

REQUEST INFORMATION

Title of Proposed Activity		
Continuation of Communication Support		
Community Requestor Name	Chair	
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ICANN Staff Community Liaison		
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REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

We would like to request the continuation of communication support, which entails but is not restricted to general communication resources (such as flyers, stickers and banners) and targeted content for civil society groups in specific regions. These also include, but are not restricted to, the NCUC privacy stickers for laptops and smartphones. These resources are of paramount importance to our outreach activities and to informing potential members about NCUC mission and values at ICANN meetings and other related meetings. They are a key part of our ongoing communications and engagement strategy either in during ICANN meetings (NCUC outreach) or in other events/panels our members might participate at.

This FY20 we would also include developing short informative versions of the NCUC Onboarding Program materials to print and circulate online (e.g.: NCUC Website and Twitter). This request also includes the objective to develop an abridged version of the NCUC Onboarding Program, which seeks to inform and engage newcomers with policy development processes. The current Onboarding Program has proved to be successful in creating new avenues for informing and engaging participants. One example being the initiative from our members to translate the Onboarding documents to French so as to expand its reach.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Other

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

Recurring activity

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Regarding [ICANN's Strategic Plan for 2016-2020](#), it is aligned with the following strategic objectives:

"1.2 Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders." -- Accurate and multilingual communication resources for both inreach and outreach objectives strengthens inclusive engagement strategies across all ICANN regional groups.

"1.3 Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive." -- Access to accurate and **barrierless** information about engagement opportunities at policy development and governance processes, structures and meetings, enhances an open, transparent, inclusive and legitimate decision-making process.

"3.3 Develop a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders." -- The proposal seeks to attract and retain high-level talent, as well as to enhance members' contributions to the community. It also seeks to prevent barriers to ICANN participation, especially regarding newcomers.

"4.1 Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels." -- Communication support will be used to share our principles and engagement within the ICANN ecosystem to our networks and wider civil society at the internet governance and related ecosystems. We strongly believe that this would have a positive impact on perceptions of our engagement and would favor partnership and engagement with stakeholders to support an inclusive participation in ICANN.

"5.3 Empower current and new stakeholders to fully participate in ICANN activities." -- This proposal would certainly increase accessibility, knowledge and capability of NCUC current and potential members, especially among members from under-represented communities.

Moreover, this request mainly supports the following ICANN's core value:

"(ii) Seeking and supporting broad, informed participation reflecting the functional, geographic, and cultural diversity of the Internet at all levels of policy development and decision-making to ensure that the bottom-up, multi-stakeholder policy development process is used to ascertain the global public interest and that those processes are accountable and transparent".

2. Demographics. What audience(s), in which geographies, does your request target?

The request directly targets more than 700 NCUC organisational and individual members from more than 100 countries in all ICANN regional groups and potential new members from all regions and at different global I* events.

3. Deliverables. What are the desired outcomes of your proposed activity?

- Updated flyers
- Privacy stickers
- Abridged NCUC Onboarding Program materials

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Increase in memberships
 Increase in members' engagement with NCUC activities
 Increase in attendance and participation at NCUC onsite and online sessions

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Subject Matter Expert Support:

Yes - printing/design support

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

No

Language Services Support:

Yes - translation services

Other:

This is a continuation of the Additional Budget Request for Communication support for FY18 (FY18-20-NCUC - Continuation of Communication support) and FY19 (FY19-45-NCUC-Continuation of Communication Support)

Travel Support:

No

Potential/planned Sponsorship Contribution:

No