AFRALO OUTREACH & ENGAGEMENT STRATEGIC PLAN –FY22

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INTRODUCTION

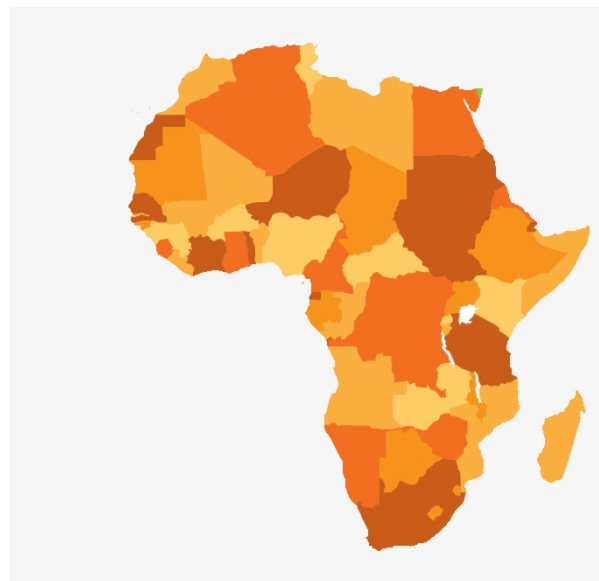## AFRALO FY22

The AFRALO FY22 Outreach and Engagement Strategy aims at ensuring that the AFRALO spearheads the ICANN global agenda and mission with the use of regional strategy (ICANN Africa regional plan 2021 - 2025) as a blueprint for the outreach and engagement. To ensure that the strategy is thoroughly aligned with ICANN global agenda, the AFRALO leadership recognises the critical role the ICANN regional global stakeholder engagement team plays in the region and therefore places a closer working relation with the regional office for a successful implementation of the strategy. The strategy draws some key lessons from the FY21 period in which most of the activities revolved around virtual regional and national activities. The AFRALO leadership also promoted the engagement of the ALS members through the monthly webinar series which were a direct response to the global pandemic that resulted in travel ban and face to face meetings.

APPROACH

The AFRALO will strive through its meetings and engagement with the community to ensure within the region the following key elements;

- Promote the adoption of Domain Name System Security Extensions (DNSSEC) in Africa
- Help reduce the gap in cybersecurity skills in the region
- Improve the stability and resiliency of the Internet in Africa
- Promote Universal Acceptance principles, DNSSEC and cybersecurity skills in the region by way of working with ALSes through the local activities.
- Promoting Africa end-users leadership in ICANN activities
- Encourage the greater participation of AFRALO members through In- reach activities
- Establish mentorship program within AFRALO

MEASURING PROGRESS

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To measure the success of the AFRALO FY22 outreach and engagement plan, the AFRALO shall follow through on the key indicators outlined in the strategy.

Key Indicator	Activity	Outcome
Grow the number of AFRALO members by 5%	Work with the Global Stakeholder Engagement team to participate in regional events.	• Increased number of ALSes • Increased number of affiliated individual members
Increase Participation in ICANN Policy development by 5%	AFRALO Mentorship program	• More AFRALO members in ICANN working groups
Strong participation in Universal Acceptance principles	Engage the Africa communities like developers, academia and civil societies	• More interoperable systems and languages • At-least one running project within the region

OUTREACH CHANNELS

The outreach will target forums within the African Region to enhance AFRALO participation but also work with the ICANN GSE team in identifying key events to target within the region.

1
AIS
The actual dates to be confirmed and the mode of the meeting-TBD

2
AFRINIC MEETING
The actual dates to be confirmed and the mode of the meeting-TBD

3
AFRICA IGF 2022
The actual dates to be confirmed and the mode of the meeting-TBD

4
AFRICA ENGAGEMENT FORUM 2022
The actual dates to be confirmed and the mode of the meeting-TBD

5
AFRALO WEBINAR SERIES
The actual dates to be confirmed and the mode of the meeting-TBD

6
REGIONAL & SUB-REGIONAL IGF AND SIGS
The actual dates to be confirmed and the mode of the meeting-TBD

TRACKING PROGRESS

To be able to keep track of the progress on the earmarked milestones, the outreach and engagement through the AFRALO leadership shall introduce an online tool for keeping track of the progress which shall also be reported on AFRALO's monthly calls. Sources of metrics will include membership database, mailing list traffic, working group attendance records,