

# AFRALO FY24 OUTREACH & ENGAGEMENT STRATEGY

## ACRONYMS

ICANN - Internet Corporation for Assigned Names and Numbers

AFRALO - Africa At-large Organization

ALS - At-Large Structure

UA - Universal Acceptance

ALAC - At-Large Advisory Committee

RALO - Regional At-Large Organization

GSE - Global Stakeholder Engagement

## FOREWORD

In FY23 there has been an increase in the number of individual members with a total of 4 new members and there was a 4% increase in the number of ALSes. AFRALO plans to extend the FY23 efforts by increasing the participation of both its ALS and individual members within ICANN processes by 10% in the financial year 2024. The AFRALO General Assembly meeting enables the ALSes to physically/ virtually meet and realise their role. AFRALO therefore, takes this opportunity to increase the member participation in ALAC and ICANN policy development processes through this outreach and engagement strategy.

## Objective of the Strategy

The African Regional At-Large Organization (AFRALO) FY24 Outreach and Engagement Strategy seeks to build on the gains of the FY23 and lessons learned during this period to ensure that AFRALO carries its mandate to champion the ICANN global agenda and mission through the regional strategy ([ICANN Africa Regional Plan 2021 - 2025](#)) as a blueprint for its outreach and engagement initiatives. The FY24 draws inspiration and feedback from the Regional At-Large Organization (RALO) General Assembly held in July 2023.

## Mission

To improve the active participation of AFRALO members in ALAC and ICANN policy development processes and other ICANN activities. To seek to engage with existing AFRALO Individual Members, At-Large Structure (ALS) representatives and their members and reach out to new potential individuals and ALSes.

## **Vision**

To be the regional voice of Internet end users contributing to the development of Internet Technical Identifiers especially Names and Numbers within ICANN

## **GUIDING PRINCIPLES FOR THE FY24 O&E STRATEGY**

The AFRALO FY24 Outreach and Engagement Strategy builds upon the successful working relationships established with key stakeholders in the region. It is guided by the following principles derived from the ICANN Africa regional strategy, ensuring effective outreach and engagement within the region:

- **Aims and Objectives**
- **Key Activities**
- **Alignment of CROP/RALO discretionary funds**
- **Communication Strategy**
- **Monitoring & Evaluation**

## **Aims and Objectives**

Based on the review of the Africa ICANN strategy FY21-FY25 and in alignment with AFRALO's mission and vision, the organisation aims to achieve the following objectives during FY24

1. Promote DNSSEC and cybersecurity skills among AFRALO members and within the region.
2. Foster Africa's end-users leadership and active participation in ICANN activities.
3. Encourage greater engagement of AFRALO members through in-reach activities at the regional and country levels.
4. Advocate for universal acceptance efforts to ensure Internet accessibility in local languages.

5. Support At-Large campaigning initiatives such as the At-large Loop
6. Raise awareness about the next gTLD application round

## **Key Activities**

AFRALO has identified several key activities to achieve its aims and objectives in FY24

- Increase the number of actively engaged AFRALO members in At-Large activities, including ALAC and ICANN policy advice, through capacity-building and mentorship programs. Aim to recruit and nurture at least 10 new active members. **Obj 2, 3**
- Encourage greater participation of AFRALO members through in-reach activities at the regional and country levels.
- Conduct a member revalidation program to strengthen communication and engagement with existing members.
- Collaborate with the Global Stakeholder Engagement (GSE) team to identify and participate in key events across the region, especially in countries without At-Large Structures (ALSes), to expand outreach efforts.
- Make presentations on ICANN topics to highlight effective African participation in ICANN policy discussions, targeting African internet organizations, non-affiliated individuals, universities, and digital rights organizations. Obj 1
- Promote AFRALO success stories through the AFRALO periodic newsletter series, wiki and social media channels. **Obj 1,2,3,4**

## **KEY EVENTS AFRALO PLAN TO PARTICIPATE/ ORGANISE**

<b>#</b>	<b>Events</b>	<b>Proposed Date</b>
1	West Africa IGF	TBC
2	Africa Internet Summit	TBC
3	Africa IGF	September 2023
4	Southern Africa IGF	TBC
5	North Africa IGF	TBC
6	East Africa IGF	TBC
7	Forum on Internet Freedom in Africa (FIFA)	TBC
8	AFRALO capacity building webinar series	Every Quarter

## **CROP FUNDS ALIGNMENT**

The table below outlines how the CROP discretion funds can be channelled through some of the earmarked activities in the region.

<b>#</b>	<b>Activity</b>	<b>Needs RALO Discretionary Funding</b>
1	West Africa IGF	No

2	Africa Internet Summit	Yes
3	Africa IGF	Yes
4	ICANN80	Yes
5	Africa DNS Forum	Yes
6	Southern Africa IGF	No
7	North Africa IGF	No
8	East Africa IGF	No
9	Forum on Internet Freedom in Africa (FIFA)	No
10	AFRALO capacity building webinar series	N/A

**Communication Strategy**

The implementation of the AFRALO FY24 O&E Strategy will require an effective communication strategy tailored to the targeted audience in their respective communities. The following strategic approaches have been identified:

<b>Strategic Approach</b>	<b>Description</b>	<b>Available Resource</b>	Rank
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Use Social Media	Leverage regional social media platforms to reach a wider audience and attract potential members. Collaborate with the regional Social Media Lead to maximize the strategy's impact	Regional Social Media Lead	5
Use Flyers, and posters	Produce and distribute flyers and other print materials during ALS and regional activities to raise awareness and promote engagement.	Allocate part of the CROP/RALO discretionary funds for this purpose	4
Word of mouth	Harness the advocacy power of ALS members and individual members to amplify outreach efforts	Members of the ALSes and individual members	4
Webinar series	Conduct regular webinars to onboard new individual members, utilizing the ICANN Zoom account. These webinars will serve as educational platforms for increasing awareness and engagement.	ICANN Zoom account	4

**Monitoring and Evaluation**

To track the achievement of the strategy's objectives, a monitoring and evaluation matrix table will be employed. The table will enable AFRALO to monitor progress and evaluate the impact of various activities. Key indicators and outcomes include:

Key Indicator	Activity	Outcome
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Grow the number of AFRALO individual members by 10%	Regional key activities	Increased AFRALO visibility and individual membership.
Grow the number of ALSes	Regional and Continental activities	Increased AFRALO visibility and the establishment of new ALSes.
Increase Participation in ICANN Policy development by 10%	Through the targeted regional activities, promote ICANN Africa strategy	Increased number of interested individuals participating in ICANN and ALAC policy development
Strong participation in Universal Acceptance principles	Regional activities and UA project	More UA course graduates, UA events and projects.
Participation in At-large campaigning initiatives	Regional activities	Supporting initiatives such as the At-large loop