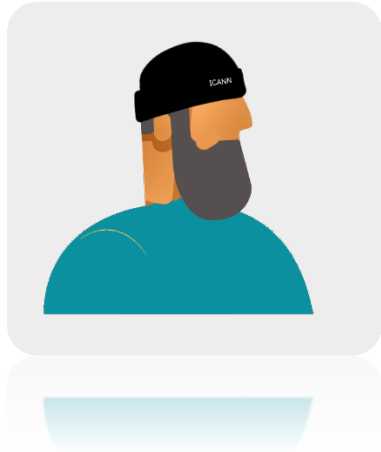# EURALO OE Strategy for FY22

Draft prepared by Filina N.
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Framework

We are building our work taking into account our simple, long time but still relevant strategy: "Euralo must be present in each and every country of our region". We take also into account ICANN strategy and inputs from the Global Stakeholder Engagement (GSE) European Teams and At-Large/ALAC strategies. To harmonize our efforts, we need to pay special attention to the places where we will be engaging our effort and resources.

The other goal will be to involve new people or new groups into the ICANN policy making process to strengthen the voice of Internet individual end-user. For that, EURALO is open to representatives of all groups but will pay specific attention to academic, researchers and youth.

Main goals:

Spreading a clear, interesting and useful information about Internet, ICANN activities, At-Large, ALAC and EURALO's role in the European regions and beyond, maintaining the current positive image, raising awareness and, as a result, growing the number and the quality active participation of European Internet individual end-user in the ICANN policy development.

The OE strategy in FY22 will be designed mainly not to attract new participants to the work of EURALO only, but also to identify ways and tools to solve the problem of mobilizing our internal community members:

1. The "fatigue" of the virtual mode of work and virtual meetings.

Solution:

The invention (continues) of new formats of interaction. Presentation the plan of work for upcoming 6 months.

Explanation of the benefits and privileges of being part of the EURALO and At-Large (the opportunity to grow within, take higher positions and taking responsibilities, speak on international platforms on behalf of the community, have a voice on behalf of local community of end users, traveling in the future, combine several roles in different WGs, leading the processes etc).
Trying to find the way to gather people for f2f meetings at the local level.

2. Difficulties of understanding the At-Large function, work, processes and our power for people outside the ICANN bubble.

Solution: an interesting and simple explanation of complex things in all communication channels (social networks, readout sessions, round tables).

3. Attracting new people, including Youth:

Solution:
Interaction with organizations that unite young people on the international agenda, joint events with speeches about EURALO/At-Large, joint initiatives, training sessions, inviting ambassadors of Youth Organizations to the dialogue.
After each IG event, where OE activities are carried out, it is necessary to collect not only people's contacts, but also their accounts in social networks (and invite them to our channels in which we conduct outreach campaigns).

4. **Working with existing members - involving not just "viewers", but participants in activities and work.**

Solution:
«Welcome package».
Greeting and self-presentation of new members (Individuals and new ALSes via leaders).
Promo of our existing members who actively participate in the ICANN work and support the development of the IG agenda. Maintaining the active stage of the Expertise table (prof area of EURALO and At-Large members).

5. Receiving feedback from community members and external participants of the ICANN and IG agenda.

Solution:
Surveys, newsletter distribution and an invitation to contribute by feedback, sending the news and updates as a valuable content for our resources.

6. Active participation in ICANN and IG events.

Solution:
With ICANN support and opportunity to use the CROP.

Maintaining a calendar of major events (announcement for 3 months ahead) to attract attention, prepare members for participation.
Recommendations from the EURALO board related the actual list of events.
Posting the reports of EURALO members about the visiting and participating IG events.

Points of the road map for Strategic Outreach Plan which we will take to the FY22:

1. The geography and coverage
We focus on those areas of Europe which are still under-covered by our presence, also on the kind of expertise which we need to attract (Researchers, Academy, technical community, digital rights advocates).
A separate area of interest in outreach work is the next generation.

2. Local interaction:
We will request the attention of ALSs to the work of each other in the same place and encourage to interact with each other on the ground.
We will also ask the ALS to pay attention on the relation with governmental organizations and to give us feedback and updates related to EURALO/ICANN work.
The same will be done related to the local ccTLD registries.

3. ALSs and members:
Euralo will help for a continuing cross-ALS interaction to exchange of experiences and information.
Filling the feedback gap:
Releasing information from the various part of ICANN (policy, activities, meetings...) to ALSes members;
Collecting information from each ALS on the ground, feedback from the region on the topics related the ICANN work.
The tools for usage – the conference-calls, ability to put the comments in drafts and statements, interaction in communication channels, distribution of the information in EURALO Newsletters and monthly reports, informal reports from members.
Research or survey, which will help us to make some kind of revision and understand how we can interact and work more effectively.

4. Partners
Interaction with MOU organizations (RIPE NCC https://www.ripe.net/,
CENTER https://www.centr.org/about/about-centr.html) as partners for joint work on Capacity Building and Outreach, mutual exchange of information, participation in the training programs and in events in Europe (F2F or virtual meetings), invitation to participate in joint activities during ICANN and IGF meetings (round tables, session, workshops).

5. Individuals Associations
Completion of the "welcome package" project, the result of it will be extended to the whole At-

Large. There is a tool of the raising awareness and getting the compact information for all potential members interested to join EURALO/At-Large.
We will be paying attention on the unique advantage of EURALO as an entry for non-affiliated members and observers representing other ICANN geographical regions.

6. Capacity Building
Capacity building is a very important element, as in the lack of ability to increase the number of members/ALSs in the EURALO rates, it allows us to extract additional potential, to raise awareness of ALS members', who are not engaged in EURALO activities and increase the level of competencies/knowledge and understanding for the existing active core and newcomers.
We will work on the Involvement of EURALO members in the development of materials and participation in webinars.