

# **GNSO Guidance Process (GGP) for Applicant Support Working Group (WG) Kick-Off Meeting**



**GGP WP Meeting #1 | 21 November 2022**

# Agenda

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1. Welcome & Introductions – Chair/WG Members/Support Staff (10 min.)
  - Any updates to Statements of Interest?
2. Brief Background and Initial Request Overview (10 min.)
3. Draft Work Plan (25 min.)
  - Review of Scope, Recommendations, and Tasks
  - GNSO Guidance Recommendation(s) Report
4. Meeting Schedule & Draft Timeline (10 min.)
  - Confirm Meetings – November, December 2022, January 2023
  - Review Draft Timeline: December 2022 through September 2023
5. AOB (5 min.)

# Welcome & Introductions

# Brief Background & Initiation Request Overview



# Brief Background

- The New gTLD Subsequent Procedures (SubPro) Final Report envisioned some levels of substantive work taking place during the Implementation Review Team (IRT) phase of the work, after ICANN Board adoption of the recommendations.
- Topic 17: Applicant Support, Implementation Guidance 17.5, the report suggests the creation of a dedicated IRT and it be charged “with developing implementation elements of the Applicant Support Program. In conducting its work, the Implementation Review Team should revisit the 2011 Final Report of the Joint Applicant Support Working Group as well as the 2012 implementation of the Applicant Support program.”
- The GNSO Council committed to providing guidance on select topics where additional substantive work was envisaged by the recommendations and implementation guidance contained in the Final Report.
- The Council has determined that the provision of guidance is best accomplished via the GNSO Guidance Process (GGP).
- This GGP will operate as a Working Group, which may initiate sub-teams if the need arises.

# Initiation Request Overview

- Scope: SubPro Final Report Recommendations and Tasks 1-6
- WG Mechanism and Method of Operation
- Decision-Making Methodology
- Completion Date and Rationale

***NOTE: As stated in the Initiation Request, the purpose of this GGP is to provide guidance to aid in the implementation of SubPro Recommendations, not to modify those Recommendations or Implementation Guidance, nor is the GGP to develop new policy.***

# Draft Work Plan

# Review of Scope and Tasks

**Task 1 – Review the 2011 Final Report of the Joint Applicant Support Working Group and the 2012 implementation of the Applicant Support program in detail, to serve as resources for other Applicant Support related questions/tasks.**

Recommendation 17.3: The Working Group recommends that ICANN improve outreach, awareness-raising, application evaluation, and program evaluation elements of the Applicant Support Program, as well as usability of the Program, as proposed in the implementation guidance below.

Implementation Guidance 17.5: A dedicated Implementation Review Team should be established and charged with developing implementation elements of the Applicant Support Program. In conducting its work, the Implementation Review Team should revisit the 2011 Final Report of the Joint Applicant Support Working Group as well as the 2012 implementation of the Applicant Support program.

# Review of Scope and Tasks, Cont.

**Task 2 – Working with ICANN org staff as appropriate, identify experts with expertise to aid in tasks 3, 4, and 5.**

Implementation Guidance 17.8: In implementing the Applicant Support Program for subsequent rounds, the dedicated Implementation Review Team should draw on experts with relevant knowledge, including from the targeted regions, to develop appropriate program elements related to outreach, education, business case development, and application evaluation. Regional experts may be particularly helpful in providing insight on the development of business plans from different parts of the world.

# Review of Scope and Tasks, Cont.

**Task 3 – Analyze the set of suggested metrics in Implementation Guidance 17.9 and propose which ones should be prioritized. The set of prioritized metrics is NOT limited to what is identified in 17.9**

**Task 4 – Identify any other appropriate metrics and measures of success to help in identifying the necessary program elements and measuring program success after the fact. In identifying the suggested set of metrics, propose how data can be collected, how metrics can be measured, who can collect the data, as well as what represents success.**

**Task 5 – Consider, and to the extent feasible, suggest how the “outreach, education, business case development, and application evaluation” elements of the Applicant Support Program may be impacted by the identified metrics and measures of success. For example, based on the success metrics for Awareness and Education, this may impact the approach for performing outreach and education. To the extent feasible, suggest an approach to outreach, education, business case development, and application evaluation assistance.**

# Review of Scope and Tasks, Cont.

Implementation Guidance 17.9: The dedicated Implementation Review Team should seek advice from experts in the field to develop an appropriate framework for analysis of metrics to evaluate the success of the Applicant Support Program. The Working Group identified a non-exhaustive list of potential data points to support further discussion in the implementation phase. The Working Group anticipates that the dedicated IRT will consider how these and other potential metrics may be prioritized:

