The deadline for FY21 Budget consideration is **31 January 2019.** The At Large Deadline is January 6.

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| REQUEST INFORMATION | | |
| Title of Proposed Activity |  |  |
| North American School of Internet Governance 2020 (NASIG 2020) |  |  |
| Community Requestor Name | Chair | |
| Dustin Loup | Eduardo Diaz | |
| ICANN Staff Community Liaison |  | |
| Heidi Ullrich |  | |

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| request description |
| *1. Activity:* Please describe your proposed activity in detail |
| To organize and deliver the third NORTH AMERICAN SCHOOL OF INTERNET GOVERNANCE (NASIG). This would be a two-day capacity building event to provide in-depth knowledge of Internet Governance (IG) issues to approximately 40 individuals, with many from ATLARGE. NASIG 2020 is our third consecutive year and the only School of Internet Governance in North America. Past NASIGs have proven to be successful and well attended, with 28 students in 2018 and 50 students in 2019.  NASIG 2020 will consist of 10-15 sessions covering the most pressing IG topics, many of which will align with the strategic objectives and goals identified in ICANN’s Strategic Plan for Fiscal Years 2021-2025, such as the IANA functions, Universal Acceptance, cybersecurity, the multistakeholder model, ICANN’s role in Internet Governance, and much more. These sessions will be run by community leaders, including many of those actively involved in ICANN.  We will seek to bring in students from all across North America and will also seek to take advantage of the high level of interest in Washington, DC. This includes policymakers, tech policy staff for civil society and industry, students from the many universities in the area.  By bringing in a wide variety of stakeholders for this educational program, we are contributing to a healthy Internet governance ecosystem, by making sure that the people who have an interest in IG in North America are well-informed, which will lead to better results for the Internet.  We are requesting $10,000 to be put toward venue costs, catering, and tech support for livestreaming and captioning.  Based on previous experience organizing events in Washington, DC we expect the costs of each to be in line with the following estimates:  Venue Rental - $5000  Catering - $6000  Livestream and Captioning - $4000 |
| *2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other |
| Education/Training/Capacity Building/Policy Discussion among the approximately 40 individuals expected to be registered in the NASIG 2020, as well as a wider audience of remote participants watching live and recorded sessions. The NASIG website and Eventbrite registration page will be developed as part of process of registering participants, and acting as a repository of materials and historical reference. |
| *3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity |
| The NASIG is planned to be held from September 24-25, 2020. Each day will consist of several sessions, which will take the form of lectures, panels, and interactive workshops. Sessions will generally be between 60 and 90 minutes, depending on the format and subject. There will be an opportunity for Q&A at the end of each session.  To provide networking and informal learning opportunities, there will be coffee breaks (morning and afternoon), lunch and social events, including a farewell reception on September 25 as a closure of NASIG. |

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| request objectives |
| 1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support? |
| * Improve the effectiveness of ICANN’s multistakeholder model of governance.   + Support and grow active, informed, and effective stakeholder participation governance * Address geopolitical issues impacting ICANN’s mission to ensure a single, globally interoperable Internet   + Continue to build alliances in the Internet ecosystem and beyond to raise awareness of and beyond to raise awareness and engage with global stakeholders about ICANN’s mission and policymaking * Evolve the unique identifier systems in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base.   + Foster competition, consumer choice and innovation in the Internet space by increasing awareness for Universal Acceptance, IDN implementation, and IPv6. |
| 2. *Demographics.* What audience(s), in which geographies, does your request target? |
| We are targeting 20 ALS representatives and/or individual members, both as speakers and students, depending on experience and expertise  Approximately 20 (potential to be more) individuals will be recruited/registered for the NASIG representing the academia, technical field, policy makers, NGOs and other sectors of the civil society. |
| 3. *Deliverables.* What are the desired outcomes of your proposed activity? |
| * Enhance the understanding and knowledge of IG issues within the ICANN North America At-Large Region * Provide opportunity for ICANN to engage a targeted audience from the At-Large Community and the larger Internet ecosystem by encouragement them to learn more about ICANN and the multi-stakeholder model * Providing a detailed NASIG web site, Facebook page, Eventbrite registration page, and YouTube channel to provide the workshops to an even larger audience. * Social media engagement to promote and share event content, which will raise awareness for #ICANN, #ATLARGE, and more * Daily Session summaries and report of NASIG 2020. * Photography of every session and events * Post survey |
| 4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes? |
| * Expect to engage a minimum of 40% of the participants in further IG discussions. This is to be measured through the NASIG web site activity and number of subscribers to the page. * Expect the NASIG to be duplicated, enhanced and rotated around the North America At-Large Region in the North American region in the future. |

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| Resource Planning – incremental to accommodate this request |
| Staff Support Needed (not including subject matter expertise): |
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| Subject Matter Expert Support: |
| We aim to invite the following ICANN Board member(s)  Ron Da Silvia, Avri Doria, Becky Burr, Sarah Deutsch and Tripti Sinha  ICANN At-Large members to participate as knowledge expert speakers.  Other ICANN stakeholder, including from GAC, NCPH, CPH  Other Local and Global experts and will be approached. |
| Technology Support: (telephone, Adobe Connect, web streaming, etc.) |
| Zoom during the organization and event  Web Streaming during the event.  WIFI services for all participants.  Captioning -- RTT |
| Language Services Support: |
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| Other: |
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| Travel Support: |
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| Potential/planned Sponsorship Contribution: |
| Other potential sponsors include Google, Afilias, PIR, Verisign, Facebook, NIC.PR, and the Internet Society (all sponsored in 2019) |
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