Making truly global conversations possible

If the web has become a place of inclusion, the hashtag has become a marker of social allegiance; an opportunity for global communities to rally around the causes they believe in. From movements to support women’s rights and equality with the UN’s #HeForShe, or #BringBackOurGirls and the #MeToo campaign, to enabling people to be a part of something bigger by helping fund crucial research with the #ALSIceBucket which raised $115 million for crucial research.

Making it possible for communities to come together and save lives

Connectivity is changing how communities in all areas are able to work together to help prevent the premature deaths of children. It is connecting disaster zones with critical communications to aid recovery, and to tackle challenges such as flooding, national infrastructure risks and public safety.

Opening up the possibilities of industry

The web has completely transformed the face of industry, empowering companies with huge amounts of information at their disposal. Whether it’s a better customer experience, or a new layer of intelligence on top of existing systems, it’s introducing new ways of doing business. From omni-channel retailing, to the Internet of Things, the web continues to create more opportunities, such as the next 30 years.

To mark the 30th anniversary of the World Wide Web, we celebrate