NPOC Additional Budget Request for FY20 - Regional event

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
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.   The goals of the marketing campaign are as follows: 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 2) to encourage people to create regional teams and collaborate with not for profit organisations 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   The marketing campaign will educate not-for-profit organisations on how they can become involved in the ICANN process, starting from submitting a membership application to making policy comments.   The NPOC Executive Committee identified a regional event (TBA) as the third most important priority outside ICANN meetings.
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
An outreach and education campaign to encourage more participation in NPOC and ICANN. The NPOC EC is committed to the development of regional leadership, that

will encourage identification of policy issues, and participation in making policy comments. Travel support for two people, who will lead the workshop session, meet with potential participants and promote ICANN as a multistakeholder organization. Outreach - in person at our booth at the regional event.

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

One time activity at the regional event.

At the event, two people need to be on-site the night before day zero, until the morning after the last day of the event. If there's no specific programme for NPOC on day zero, we will use the day to work on our showcase at the event. We will use the evening of the last day to debrief our constituency from the event.

REQUEST OBJECTIVES

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

Adhering to ICANN multistakeholder, bottom up approach to encourage participation in the policy development process. Promoting NPOC at the regional event is crucial for attracting new volunteers from the civil society for the policy work of NPOC. This is mainly about outreach and education.

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 audiences include not-for-profit organisations' representatives and registrants as well as other regional event attendees who are interested in participating in a bottom up, diverse policy process.

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

- Recruitment of new members and attracting new people to NPOC's policy development: 4 people

- Informing people on not-for-profit organisations' DNS concerns: 40+ people
4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?
- Number of active participants in PDPs: 1-2 - Number of written public comments: 2 - Number of new members: 4

RESOURCE PLANNING

Staff Support Needed (not including subject matter expertise) - *Description, Timeline, Assumptions, Cost Basis or parameters, Additional comments*:
Cost for flights to the regional event and accommodation for 5-6 days, with per diem, for two people. regional event is To Be Affirmed. To create maximum impact, we'd really need a booth. Examples of such regional events include: DigitalSense Forum, Digital Rights and Inclusion Forum #DRIF19, African Internet Summit, EuroDIG, and the African Tech Summit.
Staff support in organising us a booth and €200 budget for giveaways at the booth for the duration of the regional event.