

## NPOC Additional Budget Request for FY20 - Education

Title of Proposed Activity
How to increase NPOC's engagement in ICANN's policy development process: A collaborative strategy to educate and support the not-for-profit sector on DNS policies.

### REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail
<p>The proposed activity is to promote NPOC as a home within ICANN that serves the interests of not-for-profit organisations about domain name registration, expansion of the DNS, fraud and abuse, using the DNS to provide and collect information in serving their members and communities. Extensive work on the NPOC Charter has given the Executive Committee a comprehensive vision of its mission, which clearly identifies operational concerns and DNS policy objectives.</p> <p>The goals of the campaign are as follows:</p> <ol style="list-style-type: none"><li>1) to host a series of collaborative outreach events with ALAC and other constituencies within ICANN to educate and encourage participation in the policy development process; and</li><li>2) to create regional teams to collaborate with not for profit organizations to identify issues.</li><li>3) to enable not-for-profit organisations to get the most out of their domain name and website, for successfully engaging their community with their mission</li></ol> <p>The promotion campaign main objective is to educate not-for-profit organizations on how they can become involved in the ICANN process, starting from submitting a membership application to making policy comments.</p>
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
<p>A workshop to encourage more participation in the NPOC and ICANN Ecosystem. The NPOC EC is committed to the development of regional leadership, that will encourage identification of policy issues, and participation in making policy comments.</p> <p>The workshop will break down the various ways that NPOC members can get</p>

involved in the policy development process from acting as observers on working groups, to contributing to public comments.

The workshop will outline and explain the current ICANN hot topics, especially highlighting its relevance to nonprofit's operations.

### 3. Proposed time schedule, i.e; one time activity, recurring activity

The Executive Committee hopes this activity becomes a recurring activity in order to engage their members about how to address not-for-profit Organisations' in their daily routine, to protect their organisations and also participate actively in PDP processes

## REQUEST OBJECTIVES

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

Our proposal is aligned with Promote ICANN's role and multistakeholder approach Area from Strategic Plan:

- Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.
- Empower current and new stakeholders to fully participate in ICANN activities.
- Develop a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders.

We are aiming to providing information and education to enable organisations to participate through expertise and identification of technical, legal and political issues.

Evolve and further globalize ICANN through policy development and internet governance processes, structures and meetings to be more accountable, inclusive, efficient, effective, responsive and transparent. NPOC is going to focus on organisations' DNS issues, thus making ICANN more inclusive for non-commercial organisations.

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

The audience include NPOC members from all around the world. Active participants will be selected according the region where this program will developed.

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

<ul style="list-style-type: none"> <li>- Recruitment of new members and attracting new people to NPOC's policy development: 4 people</li> <li>- Informing people on not-for-profit organisations' DNS concerns: 20+ people</li> </ul>
<p>4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?</p>
<ul style="list-style-type: none"> <li>- Number of active participants in PDPs: 5</li> <li>- Number of written public comments:7</li> <li>- Number of new members: 15</li> </ul>

RESOURCE PLANNING

<p>Staff Support Needed (not including subject matter expertise) - <i>Description, Timeline, Assumptions, Cost Basis or parameters, Additional comments:</i></p>