

**GNSO Operations Steering Committee
Constituency & Stakeholder Group Operations Work Team**

**Recommendations to Develop a Global Outreach Program to
Broaden Participation in the GNSO**

**29 September 2010 – With Comments in Red and Bracketed
Sections in Question from the OSC are Highlighted in Red**

1. Executive Summary

The ICANN Board Governance Committee (BGC) created a working group (the BGC WG) to consider the results of the reviews and recommend a comprehensive proposal to improve the effectiveness of the Generic Names Supporting Organization (GNSO), including its policy activities, structure, operations and communications. This BGC WG produced a comprehensive set of recommendations: the “Report of the Board Governance Committee GNSO Review Working Group on GNSO Improvements” (hereinafter the BGC Report) that were approved by the full Board in July 2008.¹

As a follow up to Board approval of many BGC Report recommendations, the GNSO Council formed two steering committees, the Operations Steering Committee (OSC) and the Policy Process Steering Committee (PPSC). The OSC formed three work teams, one of which is the OSC Constituency Operations Work Team, subsequently called the OSC Constituency and Stakeholder Group Operations Work Team (OSC CSG Work Team).

The OSC CSG Work Team, with ICANN staff support, created a Work Plan and broke it down into specific tasks. Task 2 directed the work team to develop recommendations for a global outreach program to broaden participation in GNSO constituencies.² It should be noted that when the BGC WG made its initial recommendations, the concept of Stakeholder Groups as part of the GNSO structure had not yet been implemented. Since then Stakeholder Groups have been implemented within the GNSO structure along with Constituencies. Thus, unless otherwise stated, these recommendations apply to both Constituencies and Stakeholder Groups.

1.1 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

¹ The BGC Report has been extensively referred to in preparing these recommendations. See: <<http://www.icann.org/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

² See the OSC CSG Work Team wiki workspace at: <https://st.icann.org/icann-osc/index.cgi?constituency_operations_team>.

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

In developing its recommendations, the OSC CSG Work Team considered ICANN’s existing outreach strategies and resources, and efforts to improve global participation in ICANN. The OSC CSG Work Team also considered the outreach efforts of the ICANN Policy staff such as webinars for newcomers, updates on policy issues, orientation materials, and podcasts -- all on the e-learning page accessible from the ICANN main page.

Finally, the OSC CSG Work Team consulted the Board’s Public Participation Committee’s Proposed Work Programme for 2010/2011. The Work Plan 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

2.0 Recommendations

The following recommendations are arranged in two sections:

- 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; and
- Section 2.2: Recommendations for development of global outreach programs aimed at increasing participation both from current members of the ICANN community as well as potential members, particularly non-English speakers.

2.1 Recommendations for a Global Outreach Strategy

The OSC CSG Work Team recommends the following global outreach strategy, which outlines the roles and expectations of the GNSO community for increasing participation and engagement activities in the GNSO by new members of the public. The OSC CSG Work Team recommends that ICANN form a GNSO Global Outreach Strategy Committee (hereinafter “Committee”). The Committee should coordinate with existing

³ See the BGC Report page 45: <<http://www.icann.org/en/topics/gnsso-improvements/gnsso-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>>

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 Constituencies, ICANN's Regional Support Offices, ICANN Communications staff, and ICANN Policy Development staff. The Committee should seek representation from these groups and other interested ICANN volunteers. The Committee should strive for simple coordination, without creating unnecessary protocols or bureaucracy.

[Steve - First, personally I am skeptical that the best way to broaden participation in the GNSO is to create a new and permanent standing committee, with all that implies in terms of start-up efforts and staff support. My experience is that there are real dangers that such a committee, instead of advancing the objectives laid out in the first paragraph of section 2.1.1, will instead disperse human and financial resources, create inefficiencies, and increase duplication of effort. However, I know that the Work Team members studied this issue in some depth and I am happy to defer to them if they believe this is the best approach. Second, it strikes me that that outreach goals may be quite different with regard to the stakeholder groups in the two GNSO houses. In the non-contracted party house, it is apparent that many businesses, intellectual property owners, ISP and connectivity providers, and non-commercial organizations that are strongly affected by ICANN decisions do not participate in the organization, and specifically in the GNSO. Olga - I AGREE WITH THIS, THIS IS WHY I THINK OUTREACH IS IMPORTANT.]

