Association (henceforth AUI) following the agreements signed by the AUI, Secretary of State for Telecommunications and the Information Society from the Department for Industry, Tourism and Trade (henceforth SETSI) and the Public Body Red.es (henceforth Red.es).

The objectives of Internet Day are to combine forces, encourage and stimulate society to spread the opportunities offered by the Information Society, as summarised in article 121 of the Tunis Action Programme: "It is necessary to help promote the Internet better in order that it may become a worldwide resource which is genuinely available to the public. We are appealing to the United Nations General Assembly to declare 17 May World Information Society Day, which should be acknowledged every year and help to raise awareness of the importance of this worldwide resource in areas addressed at the Summit, particularly the opportunities offered by ICTs to societies and economies, and the different ways of reducing the digital divide."



For this second Internet Day it was decided to change the date on which it was to be held to 17 May, with memories of the high civic participation in the first Internet Day, held on 25 October 2005, still present. The reason for this change may be found in the decision adopted at the Tunis summit last November where at the request of Spain it was decided to propose 17 May as the World Information Society Day coinciding with the World Telecommunications Day.

The same model was used for its organisation and launch as that adopted for the previous year: a local Technical Office which coordinates, drives and manages the project and a Steering Committee, composed of organisations representing the social, economic and administrative community of each country, which promotes and drives the idea in Society and which also sets the strategic direction for this annual event and which, furthermore, decided to open up the event to the South American Community of Nations inviting the active participation of the Latin American Secretary General in order to spread news of this initiative to countries within this Community.

The Technical Office has had access to human, material and technical resources, fully assigned to Internet Day, taking responsibility for launch, communication, press office, public relations, maintenance, and project management tasks with the financial backing of the Secretary of State for Telecommunications and the Information Society which reports to the Spanish Department for Industry, Trade and Tourism.

2.2.- History

In Spain, the idea of holding an Internet Day was put forward by the Internet Users Association (AUI) to the Department of Industry, Tourism and Trade (MITYC) in September 2004 in a document containing initiatives and proposals for promoting the development of the Information Society (IS) in Spain.

At the beginning of 2005, the AUI and the MITYC, following three meetings with large companies, autonomous regions and medium-sized companies, approved the advisability of organising the Internet Day on 25 October and consequently a Steering Committee was created to bring together organisations which are representative of society, the Internet Users Association had the task of creating a Technical Office to coordinate and manage the project and promoters were invited to promote events for this date.

The 2005 event saw a high level of civic participation and a significant section of society got involved. Over 400 events were held, both on the Internet and in over 8000 venues (schools, universities, Internet cafés, call centres, auditoriums, shopping centres, shops, squares, offices, town halls, stations, etc.) in 31 provinces of the 17 Autonomous Regions, including very varied activities, from concerts and conferences to chat rooms, commercial proposals, courses and competitions. Over 200 public and private bodies have signed the Declaration of Principles to build the Information Society, representing over one million citizens.

Also in 2005, the work groups preparing the 2nd World Summit on the Information Society were informed of the proposal to hold a worldwide Internet Day which was eventually set for 17 May and is to be known as the World Information Society Day.



The aforementioned proposal was approved on November 2005 as stated in Article 121 of the Conclusions Document of the Tunis World Summit on the Information Society containing the objectives set out for Internet Day.

On 27 March 2006, the UN General Assembly officially recognised 17 May as World Information Society Day.

Following this decision and in order to fit in with the framework approved by the UN, those organising Internet Day set a date of 17 May and aims to do as much as possible to help promote this initiative all over the world by adopting the World Information Society Day slogan for Internet Day and retaining the *'Experience it!'* slogan for marketing this event.

In other countries: This event started out as the World Telecommunications Day, an event focussing on this profession and its professionals, later in the US in the 1990s, Internet Day was held with the specific objective of devoting a day to wiring up schools and this disappeared when the problem was solved.

In the mid-90s "La fete de l'internet" emerged in France, an event which is still held in mid-March every year and focuses on French-speaking countries.

In 2004, the European Union established "Safer Internet Day" with the objective of raising awareness about how to make a safer and more reliable Internet. This event was endorsed by several EU countries and was held again in 2005.

3.- Project plan and results obtained

This led us to implement a plan and approach which were similar to that used the previous year, essentially retaining the same work philosophy: a Technical Office which drives and coordinates project implementation, a Steering Committee made up of institutions committed to promoting and implementing the Information Society and Promoters (companies, governments, organisations) which prepare and organise events and activities for Internet Day.

