

EURALO Regional FY23 Outreach and Engagement Strategic Plan

EURALO DAYS, 8-10 November 2022, Brussels





EURALO Regional FY23 Outreach and Engagement Strategic Plan

1. THE "FATIGUE" OF THE VIRTUAL MODE OF WORK AND VIRTUAL MEETINGS.

2. DIFFICULTIES OF UNDERSTANDING THE AT-LARGE FUNCTION, WORK, PROCESSES AND OUR POWER FOR PEOPLE OUTSIDE THE ICANN BUBBLE.

3. ATTRACTING NEW PEOPLE, INCLUDING YOUTH

4. WORKING WITH EXISTING MEMBERS - INVOLVING NOT JUST "VIEWERS", BUT PARTICIPANTS IN ACTIVITIES AND WORK.

5. RECEIVING FEEDBACK FROM COMMUNITY MEMBERS AND EXTERNAL PARTICIPANTS OF THE ICANN AND IG AGENDA.

6. ACTIVE PARTICIPATION IN ICANN AND IG EVENTS.



The geography and coverage

We focus on those areas of Europe which are still under-covered by our presence, also on the kind of expertise which we need to attract (Researchers, Academy, technical community, digital rights advocates).
A separate area of interest in outreach work is the next generation.
We will reach out to both possible future ALSes or individual Internet end-users

Local interaction

We will request the attention of ALSs to the work of each other in the same place and encourage to interact with each other on the ground.
We will also ask the ALS to pay attention on the relation with governmental organizations and to give us feedback and updates related to EURALO/ICANN work.
The same will be done related to the local ccTLD registries.

ALSs and members

Euralo will help for a continuing cross-ALS interaction to exchange of experiences and information.
Filling the feedback gap:
Releasing information from the various part of ICANN (policy, activities, meetings...) to ALSes members;
Collecting information from each ALS on the ground, feedback from the region on the topics related the ICANN work.
The tools for usage – the conference-calls, ability to put the comments in drafts and statements, interaction in communication channels, distribution of the information in EURALO Newsletters and monthly reports, informal reports from members.
Research or survey, which will help us to make some kind of revision and understand how we can interact and work more effectively.

Partners

Interaction with MOU organizations (RIPE NCC <https://www.ripe.net/>, CENTER <https://www.centri.org/about/about-centri.html>) as partners for joint work on Capacity Building and Outreach, mutual exchange of information, participation in the training programs and in events in Europe (F2F or virtual meetings), invitation to participate in joint activities during ICANN and IGF meetings (round tables, session, workshops).

Individuals` Associations

Completion of the "welcome package" project, the result of it will be extended to the whole At-Large. There is a tool of the raising awareness and getting the compact information for all potential members interested to join EURALO/At-Large.
We will be paying attention on the unique advantage of EURALO as an entry for non-affiliated members and observers representing other ICANN geographical regions (from countries nearby).

Capacity Building

Capacity building is a very important element, as in the lack of ability to increase the number of members/ALSs in the EURALO rates, it allows us to extract additional potential, to raise awareness of ALS` members, who are not engaged in EURALO activities and increase the level of competencies/knowledge and understanding for the existing active core and newcomers.
We will work on the Involvement of EURALO members in the development of materials and participation in webinars.
EURALO Monthly calls are part of this capacitation.



What's new?





Work in coordinated manner within At-Large

ROADMAP

At-Large Outreach and Engagement Strategy/At-Large Communication Strategy

REPORTING

5 RALOs` updates for ALAC calls

EXCHANGE

Local work: Ideas, achievements, gaps, solution, building up, *synergy*

MENTORING

APRALO Mentoring Program - scaling up best practices + trainings

Capacity Building
workshops and guest
trainers?

POLICY

Follow the current *policy issues*

DATA

Oil for clarifying the focus of end users interests



Structure of Regional Outreach Liaison reports (example, to be discussed)

simple unified forms make it easy to see the dynamics of the results and evaluate the success

EVENTS and completed tasks

POLICY ISSUES touched

SoMe - links and/OR metrics

AREAS OF GROWTH, plans

RALO`s OE activists -
personality



EURALO DAYS Outcomes?

New ideas of mobilization

Help more

Local activities

Work with newcomers

WE NEED YOU and your feedback!



WE WORK together FOR EURALO

Within At-Large and
ICANN

Please join!