

Welcome to the Strategic Outlook Trend Identification Session

While we are waiting for the session to begin, please.....

Access Jamboard

Please ensure you can access the Jamboard, link will be posted in zoom chat

Try Jamboard

Once you log in, please practice using Jamboard on the first frame (page)

Turn on Your Camera

We encourage, to the extent of your preference, turn on your camera and engage with each other during this session

This session will NOT be recorded

Please observe the ICANN EXPECTED STANDARDS OF BEHAVIOR
and the ICANN COMMUNITY ANTI-HARASSMENT POLICY

FY24 Strategic Outlook

Trend Identification Session

How are trends (relevant to ICANN's mission and mandate) evolving? Are there new trends?

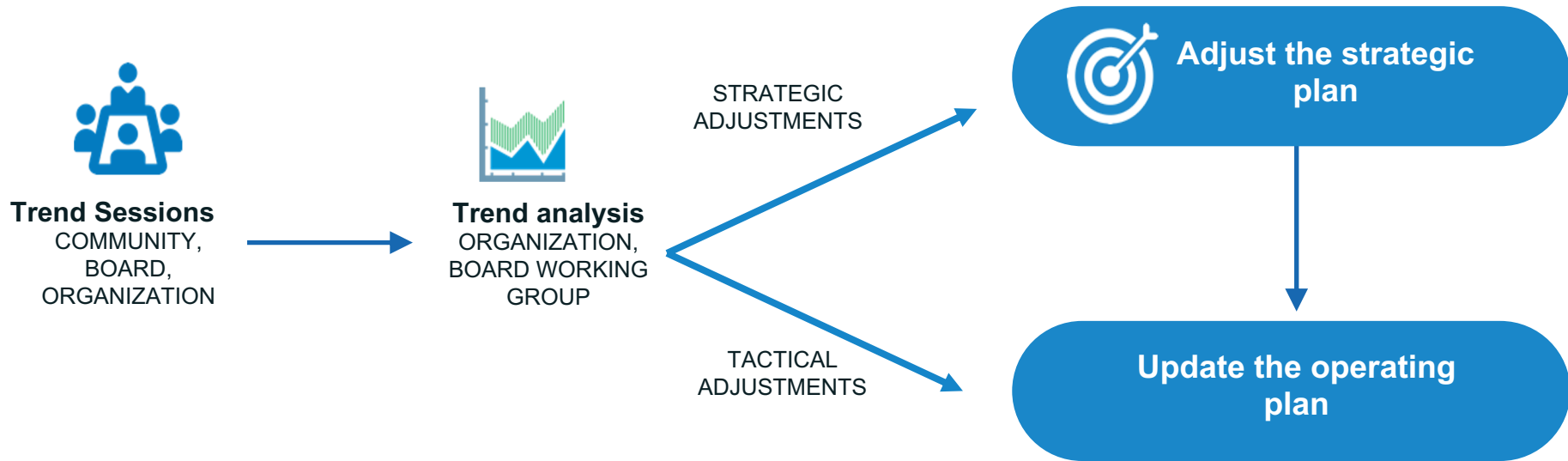


Hosted by ICANN Planning Department
February - March 2022

Session Agenda

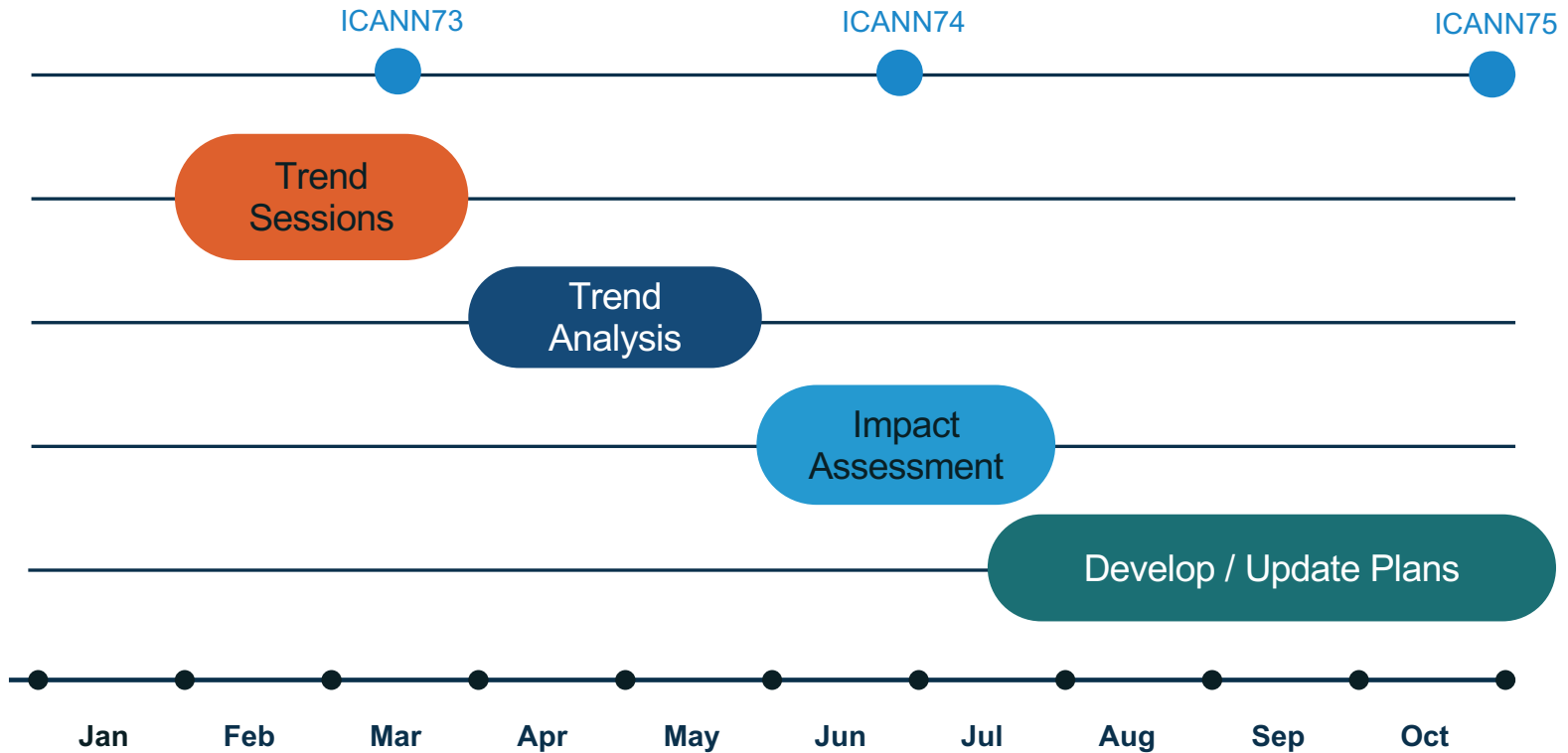
1. Welcome (5')
2. Plenary presentation of Strategic Outlook process (5')
3. Breakout into sub-groups: trends identification exercise (50')
4. BREAK (10')
5. Return to plenary: share highlights from each sub-group (35')
& discussion
6. Vote (individually) for top three priorities (10')
7. Final wrap-up / Adjourn (5')

Strategic Plan and Outlook Trends



- The Strategic Outlook Trends Process is an annual process to ensure ICANN has a consistent way to:
 - Identify and track trends
 - Prepare for opportunities
 - Mitigate or avoid challenges
 - Inform strategic & operational planning and prioritization
