

# Additional Budget Request Form

The deadline for consideration as part of the Fiscal Year 2023 ABR process is **Monday, 24 January 2022**. Please send completed request forms to [planning@icann.org](mailto:planning@icann.org). Every question is required. Incomplete requests will not be considered.

## Title of Proposed Activity

Development of BC Specific Training Knowledgebase and Onboarding Materials on ICANN Learn.

## Priority

1 of 3

## ICANN Community Group

Business Constituency.

## ICANN org Request Liaison

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## Description

### Purpose

The development of Policy to govern the Internet through the Multi-Stakeholder process is at the core of the BC's work here in ICANN. From its inception, the BC has actively participated in the GNSO Policy Development Processes (PDP) and supported its members to actively engage on behalf of Business at other global forums. By this practice, the BC policy contributions continue to generate wide interest within the community and by prospective entities wishing to join the BC.

In the cause of advocating for more businesses to join its fold and educating the community on various paths to joining the BC, we propose the development of some interactive video and online structured courses about the BC on ICANN Learn to help the community and prospective members understand us better. We believe this can help serve as an onboarding tool for the BC's membership as well as a training resource for new and prospecting members.

Community members and prospective entities would benefit from an increased and organized knowledge base, while the BC would have an opportunity to translate its objectives into various media forms that can be re-used over time. It is our intent to have a good number of educative

and training resources available to interested members of the public via the ICANN Learn platform with a link to all the courses and a descriptive footnote with a video preview hosted on the BC website. Such resources would be tailored to answer frequently asked questions and highlight the benefits of having businesses across all demographics join and engage with the BC.

Leveraging on the insight of existing BC members across various regions, the knowledge base and training content would be customized to suit the peculiarities of each region and help demystify any confusion around the BC. The BC therefore believes that there is value in capturing its processes, at a minimum, as recorded videos, but preferably integrated with a “testing” component where users can answer questions based on the content being reviewed in our knowledge base. Every content produced where bearing non-English recordings would have an English language translation as transcription.

At this pilot stage, the BC believes that videos tailored into four (4) courses with two of the courses focusing on the BC as an entity and its place within the ICANN Community, while the other two may cover broader topics of Internet Governance particular to the interest of the Business Constituency from the following non-exhaustive list:

- The role of the BC in enhancing ICANN’s Governance and Accountability
- The BC’s & GNSO role as a Decisional Participant in the Empowered Community
- BC Hot Topics “DNS Abuse”
- BC Hot Topics “Accuracy and Thick WHOIS”
- BC Hot Topics “Universal Acceptance”
- BC Hot Topics “Data Management and evolving Policies”

It is the intention of the BC to seek volunteers from its membership to develop, coordinate and produce all the required content in collaboration with the BC secretariat, ICANN’s media team and a consultant to ensure all the content produced are top notch and simplified to help transfer knowledge to new and intending members.

## Alignment

- This request aligns with the **Strategic Objective** to Improve the effectiveness of ICANN’s Multistakeholder model of governance.
- Aligns with the organisations **Strategic Goal** to Strengthen ICANN’s bottom-up Multistakeholder decision-making process and ensure that work gets done and policies are developed in an effective and timely manner.
- Helps to support and grow active, informed, and effective stakeholder participation.
- Helps to allow for continuing role in Internet Governance and widen international engagements for the Constituency.
- Helps to increase Stakeholder Diversity; attracting new & diverse community members.

## Category

Please select the category for the proposed activity:

- Outreach
- Training

## Objectives

### Audience

The target audience is the Global business user community with a focus on start-ups, SME's, Trade Associations and Big Corporations that depend on the Internet for commercial gains. Potential members of the BC, including newcomers with business interest at ICANN meetings across all regions and demographics that fit the BC membership would also benefit greatly from courses of this nature.

