

ICANN North America Outreach & Engagement for FY23

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Agenda

- Introduction to the Team
- Revised approach for Regional At-Large Organizations (RALOs) Support
- Internet Corporation for Assigned Names and Numbers (ICANN) North America (NA) Global Stakeholder Engagement team (GSE) Outreach and Engagement (O&E) Efforts for FY23

Our Team



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Alex Dans

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Giose McGinty

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Specialist, NA
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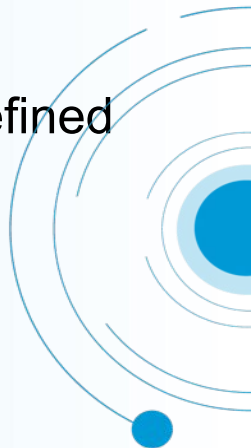
Sign up to our regional mailing list
(na-engagement@icann.org) at:
<https://go.icann.org/3z2BYKA>

Refreshing the Global Approach to Supporting RALOs' O&E

- The GSE team is responsible for leading engagement and outreach with stakeholders on the ICANN and its mission around the world
- The GSE team works closely with other ICANN organization (org) teams to facilitate engagement with stakeholders
- Under the refreshed approach, the GSE team will take a more visible role in coordinating with RALOs on outreach and engagement efforts
- Each regional GSE team will liaise with RALO leadership to create and execute their Outreach and Engagement Plan
- The GSE team is responsible for facilitating existing resources to execute the plan. The RALO leadership is responsible for aggregating the needs of the group. Together, the GSE Regional Vice President (RVP) and RALO chair are responsible for ensuring the success of goals defined in the O&E plan

ICANN NA GSE O&E for FY23 – Overall Priorities

- The North America Engagement Plan focuses on regional efforts to strengthen engagement and participation in ICANN
- The engagement goals are aligned with the goals and objectives defined in the ICANN FY21-FY25 Strategic Plan
- The overarching priorities for this year's plan are to:
 - Continue to promote ICANN's technical stature
 - Re-engage through in-person events while continuing to take advantage of online opportunities
 - Growing and encouraging active participants from North America in ICANN's technical and policy work.
 - Leverage ICANN's many programs and opportunities



ICANN NA GSE O&E for FY23 – Overall Priorities

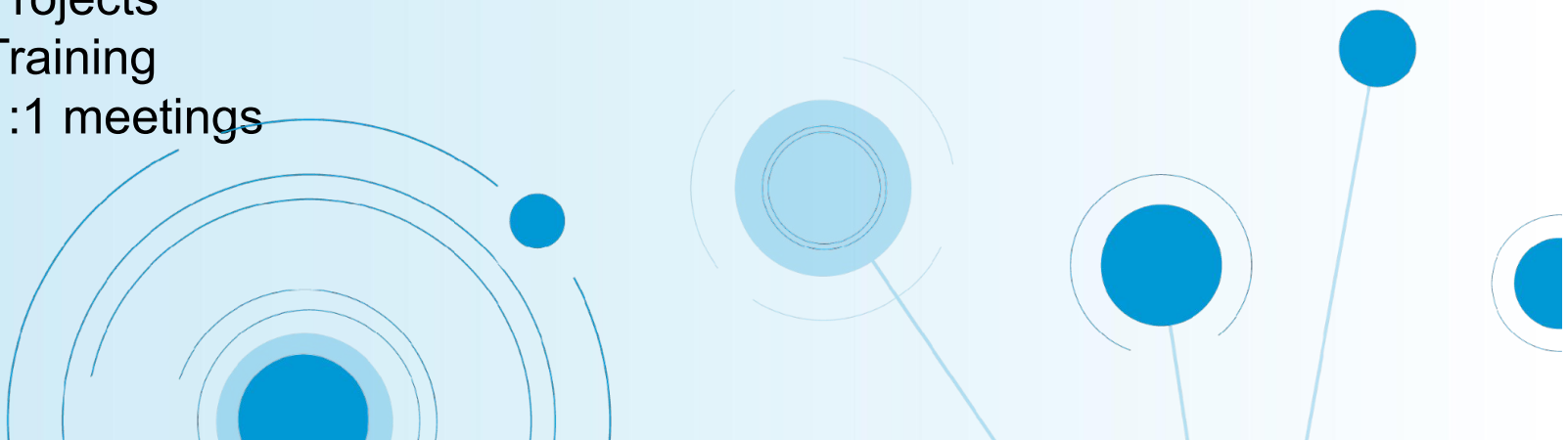
- ◉ The NA Engagement Plan includes the following areas of focus:
 - ◉ Technical Engagement
 - ◉ ICANN's Governance
 - ◉ Unique Identifier System
 - ◉ Geopolitical Issues





Focus Area: Technical Engagement

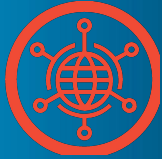
- The technical engagement goal is focused on promoting ICANN's technical projects and ensuring wide participation from stakeholders
- Technical engagement will also focus on organizing discussions with the community on timely topics to promote awareness
- This goal will be delivered through various activities including:
 - Webinars
 - Projects
 - Training
 - 1:1 meetings





Focus Area: ICANN's Governance

- The ICANN's governance focus area seeks to strengthen the multistakeholder model, support and grow effective multistakeholder participation and sustain and improve openness, transparency and inclusivity.
- This goal will be delivered through various approaches including:
 - Partnering with NARALO on the creation and successful execution of their outreach and engagement plan
 - North America space
 - Webinars
 - Events organized with community groups
 - Newsletters and various ICANN publications
 - Support of and participation in relevant third-party events
 - Continuing to collaborate with partners to deliver on agreed commitments



Focus Area: Unique Identifier Systems

- The unique identifier system focus area will target increasing awareness of and promoting participation in important issues such as Universal Acceptance of all top-level domains (TLDs) and Internet Protocol version 6 (IPv6), increasing awareness of new technologies and their impact on the security and stability of the Internet's unique identifier systems and sharing information about the next round of generic top-level domains (gTLDs).
- This goal will be delivered through various approaches including:
 - Partnerships with community groups around Universal Acceptance Day projects
 - Sharing information about the next round of gTLDs
 - Thematic webinars
 - 1:1 meetings





Focus Area: Geopolitical Issues

- The Geopolitical issues focus area looks at identifying and addressing global challenges and and raising awareness of and engaging with global stakeholders about ICANN's missions and policy making.
- This goal will be delivered through various approaches including:
 - Tracking relevant legislation in the region and collaborating with GE team
 - Organizing events about relevant topics
 - 1:1 meetings with stakeholders
 - Participating in relevant 3rd party events

Overall Communication Goals

- Regular cadence of updates through webinars, briefings, readouts, etc.
- Growing the opt-in mailing list to share news or updates with the community
- Regular contributions to the North America monthly newsletter regarding topics of interest to the community
- Regular updates on the implementation of outreach and engagement plan.



Reporting on Progress and Refreshing Plan

- The NA GSE team periodically reports progress to the community on performance against the plan
- The plan is revisited each year to ensure it continues to be aligned with ICANN's overall strategic goals



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