



AFRALO OUTREACH & ENGAGEMENT STRATEGIC PLAN -FY25

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ACRONYMS

ICANN - Internet Corporation for Assigned Names and Numbers

AFRALO - Africa At-Large Regional Organization

ALS - At-Large Structure

UA - Universal Acceptance

ALAC - At-Large Advisory Committee

RALO - Regional At-Large Organization

GSE - Global Stakeholder Engagement

CROP - Community Regional Outreach Program

FOREWORD

During FY24 the African Regional At-Large Organization (AFRALO) increased the number of individual members with a total of 4 new members and there was a 4% increase in the number of At-Large Structures (ALSes). AFRALO plans to extend their FY25 efforts by increasing the participation of both its ALSes and individual members within ICANN processes by 10%. The AFRALO General Assembly in July 2023 enabled the ALSes to physically/virtually meet and realize their role. AFRALO will focus on increasing membership numbers as well as increasing member participation in ALAC and ICANN policy development processes and activities through this outreach and engagement strategy.

Objective of the Strategy

The AFRALO FY25 Outreach and Engagement Strategy seeks to build on the gains made during FY24 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 AFRALO FY25 Outreach and Engagement Strategy draws inspiration and feedback from the AFRALO roundtable sessions and AfrICANN statement during the ICANN80 policy forum.

Mission

To improve the active participation of AFRALO members in At-Large and ICANN policy development processes and other ICANN activities in support of African end users. To seek to engage with existing AFRALO Individual Members, ALS representatives and their members and reach out to new potential individuals and ALSes as well as African Fellows and NextGen participants.

Vision

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

GUIDING PRINCIPLES FOR THE FY25 O&E STRATEGY

The AFRALO FY25 Outreach and Engagement Strategy aims to build upon the successful working relationships already 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 [ICANN Africa regional plan](#) FY21-FY25 and in alignment with AFRALO's mission and vision, the organization aims to achieve the following objectives during FY25

1. Foster Africa's end-users leadership and active participation in ICANN activities and that of the other stakeholders in the Internet eco-system
2. Encourage greater engagement of AFRALO members through in-reach activities at the regional and country levels.
3. Identify connectivity issues in Africa and highlight them to ICANN
4. Increase participation of NextGen and Fellows from Africa.
5. Support At-Large campaigning initiatives as outlined in the At-Large Campaign Playbook and the At-Large strategic plan for the Next Round.
6. Promote DNSSEC and cybersecurity skills among AFRALO members and within the region.
7. Raise awareness about the next gTLD application round.
8. Advocate for universal acceptance efforts to ensure Internet accessibility in local languages.

Key Activities

AFRALO has identified several key activities to achieve its aims and objectives in FY25

- **Capacity-building and Mentorship Programs:** to increase the number of actively engaged AFRALO members in At-Large activities, including ALAC and ICANN policy advice and activities. The aim is to recruit and develop at least 5 new active members. **Obj 1,2,**
- **Work with GSE and AFRALO members:** to set strategies and activities to encourage greater participation of AFRALO members in At-Large policy advice development and activities **through in-reach activities at the regional and country levels. Obj.2**
- **Metrics to measure AFRALO members' participation:** to encourage AFRALO members to identify themselves as AFRALO members when joining working group calls in order to facilitate measuring AFRALO members' participation and engagement, develop metrics to measure AFRALO member's participation. **Obj.1**
- **Engage NextGen and Fellows from Africa:** to increase the engagement of African NextGen and Fellows through webinars and setting up a group for junior leaders - AFRALO Emerging Leaders Committee **Obj. 3**
- **Develop and implement activities related to increasing knowledge on the Next Round of new gTLDs:** to work with At-Large and GSE to set and implement the activities. **Obj. 4**
- **Conduct a member revalidation program:** to strengthen communication and engagement with existing members. **Obj.1**
- **Continue and Expand outreach efforts. Particularly on topics such as DNSSEC, new gTLD program and UA of domain names and email addresses:** to collaborate with the Africa Global Stakeholder Engagement (GSE) team to identify and participate in key events across the region, especially in countries without At-Large Structures (ALSs), **Obj. 5,6,7,8**
- **Continue to actively participate in UA Day 2025:** to promote UA Day 2025 within AFRALO and encourage the development of UA Day proposals. **Obj.8**
- **Utilize, whenever possible, At-large campaign book:** to promote UA adoption across Africa, the new gTLD program, and DNSSEC. **Obj. 4,5,6,7,8**
- **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**
- **Conduct and analyze surveys to AFRALO Members:** to gather AFRALO end user's input and feedback. **Obj. 1,2,3,4,5,6,7,8**
- **Promote AFRALO success stories:** to promote and highlight AFRALO member success stories and achievements through the AFRALO periodic newsletter series, wiki and social media channels. **Obj 1,2,3,4**

