Draft APRALO-ICANN APAC Hub Pilot Framework

Kelvin Wong | ICANN 52 | 10 February 2015
1. Background to draft APRALO-ICANN APAC Hub Pilot Framework
2. Common Focus Areas and Proposed Action Items
3. Progress Update on Actions Items
4. Going forward
Background
APRALO-ICANN APAC Hub Pilot Framework
Background

Recap of the process thus far...

a) Setting common focus areas
- Identification of synergies and overlap in focus areas between APRALO & ICANN APAC Hub
  - Determination of common areas.
  - Consultation with community

b) Determining key priorities and deliverables
Based on focus areas, determine key priorities and initiatives for collaboration.

b) Working on action items
Tracking of deliverables. Providing updates on achievements.

ICANN50
ICANN51
ICANN52 and beyond
Common Focus Areas

Agreed Common Focus Areas

- Language localization
- Capacity/Capability Building
- Outreach and awareness building

ICANN APAC Hub Focus Areas

- Capacity Development
- Stakeholder Participation
- Awareness Building
- Language Localization
- Regional Meeting Format

APRALO Focus Areas

- Need for sub-regional plans and better subregional communications
- Language localization as carried out by ALSees
- Prioritising Capacity building of end users. Leveraging region for capacity building activities
- Supporting subregional Outreach
Focus Areas and Action Items
Focus Areas and Proposed Action Items

Focus Area 1
Language Localization as supported by community

- Proposed Actions:
  i) ICANN APAC Hub to develop and share localization toolkit.
  ii) APRALO/ICANN to get help (from ALSes, etc) in translating and use.

Focus Area 2
Leveraging APAC for Capacity & Capability Building

- Proposed Actions:
  i) APRALO and ICANN to work on At-Large End User presentation customised for APAC.
  ii) APRALO and ICANN to participate in joint capacity building workshop and/or webinars (for end users/ALSes)

Focus Area 3
Supporting APAC outreach to raise awareness & increase stakeholder participation

- Proposed Actions:
  i) Reaching out to underserved region through collaboration on CROPP.
  ii) Conduct outreach on APRALO during ICANN APAC regional outreach activities (such as APrIGF, APRICOT etc)

(As discussed in ICANN51)
Updates on Community Language Localization

Focus Area 1
Language Localization as supported by community

• Proposed Actions:
  i) ICANN APAC Hub to develop and share localization toolkit.
  ii) APRALO/ICANN to get help (from ALSes, etc) in translating and use.

1. [Contribution from ALSes]
   Localised slides in Hindi (by ISOC-Delhi in Dec 2014)
   Localised slides in Bangla (by ISOC-Bangladesh in Feb 2015) [Work in Progress]

2. [Contribution from other community partners]
   Localised slides in Korean (by KISA in May 2014)
   Localised slides in Chinese (by CATR in Jan 2015)
   Localised slides in Bahasa Indonesia (by Indonesian Civil Society Organizations' Network for Internet Governance in Jan 2015)

(Updates to the working group is found here: https://community.icann.org/display/APRALO/Working+Group+++Hub+Pilot+Framework++Language+Localization+Initiative)
With the help of our ALSes, ICANN materials have been localised in:

- Hindi (ISOC-Delhi)
- Bangla (ISOC-Bangladesh) [WIP]

Slides in the Language Localization toolkit include:

- Introduction to ICANN
- Universal Acceptance
- IDN
- WHOIS
- new gTLD

ISOC-Bangladesh has also conducted an outreach event to the local community using some of the translated slides.
Apart from the effort of our ALSes, the Language Localization toolkit has also been entirely translated into Chinese, Korean and Bahasa Indonesia.

[Top] Providing background to **WHOIS** in Chinese language

[Middle] Explaining **Universal Acceptance** in Indonesian language

[Bottom] Introducing **IDNs and variants** in Korean language
Focus Area 3
Supporting APAC outreach to raise awareness & increase stakeholder participation

- **Proposed Actions:**
  - i) Reaching out to underserved region through collaboration on CROPP.
  - ii) Conduct outreach on APRALO during ICANN APAC regional outreach activities (such as APrIGF, APRICOT etc)

**Updates: Working principles for CROPP (for discussion)**

- An important means for outreach for ICANN (current topics etc) and APRALO (ALS recruitment etc).
- Complements ICANN staff outreach; helps reach out to more diverse set of audience, including underserved regions/community
- Target a balance of established conferences (A) and greenfield conferences (B).
- Good coordination and division of labor to prevent duplication of efforts

(A) **Established conferences** - Key events which ICANN will attend. Target audience is familiar with ICANN, or whom ICANN is in touch with.
(B) **Less established “greenfield’ conferences or those with slightly different focus** - ICANN may not have the resources to attend. Involves a new set of audience, and/or may be held in less well-served areas.
A draft presentation deck on At-Large and APRALO, based on ISOC-JP’s presentation, is proposed for use for APRALO members’ outreach efforts.

Contents:

- Explains structure of ICANN At-Large, ALAC, APRALO and ALSes
- Encourages active participation
- Highlights mode of getting in touch
- Ready for localization into local languages
Updates on Capacity Building

Focus Area 2
Leveraging APAC for Capacity & Capability Building

• **Proposed Actions:**
  i) APRALO and ICANN to work on At-Large End User presentation customised for APAC.
  ii) APRALO and ICANN to participate in joint capacity building workshop and/or webinars (for end users/ALSes)

**Capacity Building Webinar for APRALO members (For discussion)**

Goal: Planning and hosting of regional webinar series, to address capacity building needs of APRALO members

Target Audience: APRALO members, newcomers and fellows in APAC region
APRALO Pilot Capacity Building Webinar Series

**Tracks & Topics**
2 Tracks: 1) Introductory, 2) Capacity Building
Topics: APRALO members propose the topics, use survey to select the top choices

**Frequency & Time**
Frequency: Once per month
Starting time: 03:00 UTC (recommended by APAC Staff)

**Speakers**
APRALO leaders to collaborate with ICANN Staff and identify potential speakers, especially subject matter experts from the APAC region

**Interactive Format**
Incorporate pop quiz to break the program into digestible parts, retain audience’s attention, and enhance interactions

**ICANN Learn Follow-Up**
Create ICANN Learn Online courses to enable the continuation of learning by incorporating advanced materials; speakers to work with relevant ICANN Staff

**Promotion**
Use the communications channels of APRALO, At-Large, and ICANN APAC Hub and social media channels
Going Forward

ICANN 50 (Jun)
Preparation and consultation for pilot framework

ICANN 51 (Oct)
Identification of Focus Areas (1,2,3) and corresponding actions

ICANN 52 (Feb)
Update on implementation and discussion on focus area 2

Beyond ICANN 52
Implementation and Progress Update

Nov – Jan 2015
Formation of WG and implementation of actions

July – Sep
Call for input on common focus areas

Reach out to us if you like to contribute ideas or help with implementation of the Focus Area actions!