3.1.- Notable project plan milestones

1. December: Analysis of the last edition results and consideration of the opportunity to hold a further Internet Day in this year taking into account the agreements adopted in Tunis at meetings chaired by senior SETSI officials and the Managing Director for the Information Society (DGSI).
2. December: Working on the Project Presentation and choice of date.
3. January: Launch of Technical Office and preparation of participation elements: website, printed documents, ...
4. January: Public launch of Internet Day last edition in the Department of Industry auditorium chaired by the Secretary of State for Telecommunications and the Information Society along with the Latin American Secretary General launching the website.
5. February: Meetings between the previous year's Steering Committee and Promoters and contact with other countries in the South American Community of Nations.
6. March: Individual visits to institutional promoters, large companies and IS managers in the Autonomous Regions and main councils. Participation in the San Sebastian Call Centres Congress.
7. April: Communication of proposed events: schools competitions, activities for Call Centres. Encourage promoters to put forward events. Prepare official functions and prize-giving ceremonies.
8. May: Encourage civic participation in scheduled events, event marketing.
9. 17 May: Coordination of the announcement and handing out of Internet Day awards with recorded messages from the presidents of Mexico, Chile, Peru and Guatemala and the participation of the vice president and various ministers of the Spanish government.

3.2.- Results obtained

3.2.1.- Internet Day executive summary

- Technical Office made up of a team of 6 people who have been working from January through to May
- Steering Committee composed of 36 organisations (full list in annexe A1)
- 722 events scheduled for Internet Day by the 583 Promoters that have registered this year (full list in annexe A2)
- 17 networks have coordinated the participation of 4300 call centres from all over Spain
- 995 Candidates have entered the Internet Day Awards, 117,342 on-line votes have been counted
- 1163 projects were entered in the Schools Competition, 17,547 on-line votes have been counted as well as 4300 comments from the children's relatives.
- 105 institutions representing a total of 10,451,675 people have signed the Declaration of Principles
- 340,759 single visits to the diadeinternet.org website during the month of May and 207,067 visits during the month of April (see details in annexe A4)
- The media presence can be summarised by the following figures: Television: 72 appearances, Radio: 71 mentions, Printed Press: 174 appearances, Electronic Press: 1303 appearances, Websites with the logo: 3500 (See detailed list in annexe A3)
- The vice president of the government (Red.es tent), the Industry, Tourism and Trade Minister (Red.es tent and Parliamentary event), the Civil Service Minister and General Secretary for Latin America (Internet Day Award ceremony) as well as several presidents from the Autonomous Regions took part in the events scheduled to mark 17 May both representing the institutions and in their own right.
- 340 people filled the Internet Day Award Ceremony to capacity, the event included recorded messages from the presidents of Peru, Chile, Guatemala and Mexico
- At the South American Community of Nations, countries invited to actively take part this year were Mexico, Colombia, Argentina and Chile all with local Technical Offices which managed to promote the running of 72 foreign events
- To point out that the Post Office has issued a commemorative stamp on the occasion of Internet Day



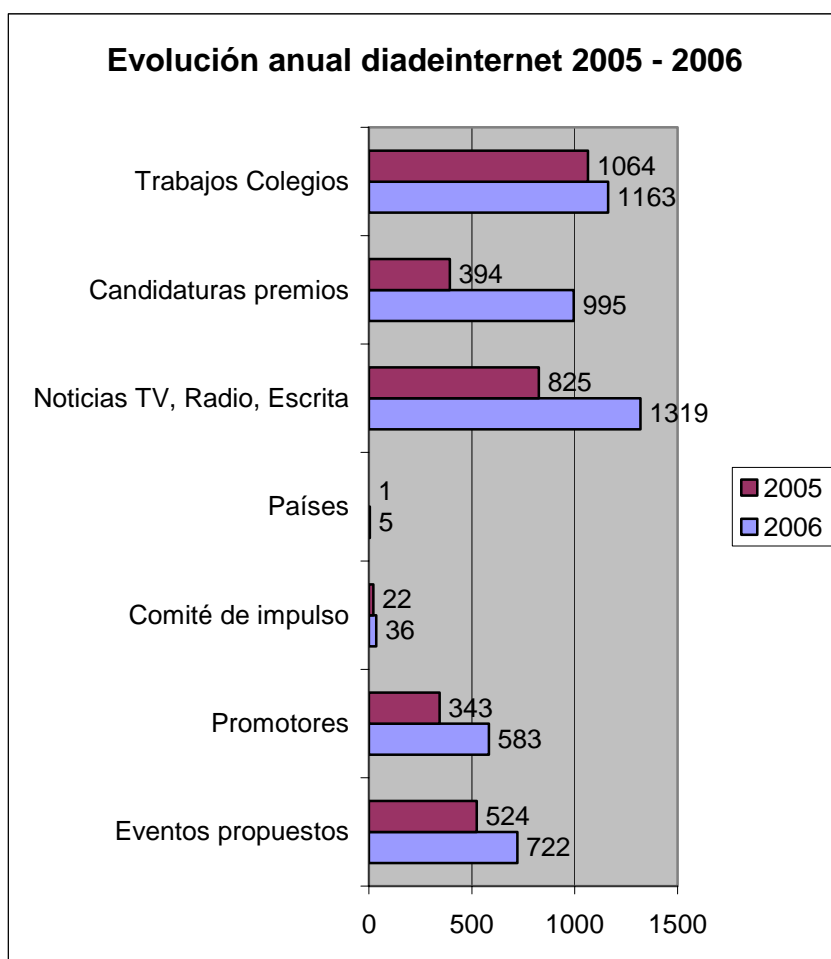
Some internetday / diadeinternet photos 2008...



