



FY13- COMMUNITY REQUEST FORM

All questions and completed forms should be submitted to controller@icann.org
Please remember that the deadline for FY13 Budget Framework consideration is
December 22nd 2011

REQUEST INFORMATION

Title of Proposed Activity

EURALO General Assembly during the the
June 2013 EuroDIG meeting.

Community Requestor Name

Chair

EURALO

Wolf Ludwig

ICANN Staff Community Liaison

Heidi Ulrich

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

EURALO is requesting funding to hold its 6th General Assembly and take part in outreach activities during the June 2013 (date TBC) EuroDIG meeting. The EuroDIG meeting provides unique opportunities for participation and engagement activities directly related to EURALO internet-related issues. At the same time, the EuroDIG event will offer excellent networking and outreach opportunities to expand the number of EURALO At-Large Structures (ALSes). As many EURALO members generally attend EuroDIG, it is a logical event at which to hold a EURALO General Assembly (as we did in the past).

A key motivation for this request is to develop a sustainable increase in participation and engagement among EURALO ALSes, including the number of ALSes that have recently joined EURALO. It is expected that a General Assembly will result in a notable increase in engagement and commitment from EURALO ALS representatives including their taking progressive steps to leadership roles within EURALO and At-Large. The activity being requested includes an overdue F2F General Assembly for EURALO. The General Assembly will consist of a meeting in which EURALO ALS representatives will discuss critical process and policy issues as related to their activities within At-Large. This includes the development of a strategy for the next 12 months of activities.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

This activity will involve participation and engagement as well as outreach. Regarding participation and engagement of existing EURALO ALSes, holding a face-to-face General Assembly will allow EURALO ALSes to come together, be educated on the current policies begin discussed within ICANN, develop an annual strategic plan, and encourage a sense of community building that will serve to re-engage many of the ALS representatives within EURALO. We will be organizing a two hour General Assembly on the side-lines of the EuroDIG Meeting. The remaining time will be spent participating in the EuroDIG series of sessions and carrying out networking and outreach activities with the goal of increasing the number of EURALO ALSes by at least 5 applications.

The total amount that we are requesting is \$22,000. We expect that this will cover the travel of approximately 20 ALS representatives, two nights' accommodation and the cost of a meeting room. We would like to be allocated this amount in a lump sum so as to make it stretch as far as we can. If possible, we would like to be given responsibility for organizing the flights and accommodation with our

participating members . We will inform the EURALO ALSes that travel and accommodation will be on a 'budget' including taking lowest cost European airlines or trains (where appropriate) and staying in mid-class accommodation.

3. *Proposed Timeline/Schedule:* e.g. one time activity, recurring activity

This is a one-time activity taking place concurrently with the 2013 EuroDIG meeting scheduled for June 2013 in Austria, the Czech Republic or the Netherlands (subsequent host country to be decided in summer 2012). Please note that EURALO expects to request funding for General Assemblies in the future.

REQUEST OBJECTIVES

1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?

This event supports the "outreach" and "in-reach" activities of EURALO.

2. *Demographics.* What audience(s), in which geographies, does your request target?

The target audience will be EURALO ALS representatives. 20 ALS will be invited to participate. The event will also attract the participation of other relevant European organizations, which will be an excellent opportunity for recruitment of potential ALSes.

3. *Deliverables.* What are the desired outcomes of your proposed activity?

The goal is to have at least 5 potential ALSes apply for membership in EURALO.

4. *Metrics.* What measurements will you use to determine whether your activity achieves its desired outcomes?

Each attending ALS rep will be required to attend EuroDIG, as well as the EURALO General Assembly. The following metrics will be used to gauge the success of the event

- 1) Number of new ALS joining EURALO.
- 2) Greater participation of ALS in monthly EURALO conference calls.
- 3) Greater participation in other national and regional IG-related events.
- 4) Greater engagement in ICANN's policy development activities, such as submission of public comments.
- 5) More active participation of ALS in discussion via the mailists.



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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
				40 hours ICANN Staff support to plan GA	40 Hrs.

Subject Matter Expert Support: none

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	

Technology Support: (telephone, Adobe Connect, web streaming, etc.) Already in place AC Room and Adigo bridge

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Meeting Room					\$ 1,000

Language Services Support: none

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	

Other:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Contingency				100 per person	\$ 2,000

Travel Support:

Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	
Hotel accommodation				2 nights 300 per person	\$6,000
Airline tickets				500 per person	\$10,000
Per diem				150 per person	\$3,000

Potential/planned Sponsorship Contribution:



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Item	Costs or Quantity per quarter				Total
	Jul'12 – Sep'12	Oct'12 – Dec'12	Jan'13 – Mar'13	Apr'13 – Jun'13	