

APRALO Outreach and Engagement Plan			
Goal 1: Engage inactive At-Large Structures (ALSes) and Unaffiliated Individual Members (UIMs).			
Goal 2: Outreach to economies/sub-regions where there are no ALSes/UIMs.			
Goal 3: Outreach to broader community on key topics (e.g. IDNs/UA, DNSSEC etc)			
ICANN Strategic Objective 1: Strengthen the Security of the DNS and the DNS Root Server System			
ICANN Strategic Goal 1.3: Identify and mitigate security threats to the DNS through greater engagement with relevant hardware, software and service vendors			
Envisioned Outcome	Target ALS/Event/Activity	Status (including Timeline)	Lead
Community gains awareness and knowledge about DNS safety and security, and DNSSEC	APRICOT2023 Organize a DNS Abuse session/training for newcomers and students.		Aris Ignacio
	APAC DNS Forum 2023 Explore participating/planning a session (topic: TBC) at the APAC DNS Forum 2023.		Amrita Choudhury, Aris Ignacio Partner with APAC GSE - Athena Foo
ICANN Strategic Goal 2.2: Support and grow active, informed, and effective stakeholder participation			
Envisioned Outcome	Target ALS/Event/Activity	Status (including Timeline)	Lead
Increased number of new ALS/individuals from countries/economies which are not part of APRALO yet	Countries with no ALS - Identify opportunities for outreach		
	(i) Bhutan		Amrita Choudhury
	(ii) Cambodia		Amrita Choudhury
	(iii) Myanmar		Amrita Choudhury
	(iv) Timor Leste		Amrita Choudhury
	(v) Vietnam		Amrita Choudhury, Aris Ignacio
Increased number of active members from existing pool of members	(i) Inviting new members - Laos (a) APTLD83 - request for 15 mins to seek collaboration with ccTLDs to expand APRALO reach in the region; (b) Work with existing fellows/Next Gen/ccTLD from Laos to explore interest among community members to join APRALO (as ALS/UIM).	Update: Amrita will give a presentation during the event on how we APRALO and the ccTLDs from the region can cooperate.	(a) Amrita Choudhury (b) Amrita Choudhury
	(ii) Inviting new members - Taiwan Organise side event at 4th ICANN APAC- TWNIC Engagement Forum to either (i) re-engage with ISOC Taiwan Chapter; (ii) raise interest on membership to APRALO		Amrita Choudhury / Aris Ignacio. Partner with APAC GSE - Yien Chyn Tan
	ThaiNOG2023 To conduct a session at ThaiNOG2023 (15-16 May 2023). Topic: TBC		Pavel Farhan
Community gains awareness and knowledge on accessibility issues	Re-engaging existing members (i) ISOC Indonesia - Jakarta Chapter: Set up introductory meeting and explore collaboration/participation		Aris Ignacio
	(ii) PICISOC: Set up introductory meeting and explore collaboration/participation		Amrita Choudhury (Lead) Gunela Astbrink (Support)
	(iii) APRALO General Assembly (GA) Plan for the APRALO GA at the sidelines of IGF2023 (Kyoto, Japan). Tentatively 7-8 Oct 2023 (1.5 days)		Amrita Choudhury
	Raise awareness on Accessibility Issues Conduct experiential training in equity, diversity and inclusion for ICANN APAC staff (e.g. Josh Tseng as trainer)		Gunela Astbrink Partner with APAC GSE - Jia-Rong Low
ICANN Strategic Objective 3: Evolve the unique identifier systems in coordination and collaboration with relevant parties to continue to serve the needs of the global Internet user base			
ICANN Strategic Goal 3.1: Encourage readiness for Universal Acceptance (UA), IDN implementation and IPv6			
Envisioned Outcome	Target ALS/Event/Activity	Status (including Timeline)	Lead
Community gains knowledge and raised awareness on IDNs and UA at the local, national and regional level	UA Day 2023 Identify ALS/UIMs to collaborate/support UA Day events		Jay Paudyal (ISOC Del) & Sushanta Sinha (UA Ambassador ISOC Kol) mentored by Satish
	SANOG39 Organize an outreach event on IDN and UA policy aspects		Shah Rahman & ISOC Bangladesh
<i>Additional note: APRALO is looking to develop standardized toolkits and materials on DNS and IDN related topics. These toolkits and materials are intended to be used for relevant APRALO activities, and will be accessible to all APRALO Members. They will also be aligned with ALAC/At-Large materials, as well as ICANN's Policies and Practices.</i>			
<i>These toolkits and materials may contribute or be associated with the proposed ALAC ABR (Outreach and Engagement materials, proposed End User Campaign Playbook).</i>			