

GNSO Operations Steering Committee Constituency & Stakeholder Group Operating Work Team:

Recommendations on Task 2: Develop a global outreach program to broaden participation in current constituencies.

1. Executive Summary

After several GNSO reviews, the ICANN Board Governance Committee (BGC) created a working group (WG) to consider the results of the reviews and recommend a comprehensive proposal to improve the effectiveness of the GNSO, including its policy activities, structure, operations and communications. The BGC WG produced a comprehensive set of recommendations: “BGC WG Report on GNSO Improvements” that were approved by the full Board.¹ This report has been extensively referred to in preparing this Recommendation Document.

As a follow up to the above referred report, the GNSO Council formed two steering committees. The Operations Steering Committee (OSC) formed three work teams, one of which is the OSC Constituency Operations Team, subsequently called the OSC Constituency and Stakeholder Group Operations Team (OSC CSG Work Team).

The Work Team, with ICANN staff support, created a Work Plan and broke it down into Tasks. Task 2 directed the Work team to develop a global outreach program to broaden participation in current constituencies². We note that when the BGC WG made its initial recommendations, the concept of Stakeholder Groups (SGs) as part of the GNSO structure had not yet been implemented. Since then SGs have been implemented within the GNSO structure along with Constituencies. Thus, unless otherwise stated, these recommendations apply to both Constituencies and Stakeholder Groups, referred collectively in the recommendations as “Groups.” In addition, the word “should” as used in the following recommendations means: an obligation or duty to take a certain course of action, unless otherwise specified.

Background

The BGC WG Report tasked the Staff “(i) To develop and implement a targeted outreach program to explore the formation of new constituency groups. This outreach program should be designed to reach all current members of the ICANN community and potential members, particularly in areas where English is not widely spoken, and should include the ideas and participation of existing constituencies. Staff should provide periodic progress reports; and (ii) To work with constituencies to develop global outreach

¹ See: “BGC WG Report on GNSO Improvements” at <<http://www.icann.org/en/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

² Insert citation

programs aimed at increasing participation in constituencies and the GNSO policy process. Staff should provide periodic progress reports.”³

In developing their recommendations, the Work Team considered ICANN’s existing outreach strategies and resources, efforts to improve global participation in ICANN. The Work Team spoke with Scott Pinzon, Director, Policy Communications/Information Services to discuss ICANN’s current and planned outreach activities. Mr. Pinzon explained, among other things, that ICANN is planning to enhance the GNSO website based upon recommendations approved by the GNSO Council by the OSC Communications and Coordination Work Team. The website will include a new section for newcomers and videos on various issues. Also, Mr. Pinzon reported ICANN plans to provide continuing professional education credits for Information Security Systems Professionals in order to promote the value proposition for participation in ICANN by among these stakeholders. The Work Team also considered the efforts of the ICANN Policy Team outreach efforts through webinars for newcomers, updates on policy issues, orientation materials, and podcasts -- all on the e-learning page accessible from the ICANN main page.

In addition, the Work Team spoke with Nick Ashton-Hart, Senior Director Participation and Engagement _____ [Elaborate after conversations].

Barbara Clay, Vice President of Communication about outreach initiatives and strategy, who recently joined ICANN with a mandate to promote outreach activities. [Elaborate after conversations].

Finally, the Work Team consulted the Board’s Public Participation Committee in keeping with their Proposed Work Programme for 2010/2011. The report identified four main areas of work, including: “Creating a Comprehensive Stakeholder Outreach and Engagement Strategy: Expanding the breadth, depth, and diversity of the directly participating stakeholder/volunteer communities is a strategic priority; this area of work would identify who we have now, who we need to reach out to, and what resources are required.”⁴ [Elaborate after conversations].

2. Recommendations

The following recommendations are arranged in two sections:

³ See BGC Report page 45: <<http://www.icann.org/en/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

⁴ See Public Participation Committee of the Board, “Proposed Work Programme for 2010/2011” page 1 <<http://www.icann.org/en/committees/participation/proposed-work-programme-for-2010-2011-12mar10-en.pdf>>

- Section 2.1: Recommendations for a global outreach strategy to relevant members of the public, particularly non-English speakers and those from developing countries/regions;
- Section 2.2: Recommendations for development of global outreach programs aimed at increasing participation.

~~–Reach all current members of the ICANN community and potential members, particularly non-English speakers~~

[ALL - Below, in the section below I removed mention of outreach to “current ICANN members.” I note that the BOG Report states “the outreach program should be designed to reach all current members of the ICANN community and potential members.” See page 45 Section 6.4. We should probably consider explaining why we are departing from recommendations for outreach to current members of the ICANN community. If you agree, I can delete the bullet above.]