### Outcomes

As a result of the availability of custom-made e-learning content and materials to be created and hosted on the ICANN Learn platform with a link to each course and a footnote with video preview on the BC website, the following learning outcomes should be achieved:

- New, prospective and existing members to the BC should be able to learn more about the BC, her history, values and unique membership structure.
- Clearly state the core values of the BC and its identity within the ICANN community.
- Describe how the BC is situated within the GNSO and its interconnection to the Commercial stakeholders group.
- Describe how the BC contributes to the broader governance of ICANN and the various accountability mechanisms in place.
- Easily identify avenues for volunteering their service for the BC and various means towards advocating for the Multistakeholder model.
- Participants taking the course can easily understand the dynamics of the Business constituency, the benefits of membership and the measured expectations required of them as members.

Other Outcomes Derived include:

- Aiding the ability to successfully capture knowledge relevant to the BC and members experience in videos, potentially in an interactive manner to serve as a training tool.
- Helping in enhancing the education, engagement and retention of new members on issues dear to the BC, whilst providing information for members who are on the fringe of BC stakeholder engagement and wish to gain more insight to constituency's related activities.
- Providing current BC members with multiple tools and resources with which they can conduct outreaches in their region and localities without necessarily having to be at the physical location where the conference/event is being conducted.

- Providing e-learning resources to the current BC direct membership and her network of association membership which extends BC outreach directly to over 50,000 companies and indirectly to over 1.5million companies worldwide. The training materials created would help to broaden the reach of the BC directly and indirectly across many verticals.

## Evaluation

### Metrics

- Information is captured and memorialized for use in the foreseeable future including the number of persons attempting and completing the course.
- Increase knowledge and understanding of the processes, procedures, and principles captured.

### Sustainability

The production of BC centered courses on ICANN Learn to cover specific subject matters is a One-Off production that can be reused multiple times across different fora. It is thus a cost-effective way of training and impacting knowledge asides from attractive valuable talents to the BC which on the long run translates to much value for ICANN and its processes.

Asides helping to document the history, work and process adopted by the BC for its work, It would educate community members with relevant information on the work of the BC and highlight success stories and challenges on how Businesses are engaging in ICANN.

## Submission

By submitting this complete request form, you confirm that you have reviewed and understand the **ABR Principles** and **FY23 ABR Process**. You also confirm that you are submitting this completed request form with the consent and approval of your ICANN community group.

By submitting your personal data, you agree that your personal data will be processed in accordance with [ICANN Privacy Policy](#) and agree to abide by the website [Terms of Service](#).

# Planning

Please describe the types of support needed to implement the proposed activity, including any assumptions, estimated costs (in USD), and timeframe. Please also indicate any planned external support (sponsorships or other in-kind contributions).

Type	Description	Assumptions	Estimated Costs	Timeframe	Comments
Administrative support	Project management of production timeline	Need to adequately evaluate all resources needed and map an execution plan.	\$1,000.00	Right after approval of the additional budget request announcement	Hopefully this can be domiciled with the relevant team within ICANN Org.
Communications support	Production of 2 – 3 interactive self-paced courses with high-definition videos on ICANN Learn within the financial year	Onboarding of new members of the BC will be greatly enhanced by these courses, while stakeholders and community members will be educated/enlightened on how to partner with the BC or join her membership.	\$15,000.00	To be completed by ICANN 77.	We have enjoyed the allocation of funds in the current year and are working to ensure that production is successfully completed.
Language services support	Translation from English to major UN languages including French and Spanish would be required asides translating none english content and words spoken in videos into English.	The ICANN Learn courses would be produced in English but to cover the diverse nature of the BC French and Spanish versions of each course would be produced and highlighted to the public.	\$5,000.00	To be completed by ICANN 77	This will help increase the viewership of our resource and help improve our diversity.

Subject matter support	BC to engage a consultant to help design the scripts to be recorded and content to be developed for the courses.	To ensure the heavy lifting is done professionally and in a timely manner.	\$5,000.00	Process of appointment concluded before ICANN 75.	The BC would devote up to \$5,000 of her own funds to ensure a consultant is engaged early in the process.
Technology support	Not Applicable	-	-	-	-
Travel support	Not Applicable	-	-	-	-
External support	Not Applicable	-	-	-	-
Other support	Not Applicable	-	-	-	-

Total Estimated Costs                      USD 26,000.00

Total Requested Support                      USD 21,000.00