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** |  |  |
| Awareness session followed by debate in the working-class neighborhoods of Bamako on the advantages and dangers of using the Internet |  |  |
| **Community Requestor Name** | **Chair** | |
| Association pour la promotion des femmes par les TIC MUSODEV | Porcho Marguerite SOGOBA | |
| **ICANN StaffCommunity Liaison** |  | |
| Heidi Ullrich |  | |

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| **request description** |
| ***1. Activity:* Please describe your proposed activity in detail** |
| Nowadays, the internet is widespread everywhere in Mali, although the cost of use is still high for the middle class.  This is a good thing, because no one can question the immense mine of opportunities behind it, but it has to be said that children, young people and parents are constantly exposed to cybercrime and harassment on the internet.  It is in this context that the association for the promotion of women through ICT for Musodev, wishes to organize awareness-raising sessions in two working-class districts and three peripheral districts of Bamako.  The objective of these sessions is on the one hand to draw the attention of these young people through debates on the advantages as well as the dangers linked to the internet and on the other hand to help parents to put in place measures to protect young people. Students will be also equipped on the ICANN ecosystem and how to get involved. |
| ***2. Type of Activity*: e.g. Outreach -Education/training - Travel support - Research/Study - Meetings - Other** |
| Meetings, Training |
| ***3. Proposed Timeline/Schedule:* e.g.one time activity, recurring activity** |
| One time activity |

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| **request objectives** |
| **1. *Strategic Alignment.* Which area of ICANN’s Strategic Plan does this request support?** |
| Developing a world-class public responsibility framework   * Support developing communities through programs that will enable them to understand and participate in the ICANN process and the multistake holder model. * Address the challenges faced bydeveloping countries seeking inclusion and development, consistent with ICANN’s mission and core values. |
| **2. *Demographics.* What audience(s), in which geographies, does your request target?** |
| For a pilot phase, this project will concern two working-class districts and three peripheral districts of Bamako. It may well be spread over the entire territory. |
| **3. *Deliverables.* What are the desired outcomes of your proposed activity?** |
| The desired results are:   * At least 200 people take are informed and actively participate in the discussions. * At least 150 people agree to adopt good practices on the internet * At least 50 people agree to be ambassadors of ICANN in theirs. |
| **4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?** |
| The success of the activity will be measured by:  The number of participants  The quality of the discussions  The number of commitments to become ambassadors |

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| **Resource Planning – incremental to accommodate this request** |
| **Staff SupportNeeded (not including subject matter expertise):** |
| |  |  |  |  |  | | --- | --- | --- | --- | --- | | **Description** | **Timeline** | **Assumptions** | **Costs basis or parameters** | **Additional Comments** | | Communication | NOVEMBRE 2021 | Written and oral presses  Manufacture of t-shirts  Tarpaulin manufacturing  Photographer / video | 1014$  801$  264$  426$ | For the first phase, a conscientious rapper from the area will make an intervention in order to sensitize young people through music. | | Logistics | DECEMBRE 2021 | Chair rental  sound system  Water  Refreshment drink | 456$ |  | | TOTAL |  |  | 3414 |  | |
| **Subject Matter Expert Support:** |
| An expert we support throughout the phases of the activity.  He will be paid $ 65 per session.  Total = 65 \* 5= 325$ |
| **Technology Support:(telephone, Adobe Connect, web streaming, etc.)** |
| Social Network 85$ |
| **Language Services Support:** |
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| **Other:** |
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| **Travel Support:** |
| Travel expenses between different localities 43$ |
| **Potential/planned Sponsorship Contribution:** |
| Internet Society Mali |