

# Additional Budget Request Form

The deadline for consideration as part of the Fiscal Year 2024 ABR process is **30 January 2023**. Please submit the [request form](#). Every field is required. Incomplete requests will not be considered. Questions? Please contact [abr@icann.org](mailto:abr@icann.org).

## Email

Maureen.hilyard@gmail.com

## Name

Maureen Hilyard (on behalf of O&E Chairs)

## ICANN Community Group

At-Large

## ICANN org Request Liaison

Heidi Ulrich

## Description

### Title of Proposed Activity

**Support for O&EWG resource development for community outreach.**

## Purpose

At-Large has an important role in disseminating ICANN policy and general information within their regional communities. The information that goes out is mainly general and currently, usually in a formal presentation. The Outreach and Engagement Working Group has been given two tasks:

- (1) To focus its capacity building activities on key messages about key ICANN policies that specifically target end-users (for At-Large, key areas include DNS Abuse, IDNs and Universal Access, Applicant Support, et al)
- (2) To encourage the development of creative and innovative online as well as hard copy resources that ALS and Individual members can use during workshop sessions at local

community events. These resources will aim to enhance community understanding about the importance of ICANN and its work on key end-user policy issues and to physically engage them in the learning process about these topics

In connection with Outreach and Engagement, APRALO Policy Forum is developing activities and resource material that will create a toolkit that will be introduced to their general membership at their General assembly during FY24 to support their core policy interests – IDNs, UA and DNS Abuse. Progress of these developments will be shared with other regional O&E teams as part of the WG's on-going development of O&E community-based resource kits.

This resource development and capacity building activity would build on the development of the At-Large End-user Playbook which would set out a consistent summary of the key policy issues that are important to At-Large and serve as a contextual resource on which the O&E WG could create outreach assets. These would then contain meaningful ICANN-based educational content for use with communities in their regions.

While we would encourage creating online assets that people can use to engage community members to learn online in a fun way rather than as a formal learning course, the main objective would be to create a learning asset that could be used in a group activity to encourage participants to learn more about ICANN content through their interaction and discussion with others during the activity.

**The purpose of the budget request** is to provide an adequate fund which can support the production of prototype samples of these outreach assets which after the project feedback, could be assessed by the O&EWG for use during community events for production for trial. The activities must engage community participants to learn about what ICANN does and ultimately become informed enough to be able to contribute to discussions on the topics during their events, but also to join RALO and eventually ICANN activities on these topics.

\*The APRALO and AFRALO General Assemblies at the end of 2023 will be an opportunity for regional members to trial developed resource material for potential use within community outreach interactions.

## Alignment

This activity addresses the strategic risk within the area of geopolitics where lack of community understanding about important issues relating to ICANN's remit, can potentially create a barrier to inclusive engagement between ICANN and regional communities about common relevant topics. For At-Large, these end-user topics could include: the work of ICANN itself, DNS Abuse, UA and IDNs, and new GTLDs, for starters.

Encouraging greater understanding about these topics and creating resources that our At-Large members can share with local communities will help both the RALO participants and their communities learn more about these important end-user topics and be more informed and willing to offer an opinion or view on it when asked.

Thus, ICANN would be fostering successful and mutually beneficial relationships with local, regional and global stakeholder groups through the At-Large members, to ensure knowledge building about ICANN and its mission continues. (Strategic Plan 2021-2025, p 25)

## Category

Please select the category for the proposed activity:

- Outreach
- Research
- Capacity Building

## Objectives

### Audience

This activity aims to be a capacity building activity for the O&EWG within the context of their learning and understanding more about policy issues - to ensure that they research their topics well enough to produce appropriate and accurately presented learning assets. These assets will cater for different learning styles and strategies, as well as targeted demographic groups (adult/youth, gender, backgrounds in relation to ICANN, knowledge levels, etc) so that there may be multiple resources based on the same topic. During their development, each developing asset will be critiqued by the O&EWG end-user members themselves to ensure that the asset meets its aims and can appropriately fulfil its purpose and outcome/s. These activities could also complement other work that is being done by the Capacity working Group or even ICANN Learn.

While it might be argued that this activity could be served by funding from discretionary funds which are assigned to RALOs, the reason that this request is being made is to allow RALOs to make their own choices about how they may want to use their discretionary funds which may not have anything to do with resource production. This fund would provide for the physical outputs of this O&E activity. The At-Large Outreach and Engagement Working Group) would have its own financial resources to produce specifically created outreach assets that have been created by the O&EWG members themselves and will be worked on and critiqued by cross-RALO groups to ensure that they are universally acceptable and useful. It is hoped that APRALO and AFRALO could be targeted to receive the first versions of completed assets to trial at their 2023 General Assemblies.