[Mason - Along with Steve, I'm skeptical of a standing committee, and of the creation of additional bureaucracy. Further, as a participant in ICANN for the past ten years, I would say it's not a completely safe assumption that there is a poverty in the growth of participation; the difference in size of an ICANN meeting now (or mailing list, or stack of policy to review) vs. one in 2001 is striking. I would like to know whether or not this committee plans to be permanent, or would have its time limited. Obviously that's not to say participation shouldn't continue to be encouraged. It should, in appropriate proportion, and without detracting resources from other priorities, as Steve pointed out. I served as chair of the Communications/Coordination Team of the OSC. One of the contexts in which we considered our recommendations was the likely fact that there, indeed, are people impacted by ICANN that aren't participating, or may not even be aware of ICANN. Part of our recommendation was not just to communicate with them to encourage their participation, but to improve the clarity of ICANN's communication to make their participation easier and smoother. The former without the latter would be added clutter and would needlessly extend the time necessary for a newcomer to learn the alphabet soup we all speak as longtime participants.]

[Steve - I wonder whether this is true in the contracted party house. Certainly most registries seem already to be active participants in the registries stakeholder group, and the same is true of the major registrars, although I acknowledge that probably a number of registrars do not participate. In any case the outreach challenges seem

to be very different between the two groups. I question whether such activities directed to registries and registrars is a wise use of ICANN resources. If these entities cannot already see for themselves the value of participation in the organization without which they could not even be in business, then I wonder whether outreach efforts will change that mindset. If, instead, the goal of outreach efforts is to encourage more companies to seek to become accredited registrars (for example), again that is qualitatively different from the challenge on the non-contracted party side. ICANN has no need to encourage anyone to become a business, non-commercial organization, etc., affected by ICANN; rather the focus should be on encouraging those such entities that already exist to become active within GNSO. The goal of outreach efforts among the contracted parties should be more clearly stated. Olga - THE ROLE OF OUTREACH EFFORTS IN THE CONTRACTED HOUSE SHOULD BE MAINLY EXTENDING THE ROLE OF REGISTRIES AND REGISTRARS IN A MORE BALANCED WAY TO THE DEVELOPING WORLD. IN GENERAL MORE COMPETITION IN ANY MARKET HELPS BROADEN THE CONSUMER BASE WITH BETTER SERVICES AND LOWER PRICES. CONSIDERING THAT REGISTRIES AND REGISTRARS ARE ALMOST NOT PRESENT IN DEVELOPING REGIONS, AN OUTREACH EFFORT MAY ENCOURAGE NEW ACTORS FROM THESE REGIONS TO BE PART OF THE ICANN PROCESS IN BECOMING ACCREDITED REGISTRARS OR EVEN REGISTRIES. A WIDER COMPETITIVE ENVIRONMENT SHOULD BE THE MISSION OF THE OUTREACH EFFORTS. IN MY MODEST OPINION THERE IS ALSO A VERY UNBALANCED PARTICIPATION OF SEVERAL NON CONTRACTED ACTORS IN GNSO, SO THIS COULD BE AN ADDITIONAL MISSION OF THE OUTREACH EFFORTS.]

[Chuck - I have concerns about the following statement you made: “IN GENERAL MORE COMPETITION IN ANY MARKET HELPS BROADEN THE CONSUMER BASE WITH BETTER SERVICES AND LOWER PRICES. CONSIDERING THAT REGISTRIES AND REGISTRARS ARE ALMOST NOT PRESENT IN DEVELOPING REGIONS, AN OUTREACH EFFORT MAY ENCOURAGE NEW ACTORS FROM THESE REGIONS TO BE PART OF THE ICANN PROCESS IN BECOMING ACCREDITED REGISTRARS OR EVEN REGISTRIES. A WIDER COMPETITIVE ENVIRONMENT SHOULD BE THE MISSION OF THE OUTREACH EFFORTS.” It seems to me that this is going beyond the goal of outreach and is beyond the task of the GNSO improvements effort. The goals are reasonable but I am not sure it is the goal of outreach to create a ‘wider competitive environment’. When we start trying to do that, I fear we will find ourselves in the middle between various competitors. Speaking with my VeriSign hat, I can tell you that we support the goals that you state. In fact, as you know, we have devoted quite a lot of time and resources to the goals you state, starting with Latin America where our marketing and outreach has resulted in the addition of several registrars where before there were none. In addition to that, we have provided marketing incentives for existing registrars not located in Latin America to expand their

services in Latin America, thereby hopefully avoiding channel conflict with our customers, the registrars. We have also expanded and are continuing to expand our efforts to include other developing regions of the world. That said, I am personally in favor of the goals you state, but I am not sure they are appropriate for GNSO outreach efforts. But I would like to hear what others think.]