**SOME KEY EVENTS AFRALO PLAN TO PARTICIPATE/
ORGANIZE**

#	Event	Date
1	African Peering and Interconnection Forum (AfPIF)	20 to 22 August 2024 Kinshasa (RDC)
2	Transform Africa Summit 2024 /Smart Africa	28-30 August 2024
3	Africa Internet Summit	10 - 13 September, 2024
4	East Africa IGF	11 - 12 September
5	Forum on Internet Freedom in Africa (FIFA)	25 - 27 September, 2024
6	North Africa IGF	28 - 31 October, 2024
7	Africa IGF	November 2024
8	2025 UA Day	March 2025
9	AFRALO capacity building webinar series	Every Quarter
10	ICANN81 Annual General Meeting	30 November, 2024
11	Southern Africa IGF	TBC

CROP FUNDS ALIGNMENT

The table below outlines some of how the CROP and discretionary funds can be channeled through some of the earmarked activities in the region.

#	Activity Needing CROP and RALO Discretionary Funding*
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1	Africa Internet Summit
2	Africa IGF
3	Africa DNS Forum
4	Southern Africa IGF
5	North Africa IGF
6	East Africa IGF
7	Forum on Internet Freedom in Africa (FIFA)
8	West Africa IGF
9	African Peering Interconnection Forum
10	Various School of Internet Governance Organised in Africa
11	Other Events AFRALO is invited too which aligns with the aims and Objective of ICANN

- AFRALO receives 3 CROP slots for regional travel each FY. RALO Discretionary Funding is intended for conference registration fees, catering costs, local travel, etc.

Communication Strategy

The implementation of the AFRALO FY25 Outreach and Engagement Strategy will require an effective communication strategy tailored to the targeted audience in their respective communities. The following strategic approaches have been identified:

Strategic Approach	Description	Availability

<p>Collaboration with ICANN Communications and GSE on Next Round materials</p>	<p>AFRALO to work with the ICANN communications team to establish approaches to advertise the new gTLD next round and the development of material necessary to promote the new gTLD program.</p>	<p>AFRALO outreach & engagement team and AFRALO leads along with GSE team and ICANN comm.</p>
<p>Utilize At-Large campaign play book and At-Large strategy to promote the next gTLD round And other topics of interest to the region</p>	<p>Implement developed strategy and use At-large campaign play book</p>	<p>AFRALO members and leads to promote the next gTLD round and other topics of interest to the region</p>
<p>Use Social Media</p>	<p>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</p>	<p>Regional Social Media Lead and team</p>
<p>Utilize the At-Large Regional Online Welcome Package and posters</p>	<p>Share link to the At-Large Regional Online Welcome Package at local and regional activities to raise awareness and promote engagement.</p>	<p>AFRALO leads and members</p>

Use AFRALO member networks	Harness the advocacy power of ALS members to amplify outreach efforts	Members of ALSs and Individual Members Discretionary funds for this purpose Allocate part of the CROP/RALO
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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
Grow the number of AFRALO individual members by 5%	<ul style="list-style-type: none"> ● Enhanced visibility and recognition ● Improving the RALO Sustainability and resilience ● Bringing diverse perspectives ● Enhanced advocacy and influence
Grow the number of ALSs by 5%	<ul style="list-style-type: none"> ● Increase in the number of regional and local activities ● Enhanced visibility and recognition ● Improving the RALO Sustainability and resilience ● Bringing diverse perspectives ● Enhanced advocacy and influence
Increase Participation in ICANN Policy development and activities by 5%	<ul style="list-style-type: none"> ● Greater participation of AFRALO members in ICANN activities and At-Large policy advice development and activities. ● Wider representation of African Internet end users at ICANN

<p>Increase the number of participants from Next Gen and Fellows from Africa in AFRALO and ICANN activities</p>	<ul style="list-style-type: none"> ● Fostering growth of future leaders from the region
<p>Number of Regional and Country specific activities developed in coordination with the Africa GSE team to encourage participation in At-Large and ICANN activities.</p>	<ul style="list-style-type: none"> ● Bringing more communities from Africa online.
<p>Increase Universal Acceptance (UA) activities by 10%</p>	<ul style="list-style-type: none"> ● Increase UA adoption in Africa, thus supporting an inclusive multilingual Internet in Africa. ● Supporting ICANN and the multi stakeholder initiatives
<p>Number of activities to develop DNSSEC and cybersecurity skills</p>	<ul style="list-style-type: none"> ● Supporting and promoting end users online security ● Supporting ICANN and the multi stakeholder initiatives and activities
<p>Number of new gTLD program related activities</p>	<ul style="list-style-type: none"> ● Promoting the next round of new gTLDs in Africa with the aim of getting applications from the region when the program launches. ● Supporting ICANN and the multi stakeholder initiatives

<p>Participation in At-large campaigning initiatives</p>	<ul style="list-style-type: none">● Increasing AFRALO role in promoting topics of interest to the At-Large community and Internet end users
<p>Use of Performance metrics</p>	<ul style="list-style-type: none">● Enabling the evaluation of AFRALO's performance and its contribution to ICANN and the multi stakeholder work.