The deadline for FY22 Budget consideration is **18 January 2021.** All questions and completed forms should be sent to [**planning@icann.org**](mailto:planning@icann.org).

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| **REQUEST INFORMATION** | | |
| **Title of Proposed Activity** |  |  |
| **Support participation of individual users in EURALO** |  |  |
| **Community Requestor Name** | **Chair** | |
| EURALO (Roberto Gaetano) | Sébastien Bachollet | |
| **ICANN Staff Community Liaison** | **Pen Holder** | |
| Heidi Ullrich | Wale Bakare SBT | |

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| **request description** |
| ***1. Activity:* Please describe your proposed activity in detail** |
| An association has been created to provide a home for the individual users in EURALO. This association has now grown and has more than 60 members. And with the mobilization plan being developed it will continue to grow.  The need is to support:   * the promotion of the association in order to enlarge the number of participating individual users; * the development and the management of specific tools developed by the association:   + Website   + Welcome package for     - involving new individuals     - helping newcomers to drive faster into the EURALO work, to be a more effective and active member, as well as helps to navigate the community and the policy development process |
| ***2. Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other** |
| Communication, Information, Engagement and Outreach; Meetings. |
| ***3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity** |
| Recurring activity |

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| **request objectives** |
| **1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support?** |
| **Promote ICANN’s Role and Multistakeholder approach.**  **In particular, the activities described above address the improvement of the individual users participation in ICANN, directly in line with the recommendations of the AtLarge Review.** |
| **2. *Demographics.* What audience(s), in which geographies, does your request target?** |
| **European individual users** |
| **3. *Deliverables.* What are the desired outcomes of your proposed activity?** |
| **The outcomes are grouped in the three areas indicated below:**  **1. Understanding of the ecosystem by individual users**   * **support individual users in becoming familiar with the different bodies that are part of the ICANN ecosystem** * **coordinate the relationships with other stakeholder groups, including but not limited to other RALOs;** * **participate in the EURALO activities, support and promote EURALO;** * **evaluate participation in activities outside ICANN related to Internet Governance, including, but not limited to, local and global IGFs.**   **2. Contribution of individual users to the policy development process**   * **provide information about the policy development process and the activities of the different working groups;** * **foster discussion among individual users about the policy issues;** * **support individual users in participating in the policy development process.**   **3. Involvement of more individual users**   * **promote circulation of information about individual users activities;** * **further develop the individual users participation and outreach to new individual users.** |
| **4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?** |
| Two major measurements can be used: the number of users who are joining the mailing lists and participating to the discussion list and, more important, the number of individual users active in the policy development process, for instance joining working groups.  An indicator could be also the number of individual users who have filed a Statement of Interest (SOI). |

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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** | | EURALO Support Staff |  |  |  |  | |  |  |  |  |  | |  |  |  |  |  | |
| **Subject Matter Expert Support:** |
| None |
| **Technology Support** |
| Zoom for teleconferences  Web site development and support – the web site uses WordPress |
| **Language Services Support:** |
| Web site should be translated to allow 3 languages to be used (English, Spanish and French – and if possible Russian) |
| **Other:** |
| Printing of Brochures (welcome package)  Production of presentations  Video & infographic production |
| **Travel Support:** |
| Although desirable, at this point in time no travel support is requested |
| **Potential/planned Sponsorship Contribution:** |
| One of the potential outreach activities could be exactly the search for sponsors, but there is none yet identified |