

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

Outreach Materials.

Priority

2 of 4

ICANN Community Group

Business Constituency.

ICANN org Request Liaison

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Description

Purpose

Production of BC Outreach and Ever-Green Advocacy Materials

The BC recently upgraded its Brand identity with a new Logo and website domain with the intent to be easily reached, identified and more appealing to her publics. This currently necessitates the production of a whole suite of BC Outreach and Communication materials to include ever-green versions of updated brochures, newsletters, Information booklets, contact cards and Factsheets for a general appeal and to specific events [e.g. in some cases, translated to local prevalent UN language in host region of a public meeting] for distribution at the ICANN coordinated or sponsored events, at BC member events and for download from the BC improved website www.icannbc.org for broader availability.

The production of identified BC outreach and ever-green advocacy materials would entail:

- Content being written by BC members or ICANN staffer at no cost to ICANN.
- Photographs will be sourced from BC member or ICANN Flickr at no cost except where a photo shoot is required.
- Graphic Design effected by professional(s) for print and web formatted versions at no cost to ICANN.

- Translation by ICANN language services in time for use, otherwise outsource service where behind or cannot meet the ICANN production timelines.
- Printing by ICANN if time permits, otherwise use of a local printing service, managed by a BC member responsible for production.
- Shipping or transporting printed copies to meeting venue for distribution.
- Use of professional editor services for proof reading.
- Coordination of production carried out by either a BC officer and member or by the BC secretariat.

This budget request has been funded in FY13, FY14, FY15, FY16, FY17, F18, FY19, FY20, FY21 & FY22 and has been a remarkable success. Print run for the BC public meeting newsletter is between 200 and 350 copies per meeting of an 8 page production [3 times each year, with fact sheets at 1-2 per year]. Previous editions can be downloaded from <https://www.icannbc.org/newsletters> on the BC website – www.icannbc.org.

The Newsletters and Fact Sheets are always developed in English, and in some cases with non-English translations printed, depending on the dominant UN Languages related to the ICANN meeting location. The production of fact sheets is majorly subject to any special outreach events and target groups at the public meetings. When non-English versions are provided, they are also printed, and posted on the website.

The focus of the BC is on the printing of ever-green communication media that can be used in various for a's over the next 2-3 years to include two-page brochures, meet the BC booklets and others focused on issues dear to the BC and dedicated topics to help promote how more business and trade associations can join the BC and contribute to the multi-stakeholder lead policy development process. In addition, complimentary sized contact cards, stickers, barges and other print bearing mediums with the new BC logo will be printed on circulated on behalf of the BC by stakeholders.

By this, the BC will increase the different ways to reaching her - where providing the BC and ICANN global stakeholder team responsible for business avenues to be contacted by interested parties, thus providing for greater awareness of the BC and her mandate.

Alignment

The production of outreach focused and ever-green advocacy materials would elevate the BC to help play a continuing role in Internet Governance, stakeholder diversity, attracting new & diverse members to her fold, foster increased public participation in the multi stakeholder model and widen international engagements.

Category

Please select the category for the proposed activity:

- Outreach

Objectives

Audience

Our target audience includes all potential members of the BC globally, newcomers and other attendees of ICANN meetings across all regions and stakeholder constituencies in and around ICANN.

Outcomes

Amongst the expected outcomes projected is:

- Broadening the reach of the BC and serving as a medium and tool for enhancing outreach to her publics and the entire ICANN community.
- The publication helps in the education, engagement and retention of members, whilst providing information and news for members who are on the fringe of BC stakeholder activity and wish to be kept informed on internet governance and ICANN related issues.
- These publications speak to the BC's significant positioning with the ICANN Board, staff, all members of the ICANN community, as well as broader eco-system in other Internet Governance spheres.

Evaluation

Metrics

In the past we have measured impact by the number of copies distributed as against total printed copies, the number of visits and downloads from the BC website from interested parties, including the reception and feedback generated on the release of every edition of the BC newsletter. Commendations with regards the quality of design, production and the rich content of the newsletters has been a constant with every edition launched. In FY13 each of the three editions had a minimum print run of 300 copies, FY15 was 1,500 copies, 750 copies were produced and circulated in FY16, FY17 and FY18, while in FY19 & FY20 500 copies were produced and distributed at ICANN/member association meetings.

As we have however been meeting virtually for some time now, our metrics for measurement has been limited to online visits to the BC website and members commendations or not. Factsheets are also widely distributed at ICANN Newcomers lounge and both newsletters and factsheets are distributed widely to the ICANN community including Fellows and Next-Gen members. In addition, BC members have distributed copies of the relevant newsletter at the BC member(s) event and at the Global IGF asides other avenues.

Sustainability

The production of ever-green BC centered outreach materials including brochures, fliers, FAQ in One-Pager formats amongst others would continue to generate traffic for the BC to her meetings, website, social media handles and our important policy work here in ICANN. It would point community members to advocates who can provide 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	Not Applicable	-	-	-	-
Communications support	Printing of selected BC outreach and communication materials through FY 23.	Outreach and Advocacy materials are key to educating and enlightening interested parties on how to partner with the BC or join her membership.	\$4,500.00	ICANN 75, ICANN 76, ICANN 77.	We have enjoyed this measure of support since FY13 and would like additional funding allocated to the production of ever-green materials besides the BC's newsletters.
Language services support	Selected BC communication materials including brochures, factsheets, newsletters and more will require translation from English to major UN languages including French and Spanish.	Based on the fact that ICANN Public meeting have been virtual for some time now, resources would be focused on the printing of ever-green advocacy materials of BC origin for the purpose of outreach.	\$2,500.00	ICANN 75, ICANN 76, ICANN 77.	This will help increase the readership of our materials in a bid to help improve our diversity.
Subject matter support	Not Applicable	-	-	-	-

Technology support	Not Applicable	-	-	-	-
Travel support	Not Applicable	-	-	-	-
External support	Not Applicable	-	-	-	-
Other support	BC to engage a graphic designer to produce all art works required.	Based on our history of engaging a designer for our prints.	\$5,000.00	ICANN 75, ICANN 76, ICANN 77.	The BC currently devotes up to \$3,000 each financial year to the design of 3 editions of her newsletter

Total Estimated Costs USD 12,000.00

Total Requested Support USD 7,000.00