

APRALO General Assembly 2023

Session Wise Proceedings



Introduction

The APRALO General Assembly convened on 12 and 13 September, 2023, in Istanbul, Turkiye. During this gathering, delegates from the Asia, Australasia, and Pacific Islands At-Large Structures (ALSes) as well as individual members of APRALO came together to collaboratively formulate strategic plans for advancing the At-Large community in the three key domains of focus.

- Policy advice development
- Outreach and engagement
- Operational issues.

The APRALO General Assembly consisted of 12 sessions, with 46 in-person attendees and an additional 22 participating remotely. Over the course of these two days, participants engaged in a dynamic blend of activities, including networking, collaboration, interactive discussions, feedback sessions, and various meetings.

Section 1: Welcome and Introduction to the General Assembly

Moderated by Amrita Choudhury, APRALO Chair

The APRALO chair Amrita Choudhury welcomed the delegates, ALSes and individual members to the two days of general assembly meeting and provided a brief overview on what to expect in the two days of general assembly meeting.

Section 2 : Interaction with the ICANN Board

Moderated by Maureen Hilyard, ALAC Member

The ICANN Board was represented at the APRALO General Assembly by the presence of three Board members who have maintained a long-standing relationship with APRALO, especially during four years of ALAC leadership from the region. The Board members were the At-Large representative on the Board, León Sánchez, newly appointed Asian Board member, Edmon Chung and the former ICANN Board Chair, Maarten Botterman.

The Board members gave their perspectives on some of the Board's latest developments, as well as some insights into the Board's strategic directions. These topics encouraged more questions from APRALO, to further their understanding of the role of the Board within ICANN.

The session provided a valuable opportunity for worthwhile discussions about topical issues, between the APRALO community members and the ICANN Board.

Section 3 : Summary of Key Policy and Policy Advice Issues for APRALO

Moderated by Justine Chew, ALAC Liaison to the GNSO and incoming ALAC Member

In this session the members continued engaging with the 3 ICANN Board Members present - León Sánchez, Edmon Chung and Maarten Botterman - paying particular attention to several issues of importance to both the ICANN Board and APRALO. Key takeaways from this session included:

- 1) a recognition of the need for stronger communication channels between the Board and APRALO Members which promotes increased transparency and better relaying of important information / input between the Board-ICANN org-RALOs;
- 2) ICANN Board recognizing the need for Org to be inclusive and less US-centric for eg. meeting APRALO's resource needs and addressing AP time zone challenges for ICANN Zoom calls;
- 3) the encouragement for APRALO to fully utilize the ALAC as an advisory committee to the ICANN Board and especially to address issues under ICANN's Mission and Bylaws and have them recorded / monitored through the Board's Advice tracking register;
- 4) a recognition that while ALAC Advice might be the strongest channel to relay end-user input, APRALO is encouraged to also provide regionally-nuanced input to the Board so as to preserve diversity which is also an important hallmark of a community such APRALO;
- 5) that APRALO ALSes have a strategic role in socializing the Next Round Communications Plan to promote uptake of Internationalized Domain Names (IDNs), and especially to address country-specific gaps; and
- 6) end-users have a critical role in monitoring and reporting incidents of DNS Abuse and should work with other parts of the ICANN Community to maintain the fight against DNS Abuse.

Section 4: Interaction with the Global Stakeholder Engagement (GSE) APAC and Middle East Teams

Moderated by Satish Babu, ALAC Member

Global Stakeholder Engagement (GSE) is responsible for leading engagement and outreach with stakeholders on ICANN and its Mission around the world. The team provides a point of contact in the regions for the ICANN Organization and the ICANN Community, raising awareness, providing outreach and understanding of ICANN's role and remit, driving participation in ICANN policy development and technical activities.

The APRALO community explores the functions of GSE (Global Stakeholder Engagement) and its collaborative efforts with APRALO. Gain insights into the working relationship between GSE and APRALO, and familiarize with the team members comprising GSE.

Section 5: At-Large Loop and Campaign Book

Moderated by Jonathan Zuck

The primary objective of the talk was the crucial part that RALOs play in the community's overall activities. During the session, strategies to maximize enjoyment, fulfillment, and participation in advocacy-related processes were explored, along with the development of efficient systems to involve participants.

