



EURALO Regional FY22 Outreach and Engagement Strategic Plan

designed mainly not to attract new participants to the EURALO activities, but also to identify ways and tools to mobilize our internal community members.

1. The "fatigue" of the virtual mode of work and virtual meetings.

Solution:

- new formats of interaction.
- the plan of work for upcoming 6 months.
- Explanation of the benefits and privileges of being part of the EURALO and At-Large.
- f2f meetings on the local level.

2. Difficulties of understanding the At-Large function, work, processes and our power for people outside the ICANN bubble.

Solution: an interesting and simple explanation of complex things in all communication channels

3. Attracting new people, including Youth:

Solution:

Interaction with YOUTH organizations, showcase of EURALO/At-Large, inviting ambassadors to the dialogue.

4. Working with existing members - involving not just "viewers", but participants in activities and work.

Solution:

«Welcome package».

Greeting and self-presentation of new members (Individuals and new ALSes via leaders).

PR of our existing members who actively participate in the ICANN work and support the development of the IG agenda.

Expertise table (professional area of EURALO and At-Large members).

5. Receiving feedback from community members and external participants of the ICANN and IG agenda.

Solution:

Surveys, newsletter distribution and an invitation to contribute by feedback, sending the news and updates as a valuable content for our resources.

6. Active participation in ICANN and IG events.

Solution:

With ICANN support and opportunity to use the CROP.

Maintaining a calendar of major events (announcement for 3 months ahead) to attract attention, prepare members for participation.

Recommendations related the actual list of events.

Reports of EURALO members about the visiting and participating IG events.



EURALO Regional FY22 Outreach and Engagement Strategic Plan

Parts of EURALO Regional FY21 Outreach and Engagement Strategic Plan used in FY22.

ALSs and members:

Understanding of expertise and potential
Local events
Participation in EURALO activities
Research or survey
Interaction (ALSs -ALSs, ALSs-governmental organizations, ALSs- + ccTLD registries)
Feedback and updates related to EURALO/ICANN work.

Capacity Building

To raise awareness of ALS` members,
To increase the level of competencies/knowledge and understanding for the existing active core and newcomers.
Involvement of EURALO members in the development of materials and participation in webinars

Post ATLASIII work

Educational work, interaction with the ALSs at the local level, creation the base for participation in events
Mentoring and helping a new generation of EURALO

Geography and coverage:

Un-covered part of Europe
Additional expertise (Researchers, Academy, technical community, digital rights advocates).
Next generation

Individuals` Associations

"Welcome package"
Sharing experience - unique advantage of EURALO as an entry for non-affiliated members and observers representing other ICANN geographical regions

MOU Partners (RIPE NCC, CENTER)

Capacity Building and Outreach,
To exchange of information,
Mutual participation in the training programs and events