- The Board Strategic Planning Committee assesses the impacts of trends and shifts, and recommends to the Board any impact to the Strategic Plan

FY24 Strategic Outlook Program Timeline



Target is to complete the annual process by July, to provide input into the development of the next annual operational plan, or trigger updates to the five-year strategic or operational plans.

Outcomes from last year

16 strategic outlook sessions

- 6 stakeholder group sessions
- 2 Board sessions
- 8 org cross-functional sessions

300 participants

- 122 community & Board members
- 178 org members



1114 data elements collected

- 607 trend statements
- 286 risks or threats
- 221 suggested actions or opportunities

- 16 virtual sessions
- The [FY23 Strategic Outlook Trend report](#) was published in October.
- On 28 October 2021, after considering the FY23 strategic trends assessment, the ICANN Board [resolved](#) to keep the [Strategic Plan](#) for fiscal years 2021-2025 in force and unchanged.

Summary – FY23 Top-Priority Trends

Security

- 2.2 DNS ecosystem security threats remain high and have the potential to erode the public trust in ICANN's ability to fulfill its mission.
- 1.15 While discussions are continuing within the community over what constitutes "DNS abuse", ICANN is playing its role within its mission and looking for other opportunities to cooperate to address the broader matter of nefarious use of the DNS. ICANN continues to contribute technical knowledge and input to other parties that are developing sustainable solutions.