[Claudio - I agree with Chuck on the point below. I tried previously to articulate this concern, but I could have been more clear in my expressing my views.]

[Mason - To Steve's point about outreach to registries and registrars—you may have guessed my point of view, but I do believe it's necessary and healthy. Here's why: I currently serve as chair of the Registrar Stakeholder Group. There are hundreds of accredited registrars, but only a few more than 70 are members of our SG. Of that number, far fewer can be considered active ICANN participants. Certainly they are aware of ICANN – ICANN is the source of our accreditations – but they may not be particularly educated about the extent to which their customers and businesses are impacted by ICANN's activity. And they should be. Our SG encourages participation to all new registrars, but not all do. A more comprehensive message from ICANN itself may be more thorough and helpful. If resources are a challenge, it's possible the registrar and registry liaison staffs could be helpful in encouraging participation from those who don't currently. Further, I believe it would be inappropriate to advantage one section of the GNSO over the other. Concentrating communications toward only non-contracted bodies would disrupt the balanced points of view that ICANN purports to encourage. Finally, I would encourage whomever is eventually responsible for directing the outreach effort to include some type of measurement into the plan. There is not enough consideration given to accurately determining whether or not policies are needed or effective; in this instance, measuring participation would be relatively easier and would help determine whether or not the program is reaching its objectives.]

[Michael – suggested language: IN GENERAL, REGISTRIES AND REGISTRARS ARE ALMOST NOT PRESENT IN DEVELOPING REGIONS, AN OUTREACH EFFORT MAY ENCOURAGE NEW ACTORS FROM THESE REGIONS TO BE PART OF THE ICANN PROCESS IN BECOMING ACCREDITED REGISTRARS OR EVEN REGISTRIES. INTRODUCING NEW, POTENTIAL, ACTIVE PARTICIPANTS IN DEVELOPING REGIONS TO THE ICANN PROCESS SHOULD BE A PRIMARY MISSION GOAL OF THE OUTREACH EFFORTS.”]

The Committee should develop an outreach strategy that considers best practices in this area. The Committee should survey the ICANN community, including Stakeholder Groups, Constituencies, Supporting Organizations (SOs), Advisory Committees (ACs), the ICANN Board, ICANN staff, and other volunteers to accumulate successful outreach plans and outcomes. At a minimum, the outreach strategy should: (1) identify potential participants and target populations and develop a plan for reaching these populations; and

(2) identify programs and resources that could 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 the GNSO to assist with navigating the GNSO structure and facilitate participation and continued engagement in the GNSO's activities. The Committee should coordinate the creation of a mechanism for receiving and responding to inquiries about engagement in the GNSO. The Committee shall provide advice to the GNSO Council about global outreach plans and resources and should regularly assess the success of the GNSO's global outreach strategy.

The Committee should leverage ICANN meetings for local outreach activities. In particular, the Committee should cooperate with local hosts to target communities that may be interested in becoming involved in ICANN. The Committee should include these target communities in the ICANN meetings held in their countries. The Internet Governance Forum (IGF) is a good example of what ICANN can do to engage local communities. The IGF attendance statistics show that local participants represent an important percentage of several stakeholder groups in addition to volunteers. The IGF meeting in Egypt, for example, had a high percentage of young professionals who were participating for the first time. These young professionals learned about Internet governance through programs that included capacity building, summer school, and an orientation session. This is a practice that could be applied to the GNSO to increase the participation of young professionals in the GNSO community, particularly from developing regions.

One starting point for outreach in those communities or regions not already engaged in the GNSO could be to select one university in the region that could provide a contact person with whom the Committee could engage. This relationship could benefit the university and ICANN. Specific information related to Internet policy, coordination, domain names, Internet Protocol (IP) addresses, root servers and other relevant issues discussed in the GNSO and at ICANN in general could be provided to interested parties to be used in training materials for their members and participants who may be interested in engaging in the GNSO. This relationship could be established through the Committee, which would be responsible for finding key interested organizations, (one per organization type and per sub-region for example) and to map them globally.

Although the OSC CSG Work Team thinks that a special emphasis should be on outreach to universities that have not previously been involved in ICANN, it also recommends that the Committee should consider non-academic contacts in the region such as local Internet Society chapters, local business associations, local members of the non-governmental organization Branch of the United Nations and others.