- Awareness and Education:
  - o number of outreach events and follow up communications with potential applicants
  - o level of awareness about the New gTLD Program/Applicant Support Program
  - o number of enquiries about the program/level of interest expressed/number that considered applying
  - o number of applicants
    - first-time applicants versus repeat applicants
    - applicants submitting a single application versus portfolio applicants
    - applications based on pre-existing trademarks
  - o diversity and distribution of the applicant pool: geographic diversity, languages, scripts

# Review of Scope and Tasks, Cont.

## Implementation Guidance 17.9, Cont.:

- Other Elements of Program Implementation:
  - o number of ICANN staff members and contractors supporting the Applicant Support Program
  - o number of service providers offering pro-bono assistance and value of assistance offered/provided
  - o number of applicants accessing/using pro-bono assistance
  - o number of approved applicants for financial assistance
  - o number of applicants who received bid credits, multiplier, other and were successful in auction
  - o the value of the bid credits, multiplier, other
  - o number of applicants who withdrew from auction
  - o number of applicants who entered in to a business combination or other forms of joint ventures
  - o length of time before any change of ownership occurred



# Review of Scope and Tasks, Cont.

## Implementation Guidance 17.9, Cont.:

- Success of Launched gTLD:
  - o The number of registrants of domain names registered in “regional” TLDs (e.g., TLDs focusing mainly on a local, limited market), keeping in mind that there are other barriers for registrants in developing countries to access domain names, such as inability to access online payment services and a lack of local registrars.
  - o The number of domain names registered in “regional” new gTLDs compared to the number of Internet users in such regions. These numbers could be compared with the same numbers for Internet users and “regional” new gTLDs in developed regions such as Europe and North America.

# Review of Scope and Tasks, Cont.

**Task 6 - Recommend a methodology for allocating financial support where there is inadequate funding for all qualified applicants.**

Implementation Guidance 17.10: The dedicated Implementation Review Team should consider how to allocate financial support in the case that available funding cannot provide fee reductions to all applicants that meet the scoring requirement threshold.

# GNSO Guidance Recommendation Report

- **The GGP WG and Staff are responsible for producing a GNSO Guidance Recommendation(s) Report.**
- **The Draft GNSO Guidance Recommendation(s) Report should be posted for a public comment period of not less than 30 days.**
- **The GGP WG shall review and take into consideration the public comments received.**
- **The GGP WG may update the Draft GNSO Guidance Recommendation(s) Report if there are any recommendations that require modification to address comments received through public comment.**

# GNSO Guidance Recommendation Report, Cont.

- **The GGP WG is expected to deliberate as appropriate to properly evaluate and address comments received during the public comment period. This should include the careful consideration and analysis of the public comments; explaining the rationale for agreeing and disagreeing with the different comments received, and, if appropriate, how these will be addressed in the report of the GGP WG.**
- **Following the review of the comments received and, if required, additional deliberations, the GGP WG is expected to produce a Final Report for transmission to the Council, including the analysis of the comments by the GGP WG.**

# Meeting Schedule and Draft Timeline

# Recurring Meetings Every Two Weeks, Mondays at 1500 UTC

## Confirm Schedule through January 2023:

Monday, 21 November 2022 – Kick-Off Meeting

Monday, 05 December 2022

Monday, 19 December

*[Winter Holiday – 24 December 2022 through 01 January 2023]*

Monday, 02, 16, 30 January 2023

# Draft Timeline – December 2022 to September 2023

<b>Meetings</b>	<b>Tasks</b>
05 and 19 December 2022	Work Plan & Timeline development, Tasks 1 & 2
02, 16, 30 January 2023	Finalize Work Plan & Timeline – to GNSO Council 09 Jan 2023; Finalize Tasks 1 and 2; Begin Tasks 3, 4, & 5 (metrics)
13 & 27 February 2023	Finalize Tasks 3, 4, & 5 (metrics); Task 6 (Finance)
13 and 27 March 2023, including ICANN76	Finalize Task 6 (finance), develop Draft Report
April-May 2023	Continue Draft Report development
May-June 2023, including ICANN77	Publish Draft Report; begin public comment review
July-August 2023	Finish public comment review & develop Final Report
September 2023	Finalize Report and deliver to Council

# Draft Timeline – December 2022 to September 2023