4.- Comparative progress firsts II editions (2006 versus 2006)

If we compare the overall data for the results obtained in 2006 with that obtained in 2005 we observe an average growth of more than 40% despite the fact that the date change meant five months less time in 2006 compared to that devoted to the project in 2005.

Overall Internet Day data	2006	2005	Variation 2006/2005
Proposed events	722	524	37.8%
Promoters	583	343	70.0%
Steering Committee	36	22	63.6%
Countries	5	1	400.0%
TV, Radio, Written News	1,319	825	59.9%
Award nominees	995	394	152.5%
School Projects	1,163	1,064	9.3%



5.- Information concerning the Internet Users Association

The Internet Users Association (A.U.I.) is a non-profit making organisation; it was set up in Madrid with nationwide scope on 5 July 1995. It is registered in the Home Office General Associations Registry under number **160,095** and **company tax code (CIF): G-81.235.996**

Representative: Miguel Pérez Subías (President) – Identity Card Number 17147802-Z

E-mail: presidente@aui.es organizacion@aui.es

Postal Address:

Internet Users Association
Apdo. Correos 29136
28080 Madrid (Spain)

Telephone numbers: (+34) 609 03 22 87

Website: <http://www.aui.es>

5.1.- Articles of Association and aims

Our Basic aims are contained in article 2:

2.1. To promote, in a non-profit making way, the development of the Internet, the Information Society and New Technologies as well as the necessary equipment, applications, services and infrastructures.

2.2. To protect and defend the rights and interests of Internet and New Technology Users.

2.3. To encourage good use of the Internet, New Technologies and their applications in the home, companies and civil service; both for personal and professional use."

As stated in the aforementioned articles of association, in order to perform its activities the Association can organise congresses, conferences, studies, work sessions, courses, screenings, competitions and other similar events, always subject to the law in force.

The full text of our articles of association may be found at:

http://aui.es/asociacion/AUI_Estatutos.pdf

5.2.- Internet Users Association Board of Directors

President: [D. Miguel Pérez Subías](#)

Secretary: [D. Cristóbal Bielza Lino](#)

Treasurer: [D. Pedro Esteban Esteban](#)

Book-keeper: [D. Jesús Ángel Valbuena García](#)

Member: [D. Luis Arroyo Galán](#)

5.3.- Association's key activities

These are some of the activities performed by the Internet Users Association:

Advising the Civil Service and regulatory bodies: The Internet Users Association sits on numerous forums and committees in the following Bodies: the National Telecommunications Commission, Department of Science and Technology, Follow-up Commission for the Telecommunications and Information Society Advisory Council.

Defending and advising Users: The Association defends its users' interests, trying to offer specific solutions to the issues raised. We have an electronic User Services Desk which manages everyone's complaints and suggestions and drives the Association's decisions and priorities so as to try and resolve the user's problems.

Collaborating with other national and international organisations: The Association has a close relationship with different national and international associations: ASIMELEC, ANIEL, SEDISI, AUTEL, COMERCENET, ASTEL, Internet Society (ISOC), Policy Oversight Committee (POC new domain management system), ICANN, EIBA, and with different European Community forums.

Espanix Neutral Node: We promoted and coordinated the creation and launch of the Espanix neutral node, which is an interconnection point covering all international operators which has led to improved communications in Spain defining a new era in telecommunications in our country.

Data Protection Agency: we contribute to the preparation of an Internet users' publication containing information on how to protect personal data on the Internet.

Conferences and seminars, over the years we have taken part in over 180 events, some of them outside Spain.

Working groups: The Association helps to put people with an interest in topics related to the Internet in touch.

The Association's newsletter - InfoAUI - is a free publication with over 23,000 subscribers.

