

**ICANN**

# **Outreach & Engagement for FY23 Europe, Eastern Europe and Central Asia**

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# Agenda

- Introduction to the Team
- Revised Approach to Outreach and Engagement
- ICANN Org FY23 Activities
- Resources and Contacts

# Our team: GSE in Europe, Eastern Europe and Central Asia



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# Refreshing the Global Approach to Supporting RALO's O&E

- The GSE team is responsible for leading engagement and outreach with stakeholders on the ICANN and its mission around the world
- The GSE team works clearly with other ICANN organization (org) teams to facilitate engagement with stakeholders
- Under the refreshed approach, the GSE team will take a more visible role in coordinating with RALOs on outreach and engagement efforts
- Each regional GSE team will liaise with RALO leadership to create and execute their Outreach and Engagement Plan
- The GSE team is responsible for facilitating resources to execute the plan. The RALO leadership is responsible for aggregating the needs of the group. Together, the GSE Regional Vice President (RVP) and RALO chair are responsible for ensuring the success of goals defined in the O&E plan

# ICANN Europe, EE and CA Region Engagement Priorities

- Security of the DNS and Root Server System
- Effectiveness of ICANN's multistakeholder model
- Evolved identifier systems to serve global Internet users
- Geopolitical Issues affecting ICANN's mission or the DNS
- Financial sustainability of ICANN (cost effective engagement)

# Focus Area One: Security and Stability

- Technical Engagement
  - Promote ICANN technical projects
  - Ensure wide participation from partners
  - Training and Awareness raising
  
- Examples:
  - Webinars based on OCTO Papers
  - Recruiting partners for OCTO projects, such as DAAR, IHTI and DNSTICR, for example: ISPs, Registries, Registrars
  - Trainings on DNS operations, DNSSEC, etc.
  
- Key Audiences and Partners
  - Network operators
  - Registries and Registrars
  - CERTS, Cybersecurity practitioners

# Focus Area Two: Multistakeholder Model Effectiveness

- Community Engagement
  - Promote awareness of the openness of ICANN Policy Making
  - Recruit participants for ICANN community work activities
  - Encourage public comments, diffusion of ICANN policy news
  - Supporting and engaging with ALS
- Examples:
  - ICANN Public Meeting “Prep” or “Read-out” sessions
  - Participation in National and Regional Internet Governance activities, such as Internet Governance Forums (IGFs)
  - Promotion of Newcomers, NextGen and Fellowship programs
  - Collaboration with EURALO on Strategic planning and ALS activation
- Key Audiences and Partners
  - Internet Users, including EURALO and ALSs
  - Business Associations, Students, Internet activists
  - Media, Technology Conferences

# Focus Area Three: Evolving Identifiers for Global Internet Users

- Global Engagement
  - Prepare audiences for contemplated gTLD expansion
  - Raise awareness of IDNS
  - Promote Universal Acceptance
  - Engage on identifier innovations and proposals
- Examples:
  - Webinars, Presentations and Events
  - UA Day (March 2023)
  - 1:1 Meetings
- Key Audiences and Partners
  - Software developers, browsers, tech giants
  - Business Associations, NGOs, entrepreneur groups
  - Technical organizations and standards bodies
  - Media



# Focus Area Four: Geopolitical Issues

- Governmental Engagement
  - Monitor legislation and regulation affecting ICANN, DNS
  - Educate and raise awareness on potential technical impacts
  - Engage with governments to understand objectives
  
- Examples:
  - Webinars on GE papers
  - Training sessions for legislative staff
  - 1:1 Meetings
  - Participation in relevant events, such as IGF
  
- Key Audiences and Partners
  - GAC Members and their colleagues
  - Civil servants, legislative staff, regulators
  - Operational and Technical Partners

# Overall Communication Goals – Outreach

- Regular updates via webinars, briefings, read-outs, etc
- Growing our “opt in” mailing and invitation lists
- Regular contributions to regional newsletter
- Regular reporting on progress of outreach and engagement

# ICANN GSE and EURALO Collaboration

- Activity 1: Support EURALO in its engagement and outreach plans, e.g. innovating new formats, energizing ALSs, CROP and related funding programs
- Activity 2 – Cooperate with EURALO - skills, training, recruitment support
- Activity 3: Identify content and synergies to meet shared objectives.
- Proposed touch points
  - Regular agenda item on EURLAO board calls
  - Regular touch base between EURALO Chair and Regional MD
  - Regular interaction with GSE Europe Team

# Resources and Contacts

- Link to OCTO Publications  
<https://www.icann.org/octo/publications>
- Link to GE Publications  
<https://www.icann.org/en/government-engagement/publications>
- How to sign up for newsletters  
<https://info.icann.org/LP---Regional-Newsletter.html>
- ICANN Learn platform sign up  
<https://learn.icann.org/>
- ICANN78 Annual General Meeting, Hamburg, 21-26 October 2023



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