[Mason - "Although the OSC CSG Work Team thinks that a special emphasis should be on outreach to universities that have not previously been involved in ICANN, it also recommends that the Committee should consider non-academic contacts in the region such as local Internet Society chapters, local business associations, local members of

the non-governmental Branch of the United Nations and others.” I don’t understand why there’s a special emphasis on academic institutions. ICANN isn’t in the business of favoring participation of one type of group over another, nor should it be. If an invitation for participation is to be made locally, shouldn’t it include business, non-government organizations, etc.?

2.1.1 Purpose, Mission and Activities of the Committee

The purpose of the Committee is to coordinate, recommend, consolidate, and assist with the execution of the GNSO’s outreach objectives. The Committee’s operational plans and activities should further a valid, cost saving and useful purpose aimed at (1) consolidating human and financial resources; (2) creating efficiency; and (3) and coordinating the GNSO outreach efforts to avoid duplication of effort.

The Committee’s mission is to develop long-term strategies to attract new participants in GNSO activities, and identifying activities that may improve the visibility, understanding and participation in the GNSO. The Committee should recommend activities and develop content that could be used by different GNSO stakeholders to promoting a broader involvement of the global community in the GNSO activities. In addition, the Committee should align its efforts with those of other ICANN SOs and ACs and the ICANN Board in order to encourage a consistent outreach message relating to the GNSO.

The OSC CSG Work Team recommends that the Committee should coordinate outreach with relevant ICANN organizations and could incorporate recommendations from the OSC CSG Work Team’s report [Recommended Common Operating Principles and Participation Guidelines for GNSO Stakeholder Groups and Constituencies; and Recommendations on a GNSO Database of Community Members](#) when establishing other specifics regarding the structure of the Committee, voting thresholds, publicity, events, and other activities.

2.1.2 Membership of the Committee

The Committee should be comprised of six voting members as outlined in section 2.1.2.1 below. In addition, the Committee should establish specific outreach strategies. It should include an ICANN staff liaison that should be a non-voting member of the Committee. This staff liaison should be someone who is involved in ICANN’s communication efforts, such as the Vice President for Communications and Marketing or his/her designee. It is particularly important for the Committee to coordinate its efforts with the ICANN Communications staff to avoid duplication of effort and to ensure that outreach to the GNSO community is a consideration, when applicable, in ICANN’s communications and to ensure consistent communication.

The Committee membership terms should be long enough to allow the participation of host country and neighboring nations, and to leverage the outreach events and alert as many relevant parties to effectuate goals and activities. [Ron – I don't understand this sentence. Can we get some clarification, as well as the Work Team's thinking

behind the length of Committee member terms, how to manage 'institutional memory' with members rotating off the committee, and so forth? Olga - The Internet Governance Forum (IGF) has been organized for five years in different continents and countries (Athens, Rio, Hyderabad, Sharm el Sheik, Vilnius, Kenya?) and after each year one representative of the hosting country is a member of the group that organizes the general agenda. In the South School on Internet Governance we copied the same example, in our academic committee we add each year one representative of the previous hosting country/institution, as the school rotates among countries in the Latin American region. The purpose of these inclusions is to receive the benefits of the experience gathered during the events in different places. If you agree with this idea we could try to capture this model into a clarifying text.] However, it should not be so long as to prohibit participation by new volunteers from the GNSO community. The OSC CSG Work Team recommends that there should be a Drafting Team to develop the Charter for the Committee. The Charter shall include specific terms and term limits.

2.1.2.1 Representation on the Committee

To the extent possible with a small committee, the Committee should include:

- Representatives from different sectors of the GNSO community (e.g., individuals, academia, commercial enterprises and non-governmental organizations); and
- Participants from different geographic regions and of different genders.

[Ron - My comment in regard to the first paragraph in this section (re: representation) is that with such a small committee, notwithstanding ICANN's principles of diversity, the committee's first priority (vis-à-vis selection criteria) should be based on an individual's qualifications in the realm of outreach rather than their gender or sector of the GNSO community from which they come. The second priority (which some may argue should be the first) is geo location for all of the obvious reasons. Avri - I would argue in favor of the criteria for diversity. It is important to realize that the perspective that diversity of gender or community brings is a qualification. Perhaps in pure mathematics, this may not be the case. But in any subject area that requires human perspective, qualifications are incomplete without gender and other perspectives.]

[Steve - it is hard to imagine that a person "new to ICANN" could make an effective contribution to the work of a small outreach committee. Of course the input of such people should be solicited and taken very seriously. Same: The presence of committee members from the Registry or Registrar SG should depend on clarification of the outreach mission with regard to these groups, as noted above. Olga - WE COULD GIVE SOME EXAMPLES HERE.

