Turning Words into Action: the Roadmap for the Contract for the Web

The World Wide Web Foundation was founded by Sir Tim Berners-Lee in 2009 to defend a free and open web. At the heart of this effort is the Contract for the Web — the first-ever global plan of action to make our online world safe and empowering for everyone, everywhere.

The text of the Contract for the Web, launched in November 2019, sets out a comprehensive framework defining the outcomes we need to achieve the web we want. Building on this tremendous multistakeholder effort, **the Web Foundation has developed a five year strategy for the Contract** to turn words into action .

The five year strategy is grounded in a constructive and collaborative approach. It is focused on building solutions, sharing knowledge, and defining practical steps that governments, companies and citizens can take to create the web we want. The strategy provides an action-oriented roadmap with **accountability**, **best practices** and **policy design** at its core: **building a platform** where governments, companies and citizens can **show the public they're making progress** towards meeting the Contract's clauses by **developing evidence-based standards and best practices**.

Contract for the Web Platform

The Web Foundation will build a public-facing platform to host the **accountability and benchmarking frameworks**. The platform will provide an opportunity for endorsers to publicly demonstrate progress towards building a safe and empowering online world for everyone, and for the broader tech policy community to continue developing and contributing solutions that meet the norms set out in the Contract.

- **The accountability framework** will allow the Web Foundation and the broader public to follow endorsers' progress. It will be powered by **an online portal** allowing endorsers to assess their own progress towards complying with the Contract clauses and provide evidence of this compliance. It will also provide a **public-facing and searchable database** where organisations can publish evidence of their progress and where the public can scrutinize and compare endorsers' practices.
- **The benchmarking library** will help support a "race to the top" by **showcasing best practices** by endorsers and other parties. It will include an **interactive portfolio** of examples and case studies of "best practices," selected by the Web Foundation and other partners and experts, which will allow endorsers to share knowledge, be inspired and learn from others.

Tech Policy Design Lab

The Tech Policy Design Lab will work to **develop evidence-based policy solutions that address the most challenging tech policy issues** in the Contract for the Web. It will bring together governments, companies and civil society in a collaborative environment and **use human-centered design thinking** to develop policies, legal frameworks, products or services at the intersection of technology and human rights.