

# GGP Applicant Support

Update to APRALO, 1 Feb 2023



## **AGENDA: Overview of the status of the GGP**

1. Recap of the purpose of the GGP ASP
2. What was the SubPro ODP and the ODA?
3. Report to CPWG – 25 Jan
  - a. Pro Bono services
  - b. Financial support
  - c. Outreach timeframe
4. Report to the CPWG – 1 Feb
  - a. New feedback framework
  - b. Update of feedback inserts

# Recap – GGP / ASP ; ODP / ODA

## What is the GGP?

1. A **GGP** is a **GNSO GUIDANCE PROCESS** specifically designed to develop a set of guidelines
2. **GNSO Guidance Process (GGP) for the Applicant Support Program (ASP)** involves representatives from across ICANN who have been tasked to develop the set of guidelines to support applicants who are planning to apply for a new gTLD before and during the next New gTLD round.
3. Maureen Hilyard is the **ALAC GGP member** and Sarah Kiden is the ALAC GGP Alternate. They both provide inputs.
4. A **GGP cannot change any policy decisions** made in the SubPro Final Report recommendations and guidance.

## What are ODP and ODA?

**ODP is the Operational Design Phase.** After the SubPro Final Report was published, the Board asked Org staff to analyse the SubPro recommendations and to provide further information to guide the Board in its deliberations about whether to approve the recommendations or not.

**ODA is the Operational Design Assessment** which was the operational analysis by Org staff about the set of GNSO policy recommendations.

The **ICANN community** can comment on a complete OPD.

An **ODA cannot change any policy decisions** made in the SubPro Final Report (this can only be done by the Board after their consideration of the ODA)



# ODA update on Applicant Support – 2 – Aaron Hickmann

Followed up on questions asked during his last session with the group

## ASP: ICANN org Analysis

- **Rec 17.2** calls for ICANN org to expand "the scope of financial support provided to [...] beneficiaries beyond the application fee to also cover costs such as application writing fees and attorney fees related to the application process."
  - As noted in the [Board's comments on the Draft Final Report](#), **expanding financial support to cover fees that ICANN org does not charge does not seem feasible or appropriate** to implement.
  - "In considering other ways to follow the intent of Recommendation 17.2 and expand the scope of financial support, [in the ODA] ICANN org suggests that this may be accomplished through a **reduction in other ICANN fees**."
- In the ODA, ICANN org suggests to:
  - Work collaboratively with a sub-committee of the IRT focused on ASP to **explore ways to follow the intent of expanding the scope of ASP** (Rec 17.2), taking into account research on other "globally recognized procedures" (IG 17.7)
  - Recognizing the GGP efforts will not conclude in time to be included in the ODA, ICANN org's analysis and proposed design of the ASP is based upon:
    - the SubPro Final Report Outputs,
    - the GNSO Council's responses to policy questions, and
    - ICANN org's assumptions related to the Outputs.

- **Rec 17.2: expand the scope of financial support beyond application fees... cover such costs as application writing fees and attorney fees related to the application process**
- Board noted that application writing and attorney fees are not charged by ICANN therefore may not be not appropriate to implement.
- ODA suggests that in keeping with the intent of expanding the scope of ASP - a reduction in other ICANN fees (e.g annual fees) for a few years to smooth the way towards viability for some applicants as future registrars
- Org to work with IRT to explore ways to follow the spirit of the recommendation with more research into what is best practice in other organisations offering similar approaches (Rec17.2)
- There is a need to track that usage and utilisation as helpful data to contribute towards assessing measures of success in the area of financial support.

# ODA update on Applicant Support – 3 – Aaron Hickmann

Followed up on questions asked during his last session with the group

## Summary of ICANN org analysis

---

- The Applicant Support Program application submission period (for support requests only, not collecting gTLD application information) **should be opened 18 months prior** to the opening of the new gTLD round in order to:
  - provide more time for applicants to develop applications and work with pro bono providers.
  - if an applicant does not qualify for support, notify them before the application system opens gives them time to request alternative support from potential funders.
  - give org time to judge how many applicants are requesting support.
  - give the org time to conclude its funding plan (i.e., demonstrating higher demand may yield additional funding).
- It is still worth noting that a reduced application fee may be a significant amount of money for some applicants.

# GGP APPLICANT SUPPORT TASKS 3-5 FRAMEWORK-1

	METRICS	OTHER CRITERIA
A	<b>Awareness &amp; Education</b>	Priority
	number of outreach events and follow up communications with potential applicants	
	level of awareness about the New gTLD Program/Applicant Support Program	How to collect?
	number of enquiries about the program/level of interest expressed/number that considered applying	
	number of applicants	Measurement
	first-time applicants versus repeat applicants	Techniques
	applicants submitting a single application versus portfolio applicants	
	applications based on pre-existing trademarks	Who collects the
	diversity and distribution of the applicant pool: geographic diversity, languages, scripts	Data?
B	<b>Other Elements of Program Implementation</b>	
	number of ICANN staff members and contractors supporting the Applicant Support Program	Is this an indicator
	number of service providers offering pro-bono assistance and value of assistance offered/provided	Of success?
	number of applicants accessing/using pro-bono assistance	
	number of approved applicants for financial assistance	What represents
	number of applicants who received bid credits, multiplier, other and were successful in auction	Success? <sup>5/7</sup>

# GGP Tasks 3-5 Indicators of Success by Applicant Support Lifecycle Elements



1. Outreach/Awareness
2. “Business case” aka applicant understanding and determining need/opportunity & developing application
  - ICANN Org set up of Applicant Support Program for success (operationally speaking)
4. Application submission and evaluation
5. Contracting / delegation
6. Ongoing operations of the gTLD