

**ICANN | GNSO**

Generic Names Supporting Organization

**GNSO Guidance Process (GGP) for  
Applicant Support  
Guidance Recommendation Final Report**

# Basic Format

## 1. Life cycle element – TOPIC

## 2. Guidance recommendation

*Basic recommendation – close to what was in the SubPro*

## 3. Implementation Guidance

*Additional information that the GGP considered as important guidance during the implementation process*

## 4. Indicators of Success

*Suggested quantitative and qualitative indicators*

## 5. Data/Metrics to Measure Success

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## 6. Rationale for the Final Guidance recommendation

## 7. Public Comment Review

### LIFE CYCLE ELEMENTS:

#### 1. COMMUNICATIONS And OUTREACH/AWARENESS

**Guidance Recommendation 1:** Increase awareness of the Applicant Support Program of the next round of gTLD applications among those who may need and could qualify for support.

**Implementation Guidance:** Target potential applicants from the not-for-profit sector, social enterprises and/or community organizations from under-served and developing regions and countries. This should not exclude any entities from outreach efforts, such as private sector entities from underserved and developing regions and countries, recognizing the goal is to get as many qualifying applicants as possible.

#### **Indicators of Success:**

*Quantitative:* Conversion rates proportionate with industry standards for online campaigns and in-person events, with specific metrics and pre-agreed to be determined in consultation with ICANN org Communications and applicable contractor(s).

*Qualitative:* Survey results about quality and clarity of information that are proportionate with industry standards, with specific metrics to be determined and pre-agreed in consultation with ICANN org Communications and applicable contractor(s).

**Data/Metrics to Measure Success:** Click-throughs, inquiries, registrations to get more information, etc.

## 2. "BUSINESS CASE" ALSO KNOWN AS APPLICANT UNDERSTANDING AND DETERMINING NEED/OPPORTUNITY AND DEVELOPING APPLICATION

**Guidance Recommendation 2:** That the Applicant Support Program has cultivated pro bono services as well as ICANN-provided information and services to be available for supported applicants to inform their gTLD applications; that ICANN will communicate the availability of pro bono services and the parameters in which they are offered to potential supported applicants; and that supported applicants report that they found the information and services offered by pro bono providers to be useful.

## 3. ICANN ORG SET UP OF APPLICANT SUPPORT PROGRAM FOR SUCCESS (IN OPERATIONAL TERMS)

**Guidance Recommendation 3:** That the Applicant Support Program has the necessary resources to achieve its goals based on the GGP Guidance Recommendation Report.

### **Indicators of Success:**

*Qualitative:* Survey results from event attendees, potential Applicant Support Program applicants, and actual Applicant Support Program applicants indicate a high degree of understanding about the Applicant Support Program and the gTLD Program application requirements.

## 4. APPLICATION SUBMISSION AND EVALUATION



**Guidance Recommendation 4:** Make application materials and the application process timely and accessible to diverse potential applicants, with the aim of facilitating successful applications in the Applicant Support Program among those who may need and could qualify for support.

**Indicators of Success:**

ICANN Learn module/survey results show that a majority of applicants had a strong understanding of the application requirements and evaluation process.

## 5. CONTRACTING/DELEGATION

**Guidance Recommendation 5:** Of all successfully delegated gTLD applications, the goal is that a certain percentage of them should be from supported applicants.

**Indicators of Success:**

No fewer than 10, or 0.5 percent (.005), of all successfully delegated gTLD applications were from supported applicants. This should be considered a floor, not a ceiling, and ICANN should strive to exceed this minimum.

## 6. ONGOING OPERATIONS OF THE GTLD

**Guidance Recommendation 6:** ICANN org to investigate the extent to which supported applicants that were awarded a gTLD are still in business as a registry operator after three years.

### **Implementation Guidance:**

1. If supported applicants that were awarded a gTLD are not still in business as a registry operator after three years, ICANN org should investigate barriers/challenges that failed registry operators experienced to help inform future aspects of Applicant Support Program and/or other capacity development new registry program.
2. Following completion of a new gTLD round, ICANN org should collect data on the number of supported applications that resulted in a delegated TLD by region, and those that did not; track operations of those delegated TLDs for three years; and conduct of survey of the successful and unsuccessful supported applicants to determine which elements of the program they found useful or not.

### **Indicators of Success:**

Number of supported applications that result in a delegated TLD and track operations over a designated time period, for example three years.

## INTERDEPENDENCIES OF RECOMMENDATIONS 7, 8, AND 9

**Guidance Recommendation 7:** In the scenario that *there is inadequate funding for all qualified applicants in the Applicant Support Program*, the recommended methodology for allocating financial support should be for ICANN org to allocate limited funding by way of fee reduction equally across all qualified applicants, while not hindering the efficiency of the process. In this context the working group agreed to assume, for the sake of equity, that one application equaled one string. This recommendation is made in the context of no additional funding being made available. However, the group recommends that ICANN org give high priority to and make every effort to provide additional funding so that all successful applicants are supported.

**Guidance Recommendation 8:** To mitigate the risk that *the allocation of support under the Applicant Support Program could be diluted to the point of being unhelpful*, ICANN org should designate a minimum level of support each qualified applicant must receive, and develop a plan if funding drops below that level.

**Guidance Recommendation 9:** ICANN org should develop a flexible, predictable, and responsive Applicant Support Program to *communicate the results of evaluation process and allow applicants to know their range of support allocations as early as possible in a transparent manner*.

# QUICK QUESTIONS!

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