The deadline for FY21 Budget consideration is **31 January 2020.** All questions and completed forms should be sent to **planning@icann.org**.

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| REQUEST INFORMATION | | |
| Title of Proposed Activity |  |  |
| 1. ICANN Moment and 2. Universal Acceptance Awareness | |  |
| Community Requestor Name | Chair | |
| Raymond Selorm Mamattah (At-Large Ambassador) | Seun Ojedeji | |
| ICANN Staff Community Liaison |  | |
| Heidi Ullrich |  | |

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| request description |
| *1. Activity:* Please describe your proposed activity in detail |
| We want to devote one (1) day out of our three (3) days we have scheduled as part of the first Ghana School on Internet Governance to engage stakeholders and inform them about ICANN and how they can get involved. We will also use this same day to create awareness on Universal Acceptance of domain names and IDNs. First of all this is important because, at the moment, Ghana does not or has low representation within the ICANN ecosystem, especially Atlarge where **we only have 2 ALS from Ghana**.  To improve on Ghana’s involvement within At-Large and the ICANN ecosystem, a day will be devoted to discuss how the necessary people and companies representing the above constituencies can get informed and come on board to play their needed roles. This will be a great outreach event.  Secondly, since the issue of Universal Acceptance of domain names and IDNs is now a big deal, we thought it wise to create awareness for the various stakeholders such as Professional Bodies, Academia, Government, Internet Industry etc on this issue in Ghana. This will help the participants to measure their readiness for this and how they can best prepare before it comes to full implementation. This will be done on the same day we have dedicated to the ICANN moment as mentioned above. Prior to the face-to-face, we will encourage registered participants to go through certain related online courses on the topic within the ICANN learn. The experiences gathered from the session will be reported/shared during the AfricaSIG/AfricaIGF.  This programme will be done as part of our planned Ghana School on Internet Governance (GhanaSIG) programme, which is tentatively planned to be held in August 2020. GhanaSIG is actually the brainchild of the newly founded foundation called E-Governance and Internet Governance Foundation for Africa (EGIGFA), of which I am the Founder and President. This foundation was formed with the help of some ICANN Fellows in Ghana. This program is being done as part of my post ATLAS III and At-Large Ambassador outreach activities. |
| *2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other |
| Outreach - education/training. |
| *3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity |
| This ICANN moment and Universal Acceptance Awareness events will be a one off activity as part of our annual GhanaSIG programme. The tentative date is in August 2020. |

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| request objectives |
| 1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support? |
| This event will get more people and companies to be more informed about ICANN and how they can get involved, so we can have more representation from Ghana in those constituencies that the country is not yet and well represented in. It will also help to create awareness on Universal Acceptance which is very important. |
| 2. *Demographics.* What audience(s), in which geographies, does your request target? |
| This event will be country based, that is Ghana. However, we will welcome participation from the African community if anyone wants to. We are targeting the governmental agencies, ISPs, the registries and registrars, the civic societies, NGOs, academia etc. We also target individuals who have interest to know more about internet governance and how they can make impacts. We will also reserve places for members of professional bodies such as Medical and Dental Council, Ghana Journalist Association, Ghana Bar Association (this is for lawyers) among others. |
| 3. *Deliverables.* What are the desired outcomes of your proposed activity? |
| The desired outcomes are to get people more informed, educated and enlightened about the broad ICANN and the general internet governance ecosystem and how they can play their parts. It will also help to create awareness on universal acceptability and how those concerned can get prepared before it is fully rolled out. With this, we could have more people from Ghana who will play leading roles within ICANN and other related agencies. Also, the necessary agencies in Ghana will also get awareness about Universal Acceptance and how to get prepared for its roll out. |
| 4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes? |
| After the event is done, we will follow up on the participants to get feedback on what they are doing, or what they plan to do, just as it has been done to us after the ATLAS III training. We will also use the advisors for our foundation to help these people to get fully involved in ICANN and play their respective roles so Ghana could have full representation in most of the constituencies. We will also engage the Universal Acceptance Steering Group members for their input on the successful follow up after the awareness creation. |

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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 will either fall on Yaovi or the AFRALO leaders to assist or we will use some of the ICANN Fellows as subject matter experts. Furthermore, the foundation has people like Abdulkarim, Vanda, Fatimata etc as our Advisory Board members, hence we can also fall on them since they are much experienced within the ICANN ecosystem. We will also invite the Universal Acceptance Steering Group members to help in this event. |
| Technology Support: (telephone, Adobe Connect, web streaming, etc.) |
| We will require the needed conference support such as web streaming for people who cannot attend in person to also benefit. |
| Language Services Support: |
| Translators if possible |
| Other: |
| None |
| Travel Support: |
| None |
| Potential/planned Sponsorship Contribution: |
| We are requesting for sponsorship from other organizations such as the telecom companies, the ISPs and other entities, to cater for other costs not mentioned in this proposal. |