An interactive exercise called the At-Large Loop tests out different strategies to see what works and what needs to be improved. The conversation about the Campaign Playbook, which was intended to serve as a comprehensive manual detailing the community's actions, was one of the highlights. The significance of End User Interest was discussed, along with the procedures for locating and elevating these issues to different higher authorities. The identification process entails gaining consensus, demonstrating empathy for end users, and gathering input from local and community sources.

The creation of a Consolidated Policy Work Group under At-Large, which includes regional organizations like AFRALO, APRALO, EURALO, LACRALO, and NARALO, was another topic of discussion during the meeting. This structure makes it easier to gather end-user feedback and then advocate for it on the ICANN board, which amplifies it. The conversation also touched on Universal Acceptance Day, emphasizing projects like the Event Box and the importance of resolving issues on the Internet.

The Campaign Playbook also underlined the necessity of formalizing document development procedures, implementing strategic models like email campaigns and the UA Day model for long-term engagements, and investing in infrastructure and incentive development. There was a clear differentiation made between outreach and engagement, with the former emphasizing recruitment and the latter on mobilization.

Section 6 : Introduction to the APRALO Rules of Procedures (ROP)

Moderated by: Cheryl Langdon

This session was to update the audience on the review and necessary revision of the 2014 edition of the APRALO Rules of Procedure.

The summary of this session was

- Modification of Expectations: Minor modifications to the original set of expectations for at-large structures were mentioned, which include
 - ALSes to report back to the ALAC

- Redistribute or support to distribute targeted ICANN Updates
- Have a web presence, and of course refer ICANN and At-Large on all internet presence
- To evaluate contributions on specific issues
- To have 2-4 ALS representatives (office bearers)
- To know the members of respective ALSes (to better engage members to contribute to the ALS and the Internet ecosystem)
- To participate significantly in IG
- and also utilize Voting rights by casting votes and get voices heard
- Proposed amendments to Membership
 - Concept of Individual Member
- An amendment to the concept of Individual members was proposed

- Election Process
 - The process of electioneering would be well-defined by allotting voting rights to
 - Member in good standing
 - Voting by nominated representatives
 - And candidature to be on Nominations
- A working group to review the RoP will be created and entrusted with through review of the RoP
- RoP document may be collaborated by members in the RoP-WG

Section 7: Views of Day 1

Speaker: ARIS IGNACIO, Vice Chair APRALO

Aris, Vice-Chair of APRALO summarized day 1 events as

1. Amrita and Heidi engaged the board in conversation, allowing participants to express their opinions on a range of topics.
2. Justine discussed important policy issues, some of which might be contentious, highlighting how crucial it is to comprehend and participate in these discussions.
3. Aris mentioned that the session with Cheryl and Justine was interesting and lively. The scheduled activities are meant to be actively participated in by participants, with the understanding that meaningful outcomes require participation and teamwork.

Day 2

Section 8: APRALO General Assembly Plenary

Lead by Amrita Choudhury

The APRALO General Assembly was called to order on the 13th of September, 2023. At the AGM, it was resolved to adopt the Rules of Procedure with suggested amendments and to continue working collaboratively on amending the parts in the RoP which still had ambiguity. Demonstrations on how to make suggestions on the RoP were made. With the 2023 edits, the RoP is expected to be submitted for ICANN verification and approval by the end of the year. Volunteers for the next APRALO monthly call were selected as Sabarinath Pillai, Adarsh B U and Bibek, who would summarize the entire proceedings of the APRALO annual GA and AGM to a wider audience.

Section 9: Discussion on the New gTLD Round & Opportunities

Moderated by Cheryl Langdon-Orr and Justine Chew

The Discussion on the new gTLD round and opportunities was moderated by Cheryl Langdon-Orr and Justine Chew, featuring GA participants divided into three groups. Each group was tasked with providing feedback on three critical questions, offering insights into communication tools and strategies that APRALO should adopt.