Committee members may be from existing GNSO Constituencies or Stakeholder Groups, or may be new to ICANN. However, in all cases, Committee representatives should (1) demonstrate a willingness to learn about the GNSO and its policies and procedures; and (2) be willing to act as an ambassador for the GNSO and its outreach efforts.

The GNSO Council should manage the development of the Committee through the creation of a Drafting Team to develop the Committee's Charter. The Charter shall include procedures for member recruitment, application, selection, terms and term limits. The Charter also set goals for the completion of the membership selection process, establishment of a meeting schedule, and participation guidelines.

Committee members should cooperate with the ICANN Fellowship selection team to be able to invite up to ten key people to each ICANN event, who may include people who represent numerous groups, such as leaders of academia, business associations, and non-governmental organizations. **[Ron -- Again, I do not understand what the sentence means, particularly who is being invited where? Some background would hopefully bring some clarity to the intent. Olga -- The idea behind this sentence is that the selection of the fellows in the "Fellowship program of ICANN" has criteria that matche the outreach efforts in relation with diverse inclusion. Today there is only one representative of each region that makes this selection, so it could be good if the selection of the fellows is made jointly with a subgroup of the committee devoted to this activity. Perhaps the committee should have a small steering committee and a wider and broader consulting group that feeds with ideas the steering committee.]**

The Committee should include six voting members from the GNSO Constituencies and Stakeholder Groups as follows:

- Two members of the Commercial Stakeholder Group;
- Two members of the Non-Commercial Stakeholder Group;
- One member of the Registry Stakeholder Group; and
- One member of Registrar Stakeholder Group.

[Mason - Why is there uneven representation from the contracted and non-contracted sides of the GNSO?]

In addition, the Committee should include ICANN staff as non-voting members, including invitations for staff supporting the ICANN Global Partnerships on an as-needed basis.

2.1.3 Identifying Potential Participants and Target Populations

The Committee should consult with GNSO stakeholders to identify potential participants of the GNSO 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, particularly in Africa. In addition, in some regions, such as Latin America, ICANN's current outreach efforts should be expanded beyond support of country code top level domain (ccTLD) training programs and events and should encourage participation in GNSO issues that are relevant

to the region. The Committee should contact the following ICANN stakeholders for recommendation for new participants as follows:

1. Members of existing GNSO Working Groups and Work Teams;
2. Participants in SOs and ACs;
3. The Regional At-Large Structures (RALOS) that are part of the At-Large Advisory Committee (ALAC); and
4. The Fellowship community. (Note that the Fellowship program has existed since the ICANN meeting in San Juan Puerto Rico, June 2007.)

The Committee should survey ICANN stakeholders to identify:

1. Populations engaged in domain name system (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 and organizations that may have submitted comments to ICANN, but who are not regularly engaged in a GNSO Working Group;
5. People who were previously active within ICANN;
6. Universities that focus on studies and research related to DNS/ Internet Governance; and
7. Successful and pioneer projects that are happening now in some regions.

The OSC CSG 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 in young participants and developing young experts is worthwhile.** The telecommunications youth forums at the International Telecommunications Union (ITU) are another example. See: http://www.itu.int/ITU-D/youth/itu_telecom_youth_forums.html.

[Steve - Has there been an independent evaluation of the ICANN Fellowship program that supports the statement "the Fellowship program proved that investing in young participants and developing young experts is worthwhile"? Olga - WE CAN ASK, I DO NOT KNOW ABOUT THIS EVALUATION.]

In addition, the South School on Internet Governance (SSIG), which rotates among countries in the Latin American Region, could be a useful example.⁵ The first SSIG was organized in Buenos Aires, Argentina in 2009, in the ITBA University, the most prestigious engineering school in Argentina. The second was organized in Sao Paulo, Brazil. Under the SSIG, 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 fellowships to participate in a one-week intensive

⁵ South School on Internet Governance SSIG www.south-ssig.com.ar

training program. The students meet approximately twenty-five specialists from Europe, USA, Latin America and from the hosting country.

The OSC CSG Work Team recommends that the GNSO outreach strategy should include engagement with the SSIG and with its key representatives. For example, members of GNSO Stakeholder Groups and Constituencies and other members of the ICANN community could participate in panel discussions at SSIG meetings to explain the importance of the policy development process within the GNSO.

The GNSO outreach strategy and target populations should be coordinated with input and recommendations received from GNSO stakeholders and members of the ICANN community.

