



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	
Leadership Development from Developing Countries (enhancing business leaders)	
Community Requestor Name	Chair
Business Constituency	Elisa Cooper
ICANN Staff Community Liaison	
TBD by ICANN	

REQUEST DESCRIPTION
1. Activity: Please describe your proposed activity in detail
<p>In 2012, the BC proposed and implemented an initiative to identify and support selected business leaders from developing country regions, to develop a group of participants both within the BC, but also to support the Outreach Initiative activities which are affecting the Internet's governance eco system, such as IGF; and national or regional activities.</p> <p>This initiative identified key business leaders in entities and associations who committed to attend at least one ICANN meeting and one IGF or national IGF initiative event; and to work with the BC on a localized program or follow on initiative, which the BC officers and other BC members could support. The initiative envisioned that ICANN staff, or BC officers would be invited as speakers/participants based on the topics which the local initiative addressed.</p> <p>This project was funded by ICANN and proposes to support three teams – typically two people from a region - who agree to participate in the BC itself; act as Local Leaders, and also be welcomed and supported into the BC's activities as special advisors on what is relevant to business in their communities through participation as members in the BC. This requests supports the extension of the activities of the Local Leaders into fiscal 2014.</p> <p>Our goal is to bring a key number of senior business participants from a range of countries to ICANN meetings, with an objective of 2 per meeting, over a two year period as key participants and contributors to strengthen participation and diversity from developing regions, and to use their expertise and activities in their region to advance awareness about ICANN among business leaders within their country, and within their region. It is expected that by the end of the two years, that these leaders will be well established, and a renewal of additional recruitment of additional leaders can then build around and upon this base. The present Fellowship program simply does not provide the mechanism to the BC to support business leaders at the localized /regional level, but the BC is open to collaboration with the Fellowship program as it evolves, and as it might share relevant informational resources.</p> <p>Participants for 2013 fiscal year were selected based on n criteria of the BC having a member with presence in that country via an association who can participate and a willingness to work as part of the project. We are extending this model into 2014, and will use ICANN funding support specifically for the participation of existing Local Leaders who participated in 2013, while expanding their visibility in the region, and within ICANN's activities as business users. Support includes some funding from ICANN</p>



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[amount requested is to cover travel, and sponsorship for some local events and relevant materials to be distributed at the local events.

Participants will join the BC in one to two ICANN meetings and orientations, including potentially joining some of the ICANN Fellowship activities if suitable, but would be primarily focused on participation with the BC and relevant workshops and topics that support the Local Leader's ability to complete projects in their country or region. They are also required to organize an event(s) within their region that is focused on building business awareness and acceptance of ICANN's mission and relevance to business users.

For 2014, with the emergence of the regional strategies, the local leaders will be encouraged to participate fully as business users, in the development and implementation of the regional strategy for ICANN. This has already started with encouragement from BC leadership, and by fiscal 2015, it is hoped that the Regional Strategies are able to support full inclusion of the BC's local leaders across all relevant regions.

Ideally, this initiative will support funding to attend two ICANN meetings, or one ICANN meeting and a national/regional IGF Initiative, or the IGF, where their focus would be on multi-stakeholder model and growing participation from business from developing countries; in workshops related to ICANN issues; and in global Internet governance issues through participation and active engagement.

In particular, representatives from associations who can easily conduct an event for Business in their locale, or in conjunction with another conference or activity that they are already engaged in will continued to be prioritized. This is a leaders program, so priority will be given to mature and capable participants, rather than young managers, although this group is also important in the longer run and the BC would like to see an evolution in the Fellowship program to work with the BC to identify and support such emerging leaders via the fellowship program.

We believe that the Local Leaders can also contribute to identifying and recruiting applicants for consideration via the Fellowship Program, At a minimum, our Local Leaders will be conduits and advisors to identifying and recruiting additional participants from business to such initiatives at ICANN. In the past, our local leaders have also been volunteers in the NewComers Lounge, where they are able to actively engage with newcomers regarding ICANN and decoding its complexity as a newcomer. During 2013 fiscal year, the Local Leaders teams attended the IGF (1); organized briefings and events nationally in LATIM; participated actively in the emerging Regional Strategy sessions; published articles in the BC newsletter; supported the NewComers Lounge at ICANN meetings; and will host several events between April and June, 2013 at a regional level [Report forthcoming in June to ICANN on all activities].

We seek funding to continue the Local Leaders Initiative: funding for Initiatives in Latin America and Africa are our 2014 priority, with a smaller focus on bringing a local leader from MENA from a regional association to the IGF and to the Buenos Aires meeting to build toward establishing an initiative in MENA for Spring 2014.

The program's funding request includes limited funding to support providing at least one officer of the BC as a speaker at a regional session if necessary, and at the invitation of the Local Leaders. Where possible, we prefer to rely on other mechanisms to bring speakers into the local events, to minimize travel costs and maximize the support provided to the Local Leaders themselves.

Primary costs will be travel support for the Local Leaders as participants to come to the ICANN or IGF meetings and for meeting logistics and sponsorship of local events and materials. The cost of materials is requested in the Outreach Materials requests and is primarily preparation of factsheets unique to the region, and translated, as required. Note: for participation in the ICANN meetings, it would be helpful to



be able to partner with ICANN to have the assistance of the Fellowship team to address visa issues from time to time, and to provide rooms at affordable rates that ICANN negotiates for its own use and initiatives.