Unique Identifiers System

- 1.07 The continued evolution of emerging identifier technologies - at times promoted by governments - requires ICANN to be responsive to these changes and ensure that the unique identifier systems evolve and continue to serve the global Internet user base.

Governance

- 3.1 The prolonged virtual setting and an uneven return to a pre-pandemic participation environment are testing the ability of ICANN's multistakeholder model to support efficient and effective decision-making.

Geopolitics

- 3.7 Efforts to regulate or legislate the Internet continue to intensify, by some national governments and regional governmental bodies, as well as some global intergovernmental organizations, using legislation, policy initiatives, standards proposals and other types of initiatives.

Financials

- 1.02 The continued consolidation of the DNS marketplace and the perceived lack of interest in the expansion of the gTLD name space, added to the rapid increase of Internet users shifting to relying on online platforms and the uncertainty of the current global economic climate may impact ICANN's long-term funding.

Summary – FY23 Other Trends

Governance

- ↗ 1.01 While there is a continued necessity to fulfill transparency, accountability, inclusiveness and openness obligations, the prolonged virtual setting is exacerbating the challenges of attracting and onboarding newcomers.
- 1.04 Heightened awareness of ICANN, coupled with a lack of understanding about its role, threatens legitimacy and public trust in ICANN and increases the need to communicate broadly on ICANN's role.

Unique Identifiers System

- ↗ 1.13 As the diversity of online participants grows, pressure to address universal acceptance issues is accelerating, to support a multilingual Internet, and as an essential factor for a successful next round of gTLDs.
- new → 1.16 Some existing concerns are vocalized more loudly relative to the subsequent rounds of new gTLDs, as ICANN gets closer to implementation.

Financials

- 1.14 Prioritization is becoming more critical to continue supporting the needs and demands of ICANN's global community.

Trends Identification Exercise

- *Step 1: Form subgroups (5')*
 - Find your assigned room's board in Jamboard (link in chat)
- *Step 2: Brainstorm (in subgroups) (45')*
 - (individually) Take a few minutes to write down trend ideas using Jamboard sticky note
 - Affix your post-its to the poster, where they fit best
 - Share ideas within your subgroup, consolidate and formulate trends and impacts that the subgroup agrees upon
- *Step 3: Break (10')*
- *Step 4: Debriefing (35')*
 - Each group presents 2 or 3 main trends (5 mins)
- *Step 5: voting (10')*
 - Vote (individually) for your top 3 priorities



Use Jamboard sticky notes



Write full sentences (state your point fully)



Designate a presenter for your subgroup



Drag the "x" to vote your top 3 priorities

Questions posed to participants

- **Evaluation of ICANN's [strategic plan](#):**
 - Five focus areas: Security / ICANN's Governance / Unique Identifier Systems / Geopolitics / Financials
- **Trends:**
 - Are there new trends that need to be considered?
 - Do the previous years' trends still apply? Any noticeable shifts?
- **Impacts:**
 - What impacts do you foresee for ICANN, by when?
 - What are Risks or Threats associated with these trends for ICANN?
 - What are some Opportunities or Suggested Actions?
 - How might the trends affect ICANN's strategic objectives?
- **Priorities:**
 - Considering the trends, risks, and opportunities identified, which do you suggest as top priorities for ICANN to consider?

Next Steps & Resources

- February - March: Org, Community & Board sessions
- April – May: Trend analysis
- June – August: Impact assessment & considerations for future plans (Execs & Board)
 - Development of FY24 Strategic Outlook Trend report
- August – November:
 - Board Strategic Planning Committee evaluation and Board resolution
 - Development of Draft FY24 plans
- More information can be found here:
 - [Strategic Planning web page](#) on icann.org
 - Contact the team: planning@icann.org

Jamboard demo

FY24 Strategic Outlook Trend Identification - Session 1

Set background Clear frame



Click on the arrows to go to your room's board

Click here to create a Sticky Note

Welcome to the Strategic Outlook Trend Identification Session Jamboard!



Try to leave a sticky note on this page, you can say anything.

Feel free to personalize your notes with different colors

Try to vote: drag the "X" on your right side to anywhere on the sticky note to vote for a color below.

Drag an X to a Sticky Note to vote

VOTE
X X
X X
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X X

Vote for Orange

Vote for X Pink

Vote for X Green

Vote for Yellow

