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. Every question is required. Incomplete requests will not be considered.

Title of Proposed Activity

BC - Leadership Development Support and Onboarding Program.

Priority

3 of 3

ICANN Community Group

Business Constituency.

ICANN org Request Liaison

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Description

Purpose

The BC – Leadership Development Support and Onboarding program (LDSO) is an improvement over years of successfully implementing the BC Leadership Program supported in the past through the additional budget request granted the BC. The program has helped in attracting new members into the business constituency at ICANN and has helped to increase diversity amongst our membership, while the target group has been business leaders from Developing Countries focusing on Africa, Latin America/Caribbean, Asia and Arab states.

Improving on the gains we have achieved in the past and striving to enhance participation of business leaders in ICANN, we seek to align this initiative further with the current structure of the BC. Membership of the BC cuts across small and large businesses as well as trade associations in all regions where ICANN currently operates. It is therefore our goal to attract more participation from business globally through this unique model of engagement and learning.

The BC proposes to open a call via a webinar series through the year conducted in collaboration with the ICANN Global Stakeholder Engagement team for Business seeking to **highlight what businesses are doing in ICANN** and through this initiative select a representative from a trade association, large or small business leader from a pool of interested participants across any region to physically and virtually participate at events leading up to an ICANN public meeting. Selected

participants are eligible to re-apply for an additional meeting slot within the same financial year where the join the BC and demonstrate a hearty desire to actively participate in policy development and outreach for the BC.

The goal is to bring at least 2 senior leaders from commercial user entities as participants to every ICANN public meeting, with each batch spotting a representative from a trade association, large or small business from the developing region. This initiative aligns with ICANN's strategic objective to "Evolve and further globalize ICANN" and "Promote ICANN's role and Multistakeholder approach". Participants will be selected from the list of business leaders who participate at the webinar or BC Open Meeting dedicated for the call and submits an expression of interest within the mandated period(s) asides other criteria set by the BC ExComm to demonstrate that there is a potential of the new member joining the BC after the leadership development process.

Selected participants would be expected to participate in all BC events, selected CSG/GNSO and ICANN's meetings and newcomers' orientations, including potentially joining some of the ICANN Fellowship activities where suitable. Focus on participation with the BC is key and relevant workshops and topics that support the Local Leader's ability to identify and join a working group of interest would be encouraged. Selected participants would be required to publish a blog on their experience leading up to each ICANN meeting across different mediums and submit a formal report to the BC ExComm thereafter.

In particular, representatives from associations, large or small businesses who have a network that can easily conduct an outreach event for Business in their locale, or in conjunction with another conference or activity that they are already engaged in, stand a higher chance for selection. As this is a leader's program, priority will be given to senior level executives operating in a leading role but rotated across regions to ensure balanced representation.

Alignment

This request is in line with ICANN strategic objectives:

Objective 1. Evolve and further globalize ICANN, and
Objective 4. Promote ICANN's role and Multistakeholder approach

Including the enhancement of Stakeholder Diversity, attraction of new & diverse community members and increased public participation in the multi stakeholder model.

Category

Please select the category for the proposed activity:
- Outreach
- Travel Support

Objectives

Audience

This focused at attracting un-tapped BC membership across the globe in every region of ICANN's operation across trade associations, large and small businesses. From the unreached next billion global Internet users in Africa to Asia, Latin America/Caribbean, the middle East, North America & Europe.

Outcomes

Increased visibility for ICANN in all regions, especially the developing countries of the world. This initiative will help in the focused recruitment of associations and businesses who find value in joining the BC, or otherwise participating in ICANN's activities on a continuous basis.

This initiative would provide funding to allow at least 2 business leaders participate at ICANN meetings through FY23 and help increase the seasoned pool of new leaders in the BC.

The initiative would help with the development of meaningful participation within the BC and ICANN at large, whilst helping to sustain the articulation of the merit around the Multistakeholder approach in wider and influential Internet Governance activities that affect ICANN both directly, and indirectly.

Evaluation

Metrics

- The webinars will serve as a means of mobilizing the public to a BC event where they would be educated on the BC's route to policy development and prospective members to the BC would learn more about the BC, her history, values and membership structure asides easily identifying areas of service to volunteer into easily.
- New members and prospective members of the Business Constituency would learn immeasurable details about the BC and her areas of policy interest asides getting to understand the various levels of support offered to members.
- 2 prospective members drawn from the public participants and the BC's network of association membership which extends BC outreach directly to over 50,000 companies and indirectly to over 1.5million companies worldwide would have an opportunity to be fully funded to an ICANN public meeting where they demonstrate potentials to add value to the mandate of the BC and join its membership.
- Successful organization of a well-attended webinar with recorded participation from all ICANN regions bothering around what businesses are doing in ICANN (modeled after a typical BC open meeting) where a call for participants to the BC – Leadership Development Support and onboarding Program is initiated.

- Identifying business leaders from a pool of applications and gaining agreement to fully participate in the program.
- Actual attendance at ICANN meeting, active participation in the BC [and other relevant supporting activities] during the ICANN meeting.
- Development of a short report about perspectives regarding issues of concern to their business community/nation/region which will be published on the BC website and via the BC newsletter.
- Development of a local/national event, or a panel of relevance to business at a national or regional conference that addresses BC's concerns. Increasing interaction with national government representatives as suitable.
- Increase in new membership enrollment into the BC.
- Increase in active participation in the BC's discussions will also be a measurement. **(More than 10 new members have joined BC through this initiative.)**
- Participation in policy and other relevant discussions within the BC's processes, or within other policy activities will also be tracked through self-reporting and follow up by the BC Secretariat and officers.
- Promotion of the bottom-up multi-stakeholder approach through voices from new members thus increasing diversity.

Sustainability

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.

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	The process starts at least 5 months before each public meeting with a webinar and call for selection for participants. This cycle can be managed by ICANN Staff.	Need to initiate a call for support and manage the process through with the BC's Vice Chair Operations - Evaluating all resources needed and mapping an execution plan.	$3,000.00	Right after approval of the additional budget request announcement	
Communications support	Production and circulation of publicity materials including digital formats to promote the events, process of registration and other activities for the success of the webinars and selections	Wide spread publicity is key to mobilizing large participation to the webinars	$2,000.00	Just before ICANN 75, ICANN 76, ICANN 77.	
Language services support	Provision of webinar translation from English to French and Spanish language in real-time	A number of participants across various demographics would require translation in a language other than English. Transcripts may	$3,000.00	Just before ICANN 75, ICANN 76, ICANN 77.	This will help increase the followership of the BC and aid in the further expansion of our diversity.

		also require translation to other languages			
Subject matter support	BC to invite relevant speakers and panelists to provide balanced views on the issues under discussion.	Subject matter experts would help improve the debate and provide professional insights to the issues under discussion.	$2,000.00	Just before ICANN 75, ICANN 76, ICANN 77.	Speakers may receive honorariums from the BC, where aligned with their organization's policy and practice.
Technology support	Webinar tools and coordination and publicity across ICANN media channels	Available tools are adequate for the conduct of the webinars.	$0,000.00	Just before ICANN 75, ICANN 76, ICANN 77.	Facility already exists within ICANN
Travel support	Required for ICANN 75, ICANN 76, ICANN 77.	Interaction with other community members go a long way to help interested and incoming BC members settle into the policy work easily.	$15,000.00	ICANN 75, ICANN 76, ICANN 77.	Travel constituency to determine actual cost required based on location of awardee.
External support	Not Applicable	-	-	-	-
Other support	Not Applicable	-	-	-	-

Total Estimated Costs   USD 25,000.00

Total Requested Support   USD 23,000.00