2.1.4 Financial Resources for the Implementation of a Global Outreach Strategy

The Committee should coordinate with ICANN Staff to determine the amount and source of funding currently allocated to outreach activities to ensure efficiencies and avoid duplication of effort. For example, the Committee should coordinate its funding with funding for other outreach activities, such as those of 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 should review these other outreach resources and provide recommendations, as necessary and consistent with executing the Committee's outreach strategy. Funding for the Committee also should include tools to support the participation of Committee members, and support for the Committee's programs and activities.

In the case of self-formed new constituencies that involve non-commercial communities, such as in 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 new constituency leaders, during the initial stages of establishing the constituency.

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

The OSC CSG Work Team provides the following recommendations for the Committee's global outreach strategy to ensure efficiencies and avoid duplication of effort in the following areas:

Maximizing use of ICANN's Website and Social Media: As part of its global outreach strategy the Committee should evaluate the effectiveness of the ICANN and GNSO websites as resources for newcomers to the GNSO community. For example, the Committee should provide recommendations for easily accessible introductory information in an abridged and clear format that could be included on the GNSO website. The Committee's global outreach strategy also should include recommendations for ICANN to engage the target population using social media channels and DNS industry

websites and blogs. For example, the GNSO website, ICANN blogs and social media channels could provide a clear entry point for newcomers to the GNSO with guidance on how to engage, how to select a Stakeholder Group or Constituency to join, and a summary of some of the hot topics under discussion. These social media, such as Facebook and twitter, are particularly useful for encouraging participation in the GNSO community among young people. In addition, the Committee's global outreach strategy could include recommendations for material for podcasts and webinars that are targeted to young people to encourage them to participate in the GNSO. An example of a successful guide for newcomers is the "Tao of IETF" by the Internet Engineering Task Force (IETF). See: <http://www.ietf.org/tao.html>.

Maximizing Use of Events: The OSC CSG Work Team recommends that a tutorial module on the GNSO for newcomers should be included as part of the regular ICANN orientation session at ICANN meetings. In addition, the OSC CSG Work Team recognized that in many developing countries and areas in the world, face-to-face interaction with the target population is a key outreach tool. The OSC CSG Work Team recommends that the Committee's global outreach strategy should include engagement in global Internet events. For example, at these events the outreach strategy could include an ICANN information booth and members of the GNSO community or ICANN staff as keynote speakers. The Committee also should consider events and meetings such as those sponsored by the Internet Governance Forum, Global Alliance for ICT and Development (GAID) forums, and World Information Technology and Services Alliance (WITSA) global events. The Committee's global outreach strategy also could include support for capacity building efforts such as the "School of Internet Governance" seminars and other similar academic programs currently held in Europe and South America. In addition, the Committee's global outreach strategy should leverage regional events by opening attendance to all stakeholders, provided that appropriate content for newcomers is included and that increased attendance can be managed in a cost-neutral way. **In addition, the Committee's global outreach strategy should include efficient use of ICANN events to ensure that multiple local trade and industry associations, non-governmental organizations, academic institutions and civil society organizations are represented at these events, even if they are not GNSO stakeholders.**

[Steve - The following sentence under "maximizing use of events" should be clarified: "the Committee's global outreach strategy should include efficient use of ICANN events to ensure that multiple local trade and industry associations, non-governmental organizations, academic institutions and civil society organizations are represented at these events, even if they are not GNSO stakeholders." All the entities listed are eligible for membership in either the commercial or non-commercial stakeholder group. Perhaps it would be clearer to state "even if they are not currently active in GNSO stakeholder groups."]

Maximizing use of ICANN's Communications and Public Relations materials: The Committee's global outreach strategy should include recommendations for an orientation guide for newcomers to the GNSO. Recommended materials could include a quarterly electronic communication, tailored to an audience of GNSO newcomers, that provides a synopsis or high-level review of the GNSO's pressing topics or developments. To

increase participation from the GNSO community, the Committee’s global outreach strategy should include ways for GNSO community members to contribute content on key issues in regular publications or postings.

Maximizing the Use of Mailing Lists and Databases: The Committee’s global outreach strategy should include recommendations for ways that ICANN could widely disseminate its electronic materials and publicize its outreach activities using contacts it receives from the GNSO community and other stakeholders. In addition, the Committee’s strategy should include recommendations to encourage community discussion about relevant topics. One such example could be a database of interested parties that can be used for a discussion list on specific topics.⁶ The Committee’s global outreach strategy also should include recommendations for how ICANN could leverage external mailing lists from other communities to disseminate materials. For example, the regional manager in Africa and the GNSO Secretariat use the “Africann” mailing list to disseminate announcements.