## Outcomes

### **For each resource asset, a team must provide:**


1. The title and the key learning features of the resource (its purpose)?
2. How the resource can add value to the work of At-Large and ICANN – the content of the resources and its relevance to At-Large and ICANN (its formal outcome/s)
3. A plan for how the development of the resource is to be undertaken – how many people involved and their roles in the development of the asset (its methodology)
4. What specific components will be produced - what policy area is being developed and how is it being expressed within the resource – within management and development plan (its outputs)
5. How will the resource be used to convey the messages about ICANN and its roles with regards to maintaining its focus as an independent, trusted multistakeholder steward of the internet's DNS (its implementation)?
6. How the asset would be evaluated as a useful resource for further development (monitoring and evaluation)
7. A complete report on this production activity will be provided to the O&E Co-Chairs at the conclusion of the activity (report)

Ideas that have been suggested already, include both online and physical assets: brochures, flash cards, card or board games, a book of puzzles, crosswords, find-a-word, etc. – activities that will help to reinforce understanding about policy concepts and issues in a variety of ways, and to hopefully initiate end-user interest in contributing to policy discussions on these issues. Perhaps ICANN's communication team might reproduce some of the really good ideas that come through with the ICANN logo attached.

The timeframe for this activity would be to start on the activities during the first half of the year and any samples of resources that are completed and have been assessed by the working group for production of the prototypes, can be readied to be trialled during each of the APRALO and AFRALO General Assemblies at the second half of 2023.

# Planning

Please describe the types of support needed to implement the proposed activity, including any assumptions, estimated costs (in USD), and timeframe. Please also indicate any planned external support (sponsorships or other in-kind contributions).

Type	Description	Assumptions	Estimated Costs	Timeframe	Comments
Administrative support	Wiki space management for each of the resource development teams	The O&E teams can have access to a wiki space to store google-based collaborations in the development of a resource		The production of the first set of resources are to be ready before the start of the APRALO or AFRALO GAs.	
Communications support	Communications team could advise resource development teams about resource production and costs.	Availability of staff to be speakers to advise on delivery and costs of successfully completed resources.	? unknown costs within this industry. \$10,000		
Language services support	Any written activities could need to support of language services – although O&E WG members themselves could provide translations into their local languages	Availability of suitable translators within the RALOs to translate resource material and/or instructions	Translations can be done by O&E members – no cost		
Subject matter support	Policy topic experts to provide short content inputs for WG teams	Availability of speakers on the chosen topics	Subject matter experts from CPWG – no cost		

	to include into their resource development products.	selected by resource developers			
Technology support	Wiki storage of ideas as resources are being developed	Staff can create pages to store information – and train groups to use their pages efficiently.			
Travel support					
External support	A printer or publisher could advise and support this activity	ICANN may have access to a suitable company for any future production of these resources.	?		
Other support	Contribution to the development of the resource assets by the O&EWG	All O&E WG members are engaged on at least one game or other resource activity.			

### Total Estimated Costs

Total Requested Support      USD 10,000

# Evaluation

## Metrics

The resource would be assessed in a variety of ways:

1. The names, numbers, regional affiliation, ALS or UI member – of those who contributed to an actual component of the outputs required to construct the resource asset.
2. The number of people who use the resource (including the demographics of the users)
3. User feedback will be recorded visually while they are using the assets and to gain user responses as to whether it is a positive (or negative) assessment of the resource.
4. This evaluation will be included in the Activity Report.

## Sustainability

One of the important features of this activity would be the longevity of the content. Activities cannot be too time-bound except within a flash quiz question for example. It would therefore be hoped that any resources that were given a very positive review could be taken up by the ICANN resource production unit and copies provided for each RALO and also used at ICANN events perhaps as prizes or give aways.

## Priority

1-TOP priority - because

- O&EWG members need to be engaged in a practical and resourceful activity,
- More At-Large participants could be encouraged to join in and be actively engaged in this side of ICANN's work within At-Large
- Participants would be actively involved in a research, learning (and teaching) activity about important end-user policy issues
- Their inputs will be acknowledged and valued by our At-Large community and possibly other community-based ICANN sections (e.g. the GAC)
- The outputs are aimed to actively engage external stakeholder communities in ICANN-related activities with a particular focus on ICANN policy
- The activity would enhance volunteer satisfaction and achievement from their involvement in ICANN

# Submission

By submitting this complete request form, you confirm that you have reviewed and understand the [ABR Principles](#). You also confirm that you are submitting this completed request form with the consent and approval of your ICANN community group.

By submitting your personal data, you agree that your personal data will be processed in accordance with [ICANN Privacy Policy](#) and agree to abide by the website [Terms of Service](#).