Our WEBSITE is a dynamic focal point which provides users with information and practical services. This website is currently a source of information about the status of the Internet in Spain.

Association Annual Awards, since 1997 they honour outstanding people, companies, journalists and web pages from the Spanish Internet scene.

Congresses and Conferences: Since 1996, the Association has held an annual conference in Madrid during February (Internet World) and Professional Conferences in the Palau Sant Jordi in Barcelona at the end of September which are called ExpolInternet. These events have consolidated themselves as well-known meeting events in our country, where the industry, suppliers, manufacturers, businessmen and users come together. They have featured charismatic people such as Bill Gates, Larry Landweber, Vinton Cerf, Don Head, Irving Wladowski, Glen Ricart and many other prestigious people from Spain and abroad.

These gatherings include free activities (commercial exhibition, product presentations, training courses), and activities which require prior booking.



Spreading Internet to those who are not connected. The AUI has driven several training, information and promotion initiatives, geared at bringing the Internet closer to those who still do not use it in Spain.

Speed Test , launched by the Association in 2002, it is a quality standard for Internet access for Spanish users and has carried out over 350,000 tests .

Anti-spam initiatives also known as junk email.

6.- Ability and experience of the Internet Users Association

The Internet Users Association has been working on and carrying out activities to promote the Internet for ten years, it was the organisation that promoted and drove the introduction of Internet Day in Spain and was responsible for the Internet Day 2005 Technical Office.

Among the key activities in terms of organisational complexity, since 1996 the AUI has organised ten Internet User, Telecommunications and Information Society Conferences. The results and the media response vouch for the ability and experience of the Users Association in planning and implementing this kind of event.

Furthermore, the three people making up the Technical Office management team are: Luis Arroyo Galán as Promoter Manager, Miguel Pérez Subías as Manager of general project coordination, institutional relations, the website and technical progress, and Jesús Valbuena as Communications Manager.

Technical Office management team profile



Miguel Pérez Subías

Miguel Pérez Subías is a telecommunications Engineer who graduated from Madrid Polytechnic University and gained a Masters in Business Management from the INESE. He is currently the President of the Internet Users Association and works as a consultant specialising in Information Technologies.

He has worked in Paris and Madrid, participating in and managing Research and Development projects for systems, equipment and products related to Computing and Telecommunications.

In 1994, he edited and promoted the first Internet journal published in Spain and subsequently played an active role in creating the Internet Users Association (aui.es) of which he has been President since it was founded in 1996.

He has collaborated with various governments (Central, Regional and Local) to formulate and implement regulations and strategic plans for the creation of the Information Society.

He is President of the organising committees for the World Internet and expointernet conferences held annually since 1996 in Madrid and Barcelona respectively, and has been a member of the board of directors of the Spanish Association of Telecommunications Engineers (COIT) since 2002.

He writes for several publications and has lectured at different Seminars, Courses and Conferences related to information technologies...



Jesús Valbuena

Jesús Valbuena is an expert in formulating Communication strategies [Corporate, Internal, Institutional, Consumer, Crisis Management, Training] and Managing the Intangibles associated to the Brand, combining tactics and traditional tools with innovation through the use of new technologies.

He is currently director of Accesogroup Business Development (www.acceso.com), a Media Planning Group initiative and the venture capital company Marco Polo, and the primary media and computer system analyst for press and investor relations. He was previously the Technology Division Director for the Weber Shandwick agency, Corporate Communication Director at Panda Software International, and journalist-editor at the PRISA Group (SER and Canal+ news services).

He is a lecturer at seminars and Masters in Journalism and Communication (ICIE-University, CESMA Business School, Pompeu Fabra University, Institute for International Research, Catalonia School of Journalists, Alcalá University, El Escorial Summer Courses, etc.), as well as being a founding member of Musas Producciones (www.musasproducciones.com) and a regular columnist in the PeriodistaLatino (www.periodistolatino.com), Diariored.com (<http://diariored.com/blog/ltp/>), the Baleria.com blog (www.baleria.com) and Dinero (money) magazine.



Luis Arroyo Galán

A Doctor in Telecommunications Engineering, he has held executive positions at Bull, ENTEL, CRESTEL, GE, PriceWaterhouse and Red 2000; and is currently Dean of the Faculty of Economics, Law and Business Studies at the European University of Madrid.

He has taught at the Computing Institute, ICADE, CECA, ESA, EAP and Amena. He has written five books, Published over three-hundred articles in journals and newspapers, lectured at national and international seminars and participated in radio and television programmes.

