REQUEST INFORMATION

Title of Proposed Activity		
Continuation of Communication Support		
Community Requestor Name	Chair	
NCUC	Bruna Martins dos Santos	
ICANN Staff Community Liaison		
Maryam Bakoshi		

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

We would like to request the continuation of communication support, which entails but is not restricted to general communication resources (such as flyers, stickers and banners) and targeted content for civil society groups in specific regions. These also include, but are not restricted to, the NCUC privacy stickers for laptops and smartphones. These resources are of paramount importance to our outreach activities and to informing potential members about NCUC mission and values at ICANN meetings and other related meetings. They are a key part of our ongoing communications and engagement strategy either during ICANN meetings (for the purpose of NCUC outreach to other parts of the community) or when our members participate in non-ICANN events.

This FY21 we would also include developing shorter versions of the NCUC Onboarding Program materials for both print and online (e.g.: NCUC Website and Twitter). This request also includes the objective to develop an abridged version of the NCUC Onboarding Program, which seeks to inform and engage newcomers with policy development processes. The current Onboarding Program has proved to be successful in creating new avenues for informing and engaging participants. One example being the initiative from our members to translate the Onboarding documents to French so as to expand its reach.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Other

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

Recurring activity

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Regarding ICANN's Strategic Plan for fiscal years 2021-2025, it is aligned with the broader strategic objective to " Improve the effectiveness of ICANN's multistakeholder model of governance" and, more specifically, with the following goals:

- Support and grow active, informed, and effective stakeholder participation.
- Sustain and improve openness, inclusivity, accountability, and transparency.

Moreover, this request mainly supports the following ICANN's core value:
"(ii) Seeking and supporting broad, informed participation reflecting the functional, geographic, and cultural diversity of the Internet at all levels of policy development and decision-making to ensure that the bottom-up, multi-stakeholder policy development process is used to ascertain the global public interest and that those processes are accountable and transparent".

2. Demographics. What audience(s), in which geographies, does your request target?

The request directly targets more than 700 NCUC organisational and individual members from more than 100 countries in all ICANN regional groups and potential new members from all regions and at different global I* events.

3. Deliverables. What are the desired outcomes of your proposed activity?

- Updated flyers
- Privacy stickers
- Abridged NCUC Onboarding Program materials

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Increase in memberships
Increase in members' engagement with NCUC activities
Increase in attendance and participation at NCUC onsite and online sessions

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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Subject Matter Expert Support:

Yes - printing/design support

Technology Support: (telephone, Adobe Connect, web streaming, etc.)
No

Language Services Support:
Yes - translation services

Other:
This is a continuation of the Additional Budget Request for Communication support presented on FY18, FY19 and FY 20.

Travel Support:
No

Potential/planned Sponsorship Contribution:
No