

EURALO FY24 Outreach Strategy

Outreach Goals

Presenting and sharing clear, interesting and useful information about ICANN activities and the role of the At-Large community, ALAC and EURALO in the European region and beyond. Maintaining EURALO's positive image, raising awareness and, as a result, increasing the quality and active participation of European Internet individual end-user in ICANN policy development and ICANN's organizational improvement programs.

1. Enhance the EURALO presence in Europe with medium term strategy objective: "EURALO must be present in each and every country of our region".
2. Involve new people or new groups in the policy and organizational review processes to strengthen the voice of European Internet individual end-users.
3. Mobilize current community members through identifying new ways and tools.
4. Unite people within EURALO through common work, goals and achievements.

Strategies

Openness and inclusiveness: Organize EURALO activities open to the full membership but also for possible new members.

EURALO organized activities are open to all the stakeholders both for speakers and participants.

EURALO welcome Fellows, NextGen and newcomers, support and encourage youth to participate.

Support: With GSE Europe, EURALO supports national IGF in Europe. ICANN Communications staff help EURALO to prepare the information and/or spread it via all communication channels.

Expansion of coverage: not covered countries and new formats of interaction.

Community solidarity: As a priority, bring people together in the European community through collaborative work and achieving goals.

Mobilization: re-activate EURALO community (ALSs and individual members) and save it.

Promoting: ICANN activities (new gTLD as a focus): PDPs, public comments periods, reviews, budget and finance...). ICANN related Internet governance events.

At-Large/ALAC activities (CPWG, OFBWG, O&E...).

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Participating: Strategic Use of CROP, Discretionary Funds, ABRs.

Important: EURALO strives to initiate not only European regional activities, but also serve the interests of the entire At-Large community by launching projects, global outreach strategies, and bringing together At-Large members from all regions to discuss issues of protecting the interests of end users and to enhance multistakeholder model.

Expected Activities and Outcomes

- 1. EURALO activities before, during, after ICANN meeting, located in Europe (ICANN78, Hamburg):**
 - 2023 annual EURALO GA which will take place in a hybrid format during ICANN78.
 - Event organized by, with or supported by EURALO – 25th ICANN Anniversary and 20th Anniversary of ALAC.
 - OE activities during ICANN78.
 - Policy or organizational session – open to all.
- 2. “Read-Outs” After each ICANN meetings**
 - Europe-based speakers from across diverse community sectors
 - Continue to Include a segment for an ICANN Fellow (NexGen) to give a 3-minute report.
- 3. Topic-Based Roundtables**
 - Plan a maximum of 3 roundtables in FY24, includes 1 cross RALOs, 2 EURALO (expecting other RALOs will also hold roundtables in their regions).
 - Include a brief update / recruitment publicity for EURALO at the end of each roundtable.
 - Consider co-convening each roundtable with a EURALO ALS (or individual member) partner to share audience-generating responsibility and visibility for ALS role.
- 4. Existing Activities by and with ALS**

Return to a bi-monthly call for ALS’ members to report/learn:

 - ICANN policy work updates
 - ICANN governance processes
 - Outreach and Engagement activities
 - Encourage ALSes to give feedback/reports on related ICANN issues and local activities

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5. Ideas for Recruiting and Developing Volunteers

- Decide priority countries to find new ALSes or individuals (with the medium-term goal of having a EURALO presence in each and every European Country).
- EURALO is open to representatives of all groups but will pay specific attention on academic, researchers and youth.
- EURALO engages experienced experts, encourages their participation in discussions/events.
- Enhance relationships with business users, including European Commercial Business Users Constituency members from ICANN (e.g., ETNO, AIM, European CIO Association...).
- Enhance relationship with European technical community (RIPE community as an example) – mutual participation in events and spreading the information, invite expert to EURALO events.

6. Strategic Use of CROP, Discretionary Funds, ABRs

- Create a running list of events and activities – by ICANN ORG, EURALO, ALSes, outside organizations, events to consider for FY24 CROP and discretionary funding include:
 - ICANN public meetings
 - RIPE community
 - EuroDIG and other possible IGF events
 - CENTR
 - ECO
- Encourage (and support) local ALSes to organize and/or attend local events and giving reports
- If financial support from ICANN will be used, EURALO ALSs and members **must give** feedback to EURALO Board (for allowing to spread the information inside and outside of the community).

7. Collaboration in ICANN Strategic Objectives (ICANN Org activities in Europe)

- Giving higher profile to regional ICANN Fellows and newcomers during readouts and roundtables
- Participating and supporting the organization of national and regional IGFs in the region

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- Participating in the regional events dedicated Domain names and Numbers and Internet Governance.
- Proposing sessions for IGF (Initiating activities that unite all regions, MSM support and promotion).
- Promoting ICANN activities (including policies, PdPs, public comment periods, reviews, budget, finance, etc).

8. Onboarding Project (ABR24)

- Organizing and leading the work on Welcome package project (cross-RALOs goals).

Other Details

- EURALO is creating and spreading an Interesting and simple explanation of complex things related ICANN vision, mission, goals and current achievements in all communication channels (social networks, readout sessions, roundtables, participating in events).
- EURALO may suggest the draft list of thematic discussions, with proposed topics and guests' speakers/experts (RoundTables) and with GSE support organize in FY24.
- EURALO with ICANN staff support prepare a calendar of recommended DNS, IG events for possible participation (the goal - slots for EURALO speakers, co-organization of flash sessions, light talks, etc.).
- EURALO is focusing on Interaction with EURALO ALSes members to mobilize their new, youth members as well as experienced members.
- Maintaining up to date of "the Expertise table" (knowledge area of EURALO and At-Large members).
- Maintaining a good relationship with EURALO Partners (RIPE NCC, CENTR).
- EURALO will support cross-ALS interaction to exchange experiences and information
- **Local interaction** (landmark events, educational and research projects, mutual spreading of information)
 - ALSes from one country must try to work together
 - ALSes need to pay attention on the relation with governmental organizations
 - ALSes need to pay attention on the relation with local ccTLD and gTLD registries
- ALSes must give feedback and updates related to EURALO/ICANN work to EURALO leadership (and for publication for the EURALO Newsletters).

To spread the information EURALO usually using (and EURALO members encouraged to spread the information):

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	<p>EURALO Newsletter https://www.facebook.com/EURALO/ https://twitter.com/FilinaNatalia</p> <p>This list might be expanded with ICANN At-Large channels: https://www.youtube.com/channel/UCB90oKfADBDJ_KE2PraE1sA https://twitter.com/ICANNatlarge</p>
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