2.1.6 Translation in the Global Outreach Strategy

One of the Work Teams established by the OSC as part of the GNSO improvements process was the Communications and Coordination (CCT) Work Team.⁷ The CCT Work Team has completed a consolidated report of recommendations to improve GNSO communications, which was approved by the GNSO Council at its meeting in Brussels, Belgium on 23 June 2010.⁸ This report included recommendations for multi-language support for the GNSO website, and for making localization policies consistent. In addition to these recommendations, the OSC CSG Work Team recommends that the Committee’s global outreach strategy should include coordination of the development of GNSO outreach-related materials. These could include official briefings, announcements, and notices; podcasts and other e-learning materials; and policy summaries to be made available the official United Nation (UN) languages in accordance with ICANN’s Translation Principles.⁹ The Committee’s strategy should include recommendations for tools to assist GNSO Stakeholder Groups and Constituencies to adopt a similar commitment to translation. In addition, the Committee’s strategy should include recommendations for engaging volunteer multilingual contacts for newcomers and to respond to non-English language inquiries from prospective GNSO community members.

Selected universities engaged in outreach activities by sub-region also could be engaged to assist with the translation and preparation of material for outreach. These institutions

⁶ 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.”

⁷ See the wiki at: <https://st.icann.org/icann-osc/index.cgi?osc_communications_team>.

⁸ See: <<http://gns0.icann.org/drafts/cct-consolidated-report-final-09apr10-en.pdf>>.

⁹ See: <<http://www.icann.org/en/accountability/frameworks-principles/community.htm#e>>.

could provide guidance on which languages are relevant for the local community, as in some regions of the world the official language(s) may not be sufficient for these purposes.

2.2 Recommendations for Development of Global Outreach Programs

The BCG 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.”¹⁰

The Committee should develop programs that clearly outline and describe opportunities and benefits for potential constituency members and provide “(information-based) incentives to encourage stakeholder organizations to participate.”¹¹ 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 OSC CSG Work Team recommends that the Committee’s global outreach strategy should include the creation of a “how to” orientation or guidance document explaining the different ways to become involved in the GNSO according the participants’ interests.

2.2.1 Workshops

The Committee should be responsible for coordinating the development of various tutorial modules that could be inserted as workshops into existing regional meetings as well as conducted as online interactive workshops where these could be provided effectively. An example of an interactive tutorial is that which is being developed for new registrars by the Registrar Liaison to ICANN. The OSC CSG Work Team encourages the Committee to develop and implement workshops and supporting materials with the goal of coordinating, consolidating or expanding existing programming to achieve a more focused approach to introducing new members to the GNSO community in an efficient and cost efficient manner. These workshops could occur in the target regions identified above in Section 2.1.3 and in areas or at events where members of the target populations can participate, such as existing conferences, symposia, and related activities.

Generally, the workshops should have main sessions with an overview of the GNSO and of ICANN, description of the GNSO and ICANN structure, and other advanced sessions

¹⁰ See BGC WG Report, page 54 <<http://www.icann.org/en/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

¹¹ See BGC WG Report, page 8 <<http://www.icann.org/en/topics/gnso-improvements/gnso-improvements-report-03feb08.pdf>>.

about ongoing activities. Where feasible and effective, the workshops should involve GNSO and ICANN community members from the region where workshops are held, and to the extent possible, local community members from each Stakeholder Group.

Workshops should be focused on those issues that are particularly relevant to local GNSO stakeholder and potential community members. For example, internationalized domain names (IDNs) should be a high priority in countries where the local language is in a non-Latin script. Information on new generic top-level domains (gTLDs) could be useful in developing countries. An example of a successful regional model is used by the Internet Society (ISOC) for its INET conferences. See <http://www.isoc.org/isoc/conferences/inet/>)

2.2.2 Newcomer Workshop

As one of its initial programs, the OSC CSG Work Team recommends that the Committee coordinate the development and implementation of a Newcomer Workshop (“Workshop”) and related materials. The curriculum of the Workshop should provide detailed and practical information designed to assist participants’ engagement with the GNSO and particularly in the policy development process. To maximize the effectiveness of the experience, the Workshop ideally should be a comprehensive, in-person program. Where feasible, these workshops should be videotaped and made available online for those who may not be able to attend in person. There should be a specific financial sponsorship program to ensure a cost neutral exercise (i.e. sponsors would be allowed to have their logos displayed on associated workshop materials for their financial support). Where feasible, these Workshops should be held in conjunction with existing regional meetings to minimize costs. The OSC CSG Work Team recommends the following items for inclusion in the curriculum:

