



FY14 COMMUNITY REQUEST FORM

All questions and completed forms should be posted to the Community Ad-Hoc Wiki. The submission deadline for FY14 Budget consideration is **March 22th 2013** for an early decision by the Beijing meeting and **April 19th 2013** for the regular track and decision by June.

REQUEST INFORMATION	
Title of Proposed Activity	
IPC – 14 – 03 IPC outreach activities	
Community Requestor Name	Chair
Intellectual Property Constituency (GNSO)	Kristina Rosette
ICANN Staff Community Liaison	
None provided, to our knowledge	

1. Activity: Please describe your proposed activity in detail
Outreach in underserved communities and regions, specifically by supporting presentations/workshops/events led by IPC leadership and other active IPC representatives in or co-located with meetings of intellectual-property –related associations in Latin America, Africa, and Asia-Pacific; distribution of promotional materials to increase IPC membership from underserved regions.
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
Outreach
3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity
Recurring throughout the FY

1. Strategic Alignment. Which area of ICANN’s Strategic Plan does this request support?
Primarily Competition, consumer trust and consumer choice (including but not limited to expand stakeholders; expand inclusion and orientation of new stakeholders; enhance global outreach; expand ICANN regional footprint)
2. Demographics. What audience(s), in which geographies, does your request target?
Under our bylaws, the IPC has an international membership of organizations and individuals who (1) are committed to the advocacy and development of intellectual property as fundamental components of meaningful commercial activity in the national, regional, and global realms; (2) are primarily and substantially involved in the field of intellectual property; and (3) make a substantial contribution through its members or otherwise to the field of intellectual property. However, there is a need for more participation by qualifying organizations and individuals from underserved regions such as Latin America, Africa, and Asia-Pacific.
3. Deliverables. What are the desired outcomes of your proposed activity?



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To increase membership and participation in the IPC and ICANN by organizations and individuals from the targeted geographic regions.

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

Increased IPC membership and participation from the targeted geographic regions. Note that, under IPC membership structure, a single new Category 3 or 2 member could involve numerous individual participants.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise)

Description	Timeline	Assumptions	Costs	Comments

Subject Matter Expert Support

Description	Timeline	Assumptions	Costs	Comments

Technology Support: (Telephone, Adobe Connect, web streaming, etc...)

Description	Timeline	Assumptions	Costs	Comments

Language Services Support

Description	Timeline	Assumptions	Costs	Comments
Translation services to reach potential members in underserved regions	Recurrent throughout year	IPC will identify key existing or newly generated materials for translation.	\$1000 per quarter Total \$4000	

Support for ICANN Meetings Participation (Travel, Language Services, Meeting room, etc...)

Description	Timeline	Assumptions	Costs	Comments

Other Travel Support

Description	Timeline	Assumptions	Costs	Comments
Travel and related support for participation by IPC leaders in pre-existing meetings of IP-related associations in	Recurrent throughout year	IPC to identify target meetings, arrange for workshops/presentations	\$1500 per quarter Total \$6000	Could include sponsorship of events



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underserved regions				

Potential/planned Sponsorship Contribution

Description	Timeline	Assumptions	Costs	Comments
IPC would contribute its own funds to the development of materials for use in outreach and could also contribute to travel expenses				