

# LACRALO

## FY19 Outreach Strategy

### **The FY20 LACRALO strategy for Outreach and Engagement aims at:**

- Reaching out to Latin American and Caribbean Islands Internet End Users throughout the region (consisting of thirty-seven (37) countries, of which twenty (20) are Latin and Central American and 17 are Caribbean states) to raise their awareness and understanding about the importance of their involvement in ICANN spaces.
- Prioritizing the thirteen (13) countries that still do not have user representation in LACRALO.

### **Outreach Goals:**

- Our goal is to increase the engagement of Latin American and Caribbean Island Internet End Users in the ICANN Policy Development Processes (PDPs).
- Promoting the ICANN multi-stakeholder model and its bottom-up decision-making process through awareness raising and skill development.
- Explaining how an Internet organization / association may become an LACRALO At-Large Structure (ALS) as well as how an individual can become an LACRALO member, especially in non-represented Latin American and Caribbean countries.

### **To reach the aims of the strategy, LACRALO shall:**

- Ensure that at least 6 members of LACRALO are deeply engaged in the ICANN PDPs through either direct participation in GNSO PDPs or through active participation in the At-Large Consolidated Policy Working Group.
- Participate in, or hold, events across Latin America and the Caribbean Islands, focusing specifically on countries without ALSes, using the following strategies:
  - Work in collaboration with ICANN's At-Large staff and Global Stakeholder Engagement team on identifying potential events to target outreach and engagement activities. This includes universities and other institutions.
  - Work with ICANN staff to effectively use the sources of funding available for outreach and engagement activities including RALO Discretionary Funding, the Community Regional Outreach Program (CROP) and ICANN Learn online learning tools.

- Develop outreach and engagement materials as well as work with the At-Large Sub-committee on Outreach and Engagement and At-Large Capacity Building Working Group to produce promotional and educational materials for use within LACRALO.
- Encourage current ALSes to hold Read Out Sessions after ICANN public meetings to explain the key achievements of At-Large and ICANN.
- Develop effective processes to follow up with potential ALSes and individuals.
- Promote the empowerment of Internet end users throughout the Latin American and Caribbean Islands regions to encourage greater user participation in ICANN-related issues.

**Initial List of Potential Events to Target:**

1. Ecosistema de Gobernanza de Internet - Honduras
2. Desafíos de la Gobernanza de Internet - Nicaragua
3. Lac-iRoad Show - Bahamas
4. LAC-IGF Foro de Gobernanza de Internet de Latinoamérica y el Caribe – 5 al 9 de agosto de 2019 – Pendiente por Sede.