Section 2.1 Recommendations for a global outreach strategy

The Work Team recommends the following global outreach strategy, which outlines the roles and expectations of the ICANN Community, including Stakeholder Groups, Constituencies, Supporting Organizations, the ICANN Board, ICANN staff, and other volunteers to increasing participation and engagement activities in ICANN by new members of the public. The Work Team recommends that ICANN form a Global Outreach Strategy Committee (“Committee”) to provide ongoing feedback and support to ICANN’s Communications staff and to the Board’s Public Participation Committee. The Committee should coordinate with existing groups and committees in ICANN that are engaged in outreach activities, such as the Board Public Participation Committee, the Global Partnership Project, GNSO Stakeholder Groups and ICANN’s Regional Support Offices, ICANN Communications staff, ICANN Policy staff. The Committee should seek representation from these groups and other interested ICANN volunteers. The Committee should strive for simple coordination within ICANN, without creating unnecessary protocols or bureaucracy.

The Committee should develop an outreach strategy considering best practices in the area. The Committee should survey the ICANN Community, including Stakeholder Groups, Constituencies, Supporting Organizations, the ICANN Board, ICANN staff, and other volunteers to accumulate successful outreach plans outcomes. At a minimum, the outreach strategy should: (1) identify potential members and target populations and develop a plan for reaching these populations (2) identify programs and resources that should be used or developed to execute the strategy.

One of the important goals of the Committee should be to establish a focal point of information and resources for newcomers to ICANN to assist with navigating the ICANN structure and facilitate participation and continued engagement in ICANN’s activities. The Committee should coordinate the creation of a mechanism for receiving and responding to inquires about ICANN engagement. The Committee shall provide advice

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chuckg 5/11/10 8:19 AM

The purpose of the outreach should be made clear as you stated in the bullets below.

Comment:

chuckg 5/11/10 8:19 AM

I understand the focus on reaching out to potential members but not current members unless the focus on current members relates to inactive members. There should not be much need to reach out to currently active members. Maybe it is because I do not understand why current members would be contacted.

Comment:

rafik 5/11/10 8:19 AM

I think that the outreach is not limited to language issue but more geographical diversity too and especially developing regions like Africa

to the ICANN Board and staff about global outreach plans and resources and should regularly assess the success of ICANN's global outreach strategy.

[Insert more here about overall outreach strategy, recommended deliverables/tools to be created used by ICANN staff, and methods for accessing success engagement.]

2.1.1 Identifying Potential Members and Target Populations

The Committee should consult ICANN stakeholders to identify potential members of the ICANN community and underrepresented populations. The Committee should make targeted efforts to reach individuals, organizations, universities and members of academia and commercial enterprises in developing regions, such as Africa. In addition, in some regions, like Latin America, ICANN's current outreach efforts should be expanded beyond support of ccTLD training programs and events and should encourage participation in broader ICANN issues that are also relevant to the region. The Committee should contact the following ICANN stakeholders for recommendation for new members:

1. Members of existing Groups
2. Participants in Supporting Organizations (SOs) and Advisory Committees (ACs)
3. Participants in Work Groups/Work Teams
4. Contact At large structures already part of the RALOS (Regional At Large Structures) that are part of the ALAC (At Large Advisor Committee)
5. Work with MENA [Olga – please add some detail here]
6. Contact members of the Fellowship community (Fellowship program exists since the ICANN meeting in San Juan Puerto Rico, June 2007)

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ICANN Stakeholders should be surveyed to identify:

1. Populations engaged in DNS issues but otherwise underrepresented in ICANN
2. Individuals and organizations involved in related DNS/Internet Governance organizations
3. Industries and organizations (public, private, nonprofit, government related) with an interest in DNS/Internet Governance
4. People/organizations that may have submitted comments to ICANN, but not regularly engaged in an ICANN Group or Working Group
5. People who were previously active within ICANN
6. Universities which focus of study and investigation are related with DNS/ Internet Governance.
7. Successful and pioneer projects that are happening now in some regions.

The Work Team identified several successful outreach programs that could be used to inform and support the Committee's efforts. For example, the Fellowship program proved that "investing" on young participants and developing young experts is worthwhile. ICANN could consider developing a program for youth similar to the work of the ITU. See: http://www.itu.int/ITU-D/youth/itu_telecom_youth_forums.html.

In another example, the South School on Internet Governance, with the help of some companies and organizations that contribute to a fellowship program, several students and young professionals from the Latin American Region are granted a fellowship to participate in a one week intensive training program. The students meet approximately (25) twenty-five specialists from Europe, USA, Latin America and from the hosting country.

