

FY23-24 - APRALO Regional Outreach and Engagement Strategic Plan

| Goal | Activities | Resources Required | Remarks |
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| 1. To engage inactive ALSes | a. Put together a target list of ALSes for engagement in FY23-24 period. ALSes can either be organisations or individuals. | ICANN APAC Office can facilitate discussion. | <p>- Need to decide the number of ALSes to target for FY23 based on available resources and bandwidth of At-Large group.</p> <p>- Engagement could include first reaching out to understand ALSes' needs/situation.</p> |
| 2. Outreach to economies/sub-regions where there are no ALSes | a. Identify potential organisations/individuals in target economies (e.g. Cambodia, Laos, Timor Leste) for engagement in FY23-24 period. | ICANN APAC Office can facilitate discussion. | |
| | b. Identify key events/conferences in FY23-24 as opportunities to organize engagement activities targeting individuals/organisations. | <p>Travel budget required to participate in these events.</p> <p>Possible budget required for organization of engagement activities.</p> | Particularly relevant for EECA region. |
| 3. DNSSEC outreach/deployment | a. Develop a draft narrative of DNSSEC targeting operators for use by At-Large representing End-Users. | [For input] | Can At-Large Staff bring in other ICANN teams to advise e.g. OCTO and Comms? |

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| | <p>b. Identify a list of APAC operators to target for advocacy on the DNSSEC in FY23-24 period.</p> | | <p>APRALO can focus on locations with existing active ALSes. ALS could be advocates directly or be liaisons.</p> |
| | <p>c. Based on 3a and 3b, develop training materials and content.</p> | <p>[For input] Explore if Additional Budget Request (ABR) can be used.</p> <p>Explore collaborating with other teams e.g. At-Large Capacity Building WG, the ICANN Learn and Comms team.</p> | <p>Also to explore if translation is required (which also involves more resources).</p> |

APRALO-GSE Meeting Minutes - 8 June 2022

The meeting agreed to structure the APRALO O&E Plan according to the 3 proposed pillars:

- (1) Enhancing ALS participation;
- (2) Outreach to 'new' regions;
- (3) Conduct DNSSEC outreach/deployment.

It was also agreed that the 3 pillars should extend to the medium term to ensure continuity beyond the FY as the activities will take time to be implemented.

The meeting minutes are arranged according to these 3 pillars.

Enhancing ALS participation

- Potential targets include Indonesia, PICISOC, and possibly PNG.
 - Indonesia is a large country and while ALS exists, it is inactive.

- Pacific islanders are generally satisfied with PICISOC as the main conduit, although they have been inactive for some time. That said, PICISOC has undergone leadership change which could avail new opportunities for engagement.
- PNG had previously formed an ALS but it is currently inactive as the pioneers have moved on.
- The re-engagement needs to take into consideration the different needs and varying situations of the ALSes - what are the resources that are required?
 - Language was raised as a barrier to ALS engagement. Hence there was a question as to whether there could be additional funding to translate training/outreach materials e.g., infographics – Gisella will check with Heidi.
- It was noted that the 2023 APRALO General Assembly (GA) could be a key event to re-engage non-active ALSes. It was also noted that, however, currently only institutions/organizations and not individuals can join the General Assembly. Individuals, such as Justine Chew are successful examples of individuals who contribute very actively. Gisella to check if individuals could attend the GA.
- There was also a suggestion to tap on existing ICANN events to engage ALS. An upcoming opportunity could be a session at ICANN75.

2. Outreach to 'new' regions

- Laos, Cambodia, and East Timor are potential targets for establishing ALSes.
- Satish shared that while we had targeted Vietnam previously, there was difficulty in setting up an ALS due to the government system. It was also difficult to identify specific groups in Vietnam to work with.
- It was also noted that in Central Asia and Eastern Europe, the countries vary in terms of their Internet policies and infrastructural development. Not all countries have existing civil societies organizations to collaborate with. Therefore, it may be more effective to identify planned in-country events and take the opportunity to organize activities to engage with individuals who may be interested in APRALO's work.
- It was agreed to put together a list of key events within the region and decide where to target for the APRALO O&E plan.

3. Conduct DNSSEC outreach/deployment

- From the earlier call (below), it was agreed that this pillar could actively involve At-Large as end-users could impress on operators that there is indeed demand for DNSSEC.

- It was agreed that the first task under this pillar is for APRALO/At-Large members to agree on the same DNSSEC vision and narrative.
- It was noted that ALSes – depending on their capacity and comfort level – could play different roles ranging from advocating to local operators, to being liaisons to facilitate ICANN org to have the conversation with the operators instead.

Currently, At-Large can use the materials on DNSSEC developed on the ICANN Learn platform. However, the current materials might not provide for the envisioned advocacy goal. Part of the O&E plan would thus be to consider developing custom content, including whether the content needs to be translated.

- A question was raised as to whether the Additional Budget Request (ABR) could be allocated for the development of these communication/training resources. Gisella shared that there was precedence submitted by EURALO on diversity work but will check to confirm.
- Other resources that could be tapped on include roping in the At-Large Capacity Building Working Group, the ICANN Learn and ICANN Comms teams.