He was awarded the Department of Transport and Communications National Technology Journalism Award, IBM Technology Journalism Award, and the first Airtel Telecommunications Career in Journalism Award.

7. – Internet Day Spain Steering Committee

In each country the Steering Committee is composed of prestigious national organisations which are particularly interested and involved in promoting the development and good use of the Internet and New Technologies.

Associations, Professional Associations, Federations, Trade Unions, Political Parties, Universities, Schools, Confederations, ...make up the Steering Committee.

Each member's commitment is to encourage the organisation of events and activities related to Internet Day amongst the members of their respective organisations and in their specialist area.

Spain's Steering Committee is composed of the following organisations:

- AEB, Asociación Española de Banca (Spanish Banking Association)
- AECEM, Asociación Española de Comercio Electrónico y Marketing Relacional (Spanish Association of E-Commerce and Relational Marketing)
- AEDE, Asociación de Editores de Diarios Españoles (Spanish Newspaper Editors Association)
- AETIC, Asociación de Empresas de Electrónica, Tecnologías de la Información y Telecomunicaciones de España (Spanish Association of Electronics, Information Technology and Telecommunications Companies)
- AGPD, Agencia Española de Protección de Datos (Spanish Data Protection Association)
- AHCIET, Asociación Hispanoamericana de Centros de Investigación y Empresas de Telecomunicaciones (Latin American Association of Research Centres and Telecommunications Companies)
- ANEI, Asociación Nacional de Empresas de Internet (Spanish Internet Companies Association)
- ANIS, Asociación Nacional de Informadores de la salud (Spanish Association of health journalists)
- ASIMELEC, Asociación Multisectorial de Empresas Españolas de Electrónica y Comunicaciones (Multisectorial Association of Spanish Electronics and Communications Companies)
- ASTEL, Asociación de Empresas Operadoras y de Servicios de Telecomunicaciones (Association of Telecommunications Operators and Services Companies)
- ASTIC, Asociación Profesional del Cuerpo Superior de Sistemas y Tecnologías de la Información (Professional Association of Information Systems and Technologies)
- AUI, Asociación de Usuarios de Internet (Internet Users Association)
- AUTELSI, Asociación Española de Usuarios de Telecomunicaciones y de la Sociedad de la Información (Spanish Telecommunications and Information Society Users Association)



- CAMARAS, Consejo Superior de Cámaras (Higher Chambers Board)
- CASA AMÉRICA, Casa de América
- CCOO, Comisiones Obreras (Trade Union Federation)
- CECA, Confederación Española de Cajas de Ahorro (Spanish Confederation of Savings Banks)
- CECAP, Confederación Española de Empresas de Formación (Spanish Confederation of Training Companies)
- CEOMA, Confederación Española de Organizaciones de Mayores (Spanish Confederation of Organisations for the Elderly)
- CERMI, Comité Español de Representantes de Personas con Discapacidad (Spanish Council for Representatives of the Disabled)
- CGAE, Consejo General de la Abogacía Española (Spanish Law Council)
- COIT, Colegio Oficial de Ingenieros de Telecomunicación (Telecommunications Engineers Professional Association)
- COITT, Colegio Oficial Ingenieros Técnicos de Telecomunicación (Telecommunications Technicians Professional Association)
- CRUE, Conferencia de Rectores de las Universidades Españolas (Spanish University Vice-Chancellors Conference)
- DIRCOM, Asociación de Directivos de Comunicación (Communications Managers Association)
- eDEMOCRACIA, eDemocracia
- FEMP, Federación Española de Municipios y Provincias (Spanish Federation of Towns and Provinces)
- FUNDETEC, Fundación para el Desarrollo Infotecnológico de Empresas y Sociedad (Foundation for Information Technology Development in Companies and Society)
- IIE, Instituto de la Ingeniería de España (Spanish Institute of Engineering)
- IQUA, Agencia de Calidad de Internet (Internet Quality Agency)
- ISOC, Internet Society
- MEC, Ministerio de Educación y Ciencia. Centro Nacional de Información y Comunicación Educativa (Department of Education and Science. National Educational Information and Communication Centre)
- MITYC, Ministerio de Industria, Turismo y Comercio (Department of Industry, Tourism and Trade)

- Notariado, Consejo General del Notariado de España (General Notaries Council of Spain)
- Red.es, Entidad pública empresarial Red.es (Public body)
- RSF, Reporteros Sin Fronteras, Sección Española (Reporters without borders, Spanish section)
- SEGIB, Secretaría General Iberoamericana (Latin American General Secretary's Office)
- SGAE, Sociedad General de Autores y Editores (General Society of Authors and Editors)
- UGT, Unión General de Trabajadores (Trade Union)



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