In 2013, our Local Leaders have held events in Latin America and have events scheduled for May and June. A Local Leader attended and spoke at two workshops at the IGF in Baku. A major regional conference is taking place in June that brings together business leadership in Africa and will include several ICANN speakers, but is uniquely driven by businesses from Africa who are working with the BC. In Latin America, our local Leaders are hosting 3-4 events to create awareness and participation in the ICANN meeting in fall, 2013 and helping to organize a special on ground event for business with a focus on including the ICANN Board and GAC members.

In 2014 fiscal year, we will support the existing Local Leaders – LaTIM and AfICTA, and add in participation by an association from MENA – iJMA3, that bridges the Arab States and Tunisia and Morocco – to bring into ICANN a participant from the largest ICT association in the region as a participant and contributor. The participation for the MENA region will support attendance at one ICANN meeting; the IGF in Bali, and a kick off activity in the ARAB IGF initiative for business engagement.

We want our local leaders to become fully engaged, and to be recruited specifically to add to the diversity of information and dialogue, and to strengthen and help to build broader BC diversity on a more global basis. Today, our key associations such as WITSA have presence in many countries, which we can draw on for identifying key participants in the program. As ICANN has now developed additional activities via the regional strategy groups, we propose to partner with those ICANN initiatives and staff, and also with the existing Fellowship program, as suitable, to leverage the experience and skills and capabilities already in place in ICANN.

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

Costs: Travel and support to local leaders Program and some coaching/training about ICANN's processes. Costs may also include sponsorship of venue or meals/coffee, tech support.

Materials adaptation may also be needed /factored into other budget requests.

Some funding will be needed to provide an Officer as speaker at the local event organized; this needs to be needs specific to the region. Typically, this will be determined by the needs and focus of the local event. The local leader will be responsible for the outreach to their business community and invitations, but speaker invitations will also be extended to ICANN Board [depending on region and proximity] or to ICANN staff/SMEs. ICANN is expected to support any Board or staff travel to LL events.

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

Recurring Activity – Ideally, we proposed 2 participants per ICANN meeting. This means that we can effectively mentor and support participants, and ensure that they have a positive and useful experience; meet key people; learn about ICANN, and begin planning for their follow up event. Ideally, funding would bring the participant to 2 of the 3 meetings, or one ICANN meeting and IGF meeting [as described /and which could also be a national or regional IGF, since many ICANN participants participate in these meetings]. We learned that visas are a major barrier to our participants, and were able to support only one participant at IGF; however, our feedback from participants is that the goal is on target, and that more work has to be done with ICANN to support how the visa support from ICANN ensures participation. Thus, we continue our funding request for 2014, while acknowledging that 2013 was primarily focused on local events and conferences.



REQUEST OBJECTIVES

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

Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

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

Africa and Latin America will be our first priorities, followed by Arab States and in 2015, some European and other countries with no present involvement but interest, such as Lithuania; Turkey; Lebanon. We are focused on creating a core group of leaders who will continue to participate in ICANN’s BC, and in ICANN, post the conclusion of their 2 year leaders’ program with the BC.

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

Increased visibility for ICANN in the countries/regions; recruitment of associations and businesses who find value in joining the BC, or otherwise participating in ICANN’s activities. Our goal is to increase the involvement and participation of business/representative associations from Europe, Africa, Latin America, and Arab states over a two year period to approximately a quarter of the BC’s membership. We are also trying to grow global businesses which we acknowledge is largely corporations from US and Europe, but support that this must be balanced by business/business associations and entities from developing and emerging economies.

Development of a meaningful participation within the BC and within ICANN regional strategies activities, and within Internet governance activities, such as IGF, at national and global level, more generally. Increasing the interaction of business with the relevant government ministries and government policy makers within their region to improve understanding that business supports and is involved in ICANN and in IG.

Since the activities that the local leaders organize will require materials and presentations, over time, we will also Increase materials that are broadly relevant to business in explaining ICANN and why and how business can become involved, as well as providing clear and easy to understand materials relative to key policy actions or initiatives.[The funding for the factsheets for such events is in a separate BC request], and we do expect that ICANN itself will improve its relevant information/resources which can be translated and useable.

Increasing the participation of more businesses in feedback on policy issues and ICANN activities

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



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Identifying and gaining agreement to participate
 Actual attendance at at least one ICANN meeting, participation in the BC [and other relevant supporting activities] during the ICANN meeting
 Development of a short report about perspectives regarding issues of concern to their business community/nation/region which will be published on the BC website and via our BC newsletter for relevant regional timing – e.g. Durban – AfICTA; and BA – e-Instituto.

Development of local/national event, or a panel of relevance to business at a national or regional conference that addresses BC's concerns.

Increasing interaction with national government representatives as suitable.

Increase in membership in the BC – initially, the local leaders will all be in a special category within the BC, with a special membership fee; after the conclusion of the initiative, continued participation in ICANN and in the BC will be a major metric for the success of the program. Due to costs of travel, remote participation and remaining active in the BC's discussions will also be a measurement.

Participation in policy discussions within the BC's processes, or within other policy activities will also be tracked through self reporting and follow up by the BC Secretariat and officers.

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

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



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Description	Timeline	Assumptions	Costs	Comments

Other Travel Support

Description	Timeline	Assumptions	Costs	Comments

Potential/planned Sponsorship Contribution

Description	Timeline	Assumptions	Costs	Comments
Africa Event /Travel	FY14		10.000 \$	
Latin America Event/travel	FY14		10.000 \$	
MENA Attendance at ICANN BA Mtg	FY14		\$3,500	