The deadline for FY22 Budget consideration is **29 January 2021.** All questions and completed forms should be sent to **planning@icann.org**.

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| REQUEST INFORMATION | | |
| Title of Proposed Activity |  |  |
| Translation and Publication of Materials for Individual User Education on DNS Abuse |  |  |
| Community Requestor Name | Chair | |
| ALAC | Maureen Hilyard | |
| ICANN Staff Community Liaison |  | |
| Heidi Ullrich |  | |

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| request description |
| *1. Activity:* Please describe your proposed activity in detail |
| The At-Large intends to create a kind of DNS Abuse Educadtion “toolkit,” for use, not only by the At-Large (and its ALs) but other non-profit organizations and institutions. The At-Large has played a leadership role in bringing the issue of DNS Abuse to the foreground within the ICANN community. Through, several public meetings, we have brought diverse groups together to cooperate on finding a path forward to mitigate DNS Abuse, something which plagues the individual user community more than any other. That said, there is a recognition, by everyone, that the real answer lies with the users themselves. Only so much can be done to protect users from malicious phishing, pharming, maleware and identify theft. The best protection for end users is education and diligence on the part of those users.  Accordingly, during ICANN67, the At-Large announced that, in addition to our policy related efforts, we would be launching an education campaign to help individual end users to better protect themselves. The At-Large community is in an ideal position to execute on such a campaign, given our broad and deep structure of At-Large Organizations (RALOs) and At-Large Structures (ALSs). This campaign has the following steps:   1. **Collect and Evaluate Existing Educational Materials** There’s a very high likelihood that all of the materials for such a campaign already exist, having been created by non-profits and consumer protection agencies around the world. The ALAC have already begun discussions with the GAC and have received materials from both the US Government and the EU. As we collect materials, they will be evaluated for both their accuracy and their accessibility to individual end users. Most of these materials are free for us to use for such a campaign. The At-Large and Engagement team will work to gather a broad set of materials that best fit the need and the intended audience. Materials include videos, whitepapers and infographics. 2. **Translate, Standardize and Republish** Once materials have been identified, the At-Large intends to make them available in multiple languages, based on the demographics of the different ALs. Ideally, the At-Large would create a public repository of these materials that can be easily accessed by all of our ALSs. 3. **Development of Webinar**   The At-Large will develop these materials into a webinar which we will deliver several times to refine and then train RALOs and ALSs to deliver the materials in their local language and geography. The At-Large has a long partnership with ISOC and other non-profits which should provide numerous other opportunities and channels for outreach and distribution of the webinar and associated materials.   1. **Development of a Course** The At-Large will develop an online course, targeted at individual users, to learn to better protect themselves online. Ideally, this course would be hosted on the ICANN Learn platform.   It is anticipated that the primary outside expense will be the translation and republication of the diverse set of materials we identify. |
| *2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other |
| Education, Outreach, Increased Community Participation |
| *3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity |
| 1st Quarter FY22, ongoing |

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| request objectives |
| 1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support? |
| The Strategic plan calls for ongoing vigilance with respect to security and stability and the bylaws call for At-Large outreach to the individual internet user community. Furthermore, this is a toolkit to reach beyond the “usual suspects” of the At-Large community and strengthen ties with governments, academia and NGOs. |
| 2. *Demographics.* What audience(s), in which geographies, does your request target? |
| **At-Large Participants. All geographies, all demographics.** |
| 3. *Deliverables.* What are the desired outcomes of your proposed activity? |
| Resource Library Educational Materials (Deliverable Webinar)  Delivered Webinars in each Region  ICANN Learn Course on “Protecting Yourself from Online Attacks and Malware.” |
| 4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes? |
| Completed resource library in FY22 |

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| Resource Planning – incrmental to accommodate this request |
| Staff Support Needed (not including subject matter expertise): |
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| Subject Matter Expert Support: |
| N/A |
| Technology Support: (telephone, Adobe Connect, web streaming, etc.) |
| Zoom Conferences  Web Design  Resource Management  ICANN Learn Support. |
| Language Services Support: |
| Extensive language services are essential during collection, evaluation and republication phases. |
| Other: |
| N/A |
| Travel Support: |
| N/A |
| Potential/planned Sponsorship Contribution: |
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