Also, the first South School on Internet Governance (“SSIG”) was organized in Buenos Aires Argentina in 2009, in the ITBA University an engineering school). The second was organized in Sao Paulo Brazil. ICANN participated by making a presentation at _____ (Need to add some detail). ICANN could be much more active with the SSIG and should engage more of its key representatives in the program. See: www.south-ssig.com.ar

The outreach strategy and target populations should be modified consistent with input and recommendations received from ICANN stakeholders.

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2.1.2 Financial Resources for the Implementation of Global Outreach Strategy

The Committee should coordinate with ICANN Staff to determine the amount and source of funding currently allocated to outreach activities, such as with the Board Public Participation Committee, the Global Partnership Project, the fellowship Program, ICANN’s Regional Support Offices, ICANN Communications staff, and ICANN Policy staff. The Committee can review these resources and provide recommendations, as necessary and consistent with executing the Committee’s outreach strategy.

The Work Team recommends that In the case of self-formed new constituencies, that involve non-commercial communities which include developing regions of the world, the outreach strategy should consider a method of providing financial assistance for the startup of these constituencies, such as restricted funding to attend ICANN meetings for their leadership, during the initial stages of establishing the constituency, should be foreseen.

2.1.2 Marketing and Other Resources for the Implementation of Global Outreach Strategy

Maximizing use of ICANN’s Website and Social Media

With input from the ICANN community and the Committee, ICANN should evaluate the effectiveness of the ICANN website as resources for newcomers to the ICANN community. ICANN should make efforts to provide introductory information in an abridged and clear format, in readily identifiable locations on the website. Whenever possible, every effort should be made to consolidate information about ICANN and the benefits of engagement to a single webpage. ICANN should engage the target population using social media channels and DNS industry websites and blogs. The website, blogs and social media channels should provide a clear entry point for newcomers to ICANN

with guidance on how to engage in ICANN, how to select a Stakeholder Group or Constituency to join and a summary of some of the pressing or “hot topics” being discussed.

The Work Team identified examples of successful guides for newcomers. For example, the IETF’s guide called “Tao of IETF” can be considered as a model. See: <http://www.ietf.org/tao.html>.

Maximizing use of Events

The Work Team recognized that in many developing countries and areas in the world, face-to-face interaction with the target population may be the best outreach tool. The Work Team recommends that ICANN participate in and seek out global Internet events. ICANN can hosting an information booth and try to secure ICANN keynote speakers. Events and meetings such as those sponsored by the Internet Governance Forum, GAID Forums, WITSA global events should be considered. ICANN should also consider supporting capacity building efforts such as the concept of the “School of Internet Governance” seminars and other similar academic programs currently held in Europe and South America as a part of its marketing and recruitment strategy.

ICANN should also considering using ICANN events more efficiently, to ensure that multiple local trade and industry associations, NGOs, academic institutions and civil society organizations are represented at these events, even though they are not regular stakeholders.

Maximizing use of ICANN’s print and advertising/PR materials

With input from the ICANN community and the Committee, ICANN should create an orientation guide for newcomers to ICANN. In addition, ICANN should create a quarterly electronic communication, tailored to an audience of ICANN newcomers that provides a synopsis or high level review of ICANN’s pressing topics or developments. [Need some details and suggestions here]

Maximizing the Use of Mailing Lists and Databases

With input from the ICANN community and the Committee, ICANN should widely disseminate its electronic materials and publicity its outreach activities using contacts it receives from ICANN stakeholders. Also, the Committee should encourage community discussion about relevant topics by creating a database of interested parties that can be used for a discussion list.⁵ [Need some details and suggestions here]

⁵ See BGC Report page 46: “(ii) Staff, in consultation with the Council, to develop within six months, and maintain, a database of all members of all constituencies and others involved in GNSO issues but not formally a part of any constituency. This database will be used for interested parties to communicate on a “GNSO-discussion list” about GNSO issues, and the formation of new working groups in particular. The database needs to be constructed in a manner consistent with privacy considerations of individuals.”

2.1.3 Improving ICANN’s Communication with a Global Audience through a Commitment to Translation

ICANN should use its best efforts to provide its outreach related materials, official briefings, announcements, official notices, podcasts and other e-learning materials, and policy summaries in the official UN languages. The Committee should work with the ICANN community to assist Groups and other ICANN stakeholder to adopt a similar commitment to translation. [\[Need some details and suggestions here\]](#)

Section 2.2 Recommendations for development of global outreach programs

The BOG report directed ICANN Staff and the GNSO to develop recommendations for programs that clarify and promote the option to self-form a new constituency particularly in those areas where English is not widely spoken. Specifically, ICANN Staff was tasked to “(i) develop and implement an outreach program to explore the formation of new constituency groups, particularly in areas where English is not widely spoken; and (ii) to work with constituencies to develop global outreach programs aimed at increasing participation in constituencies and the GNSO policy process.”⁶