- The first question was about effective communication modalities for ICANN's upcoming Next Round for New gTLDs, unique opportunities for regional communities of interest and business, and getting solicit feedback from local communities and internet end-users on ICANN's new gTLD.
- The second question, participants were tasked with proposing three to five essential, possibly unique, messages for APAC-focused outreach efforts. Emphasizing the tangible benefits and opportunities for local businesses in participating in the new gTLD round.
- The third question, participants proposed three to five important areas of interest for APAC-focused community engagement efforts for local community, sub regional and APAC wide.

This collaborative effort resulted in a comprehensive roadmap for APRALO, outlining effective communication, outreach, and community engagement strategies tailored to the unique dynamics of the Asia-Pacific region for the upcoming new gTLD round.

Section 10: Capacity Building on Effectiveness related to the Campaign

Lead by Aris Ignacio and Jonathan Zuck

In the capacity-building session focused on effectiveness related to outreach and engagement campaigns, participants were organized into three groups and introduced to a fishbowl session where the speaker had to sit in the fishbowl in order to contribute to the

discussion. The discussion aimed to generate suggestions on the most effective facilitation for regional, sub-regional, national, or community of interest-focused outreach campaigns. The focus was not on the outcomes but on understanding what resources would be required to achieve effectiveness in these various contexts. The participants' discussion explored key considerations for resourcing in regional efforts, sub-regional activities, and national/local programs, as well as those specific to communities of interest. The session gathered feedback from the participants touching on the diverse requirements and strategies for optimizing outreach and engagement campaigns across different scales and scopes.

Section 11: Outreach & Engagement Planning

Lead by Jia Rong Low and Amrita Choudhury

In the Outreach and Engagement Planning session moderated by Jia Rong Low and Amrita Choudhury, the discussion covered several key areas. Jia Rong Low, Managing Director, ICANN APAC Office provided insights into ICANN's Strategic Plan and Regional Plans for the years 2021-2025. Following this, Amrita Choudhury, Chair of APRALO led a review of the draft APRALO FY24 Outreach and Engagement Plan. The session then transitioned into sub-regional breakout discussions, where participants delved into various aspects, including ICANN's 5-year strategic plan, vision, mission, and strategic objectives, as well as the APAC Regional plan for the fiscal years 2021-2025. The discussions further aimed to solidify activities and targeted outcomes under the Outreach and Engagement plan for FY24. Another significant focus was on exploring collaboration opportunities between ICANN's Global Stakeholder Engagement (GSE) and regional teams to support APRALO. The session concluded with each breakout group sharing their insights and perspectives in the wrap-up, providing a comprehensive overview of the key topics discussed without delving into specific outcomes.

Based on the inputs the Outreach and Engagement plan for FY24 was modified and finalised.

Section 12: Key Takeaways & Final Comments

Speaker: Gunela Astbrink, Vice Chair APRALO

In the concluding segment, "Key Takeaways & Final Comments," participants had the opportunity to share their experiences and reflections. This segment aimed to leverage the valuable insights gained during the session and explore ways to carry forward the learnings. Participants highlighted key takeaways, emphasizing the importance of collaboration,

strategic planning, and effective outreach in the context of APRALO and ICANN's broader goals. The session concluded with a heartfelt vote of thanks extended to the APRALO leadership, the ICANN organizational team, and the technical support personnel, acknowledging their roles in facilitating a productive and insightful session. This closing gesture expressed gratitude for the collaborative effort and support that contributed to the success of the session.

Annexure

	Session	Drafted by
1	Welcome and Introduction to the General Assembly	
2	Interaction with the ICANN Board (09:30-10:30)	Adarsh BU
3	Summary of Key Policy and Policy Advice Issues for APRALO	Adarsh BU
4	Interaction with the Global Stakeholder Engagement (GSE) APAC and Middle East Teams	Adarsh BU
5	At-Large Loop and Campaign Book	Sabarinath Pillai
6	Introduction to the APRALO Rules of Procedures (ROP)	Sabarinath Pillai
7	Views of Day 1	Sabarinath Pillai
8	APRALO General Assembly Plenary	Sabarinath Pillai
9	Discussion on the New gTLD Round & Opportunities	Bibek Silwal
10	Capacity Building on Effectiveness related to the Campaign	Bibek Silwal

11	Outreach & Engagement Planning	Bibek Silwal
12	Key Takeaways & Final Comments	Bibek Silwal