1. ICANN’s structure, including an explanation of the organization chart;
2. Briefings and information about key ICANN and GNSO participants, including leaders of GNSO Stakeholder Groups and Constituencies;
3. Introduction to ICANN’s culture of engagement, including protocols and nuances of online discussion groups, and Public meetings;
4. Explanation of how GNSO policies are developed and implemented;
5. Explanation of how a participant can participate in a Stakeholder Group or Constituency;
6. Explanation of existing Working Groups, their policy work, and which of these are accepting new participants;
7. Demonstration on how to navigate ICANN’s resources such as the website, using ICANN’s email and document archives, and wikis;
8. Demonstration of remote participation tools, such as Adobe Connect; and
9. A “Who’s Who” and history of ICANN segment.

As described above, the Workshop faculty should include, to the extent possible, broad participation from the ICANN Board, representatives from Stakeholder Groups and Constituencies, and ICANN staff – particularly representatives from regional ICANN

offices and regional partner organizations – and GNSO community members from regional academic communities and educational institutions.

These Workshops should be hosted in the various target regions and designed to include participation from the target populations. In addition, the Committee's global outreach strategy should include recommendations for hosting the Workshop at ICANN public meetings.

2.2.2.1 Newcomer Workshop Materials

The Committee should coordinate the development of robust Workshop materials that correspond with the Workshop curriculum, including a (1) booklet for beginners and (2) a resource manual that contains a formal accumulation of topical materials designed in an academic format.

[Steve - Third, I note that the thrust of the BGC WG report (as quoted in section 1.1) was on what the staff should do to improve outreach. It would be helpful if the report could be clearer on which activities should be undertaken by staff and which should rely on volunteers. To give one example, when it is stated that "the Committee should coordinate the development of robust Workshop materials," (section 2.2.2.1), who is expected to do the developing of these materials? Olga - THIS IS A GOOD POINT ABOUT SUSTAINABILITY OF THE EFFOR. IF THE COMMITTEE IS WISELY INVOLVED WITH UNIVERSITIES AND OTHER INSTITUTIONS INTERESTED IN ICANN PROCESS, THE PREPARATION OF SUCH MATERIALS SHOLD NOT BE VERY EXPENSIVE AS A COOPERATIVE EFFORT COULD BE DONE. THIS IS ALSO ONE OF THE MISSIONS OF THE COMMITTEE.]

In addition, the Committee should consider working with academic professionals who have produced similar or related curricula, particularly in developing countries. Also, in developing countries where the population may be unaware of the existence of ICANN, of root servers, or of general Internet coordination, the Committee should establish meaningful relationships between ICANN and academic personnel to encourage the exchange of information and collaboration. The Committee can work with the local academic community to develop Workshop materials and content in several languages and will help developing a local vision of the different topics.

2.2.3 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 and activities. For example, the OSC CSG Work Team identified a program provided by DiploFoundation with which ICANN has already partnered. This relationship could be expanded. See: <http://www.diplomacy.edu/ig/IGCBP/display.asp?Topic=Programme>. The OSC CSG

Work Team also noted that ISOC started a similar process this year with its own leader program. See <http://www.isoc.org/leaders/>.

The OSC CSG Work Team recommends that the Committee consider the development of a mentor program. For example, newcomers could be referred to the Committee via responses to a dedicated email address at the outreach portion of the GNSO website and could be matched to mentors. The OSC CSG Work Team notes 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 example is the new user summit that was part of the ALAC Summit held at the ICANN meeting in Mexico City in March 2009.

2.2.4 Components of the Global Outreach Program

The Committee should consider developing and hosting in-person global outreach programs, where feasible, within each of the ICANN five regions, with a special emphasis on non-English speaking and/or developing regions/countries. The Committee's recommendations could include methods for ICANN to increase its presence at regional Internet policy events and to coordinate with GNSO community members from the region at the events. For example, the Committee could recommend that ICANN could 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 strategy should include the following elements:

1. Participating in and visibility by ICANN stakeholders in different global, regional, and national seminars and congresses, with a focus on DNS and Internet governance issues;
2. Building a stable and close relationship with key university institutions in all five continents and engaging their academic networks to keep the faculty members, students and community aware of DNS and ICANN activities;
3. Developing a capacity-building program to encourage participation in the GNSO from developing regions;
4. Hosting webinars and conference calls;
5. Engaging in social media and blogs; and
6. Ensuring support from ICANN Board and staff, Supporting Organizations, and Advisory Committees.