The Committee should develop programs for implementation by ICANN staff that clearly outline and describe opportunities/benefits for potential members and provide “(information-based) incentives to encourage stakeholder [organizations](#) to participate.”⁷ The global outreach programs should provide easy ways for potential participants to determine where they might best fit in the structure (e.g., guided questionnaire) and how best to get started (e.g., simple flow chart with links to information sites). The Work Group recommends that ICANN staff create a “how to” orientation or guidance document explaining the different ways to become involved in ICANN according the participants interests.

Workshops

[Debbie and Michael to add details about Newcomer Workshop \(“Workshop”\) and materials](#)

[Suggestions to consider:](#)

[Workshop program should have main sessions about ICANN overview, description of its structure and other advanced sessions about ongoing activities](#)

[Panelists should be from the ICANN community and staff. it is important to involve ICANN community member in particular from the region where workshop is held.](#)

⁶ BGC WG Report, page 54 <<http://www.icann.org/en/topics/gns0-improvements/gns0-improvements-report-03feb08.pdf>>.

⁷ BGC WG Report, page 8 <<http://www.icann.org/en/topics/gns0-improvements/gns0-improvements-report-03feb08.pdf>>.

Workshops should be developed focusing on those issues that are more relevant in relation with the context where they are organized. So in this sense IDNs should be high priority in countries where this is needed, new gTLDs general information could be useful in developing countries, etc.

▼ The Work Team suggested that the Workshop should be offered in all the various regions similar to the model used by INET; See <http://www.isoc.org/isoc/conferences/inet/> .

▼ I think that Olga can give more details about Summer School (it was my first experience to meet people from ICANN)

Workshop Materials

b/ I don't advise having a lot of material, but more a booklet with details in addition to the "ICANN for dummies". the former can be formal and even academic for some topic. Flyers as they are not really effective.

▼ As I have mentioned before, a closer and permanent relationship with universities must be developed, specially in developing countries. For example I teach in engineering schools where they have no idea about the existence of ICANN, root servers and general Internet coordination, so this permanent relationship must be developed in order to establish a permanent flow of information between ICANN and the professorships. This will also help the development of teaching material and content in several languages and also will help developing a local vision of the different topics.

Other Programs:

In addition to workshops, the Committee should encourage ICANN to consider supporting more long-term capacity-building and learning programs with an exclusive focus on ICANN structure, activities. For example, the Work Team identified a program ICANN has already partnered with and the relationship could be expanded. provided by DiploFoundation (olga and me attended it) See: <http://www.diplomacy.edu/ig/IGCBP/display.asp?Topic=Programme>. The Work Team also noted that ISOC started a similar process this year with its own leader program. See <http://www.isoc.org/leaders/>.

Also, the Work Team suggested that the Committee consider a mentor program. Newcomers could be referred to the Committee via responses to a dedicated email address at the outreach portion of the website and could be match to mentors. The Work Team noted the IETF has a similar program for its fellows who attend the IETF meetings for first time to ensure there is follow-up and help for those that want to be involved.

Another idea is that ICANN consider a new user summit similar to the ALAC Summit held at the Paris Meeting (Need details)

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2.2.1 Components of the Global Outreach Program

The Committee should consider developing and hosting in person global outreach programs within each of the ICANN 5 regions, with a special emphasis on non-English speaking and/or developing regions/countries. ICANN should establish or increase its presence at regional Internet-policy events and coordinate with ICANN community members from the region at the events. ICANN should consider increasing its presence and the awareness of ICANN related developments at such events by hosting an informational booth or organizing informal or formal workshops or presentations at those events.

The Committee's global outreach programs should include the following elements:

1. Participation and visibility by ICANN stakeholders in different global/regional/national seminars and congresses which focus is related with DNS/ Internet Governance issues.
2. Build a stable and close relationship with key university institutions in all 5 continents and use their academic networks to keep the faculty members, students and community aware of DNS and ICANN activities.
3. Having Capacity building program in particular for people from developing regions, policy-makers etc
4. Host webinars/conference calls
5. Engage in social media/blogs
6. Support from ICANN Board and staff SOs and ACs

1.1.2 Recommended Implementation Timeline and Assessing Results

The Committee's global outreach programs should... [Need some details and suggestions here]

- o Frequency of programs?
- o Best times of the year for outreach programs

The global outreach programs should be evaluated every _____. The Committee should obtain comments from ICANN stakeholders...

How else will the programs be evaluated for success??? [Need some details and suggestions here]