



FY14COMMUNITY 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

LACRALO Outreach Campaign

Community Requestor Name

At-Large LACRALO

Chair

José Arce

ICANN StaffCommunity Liaison

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REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Outreach to organisations in countries in the Latin American and Caribbean (LAC) region with no ICANN Accredited At-Large Structures (ALSes) with the goal of having such organisations apply to ICANN to become ICANN Accredited ALSes and be part of ICANN's At-Large community to participate in the policy development work of ICANN on behalf on individual Internet users.

Currently there are ALSes in 16 out of 33 countries in the LAC region. The goal is to have At-Large Representation in all 33 countries.

To achieve this, a LACRALO Outreach WG will identify suitable organisations in those LAC countries without ALSes and establish contact with them. Suitable organisations are groups focused on participation by individual Internet users at the local or issue level including but not limited to, tertiary educational institutions and universities.

Next, several conference calls/webinars will be held with such organisations for them to learn about ICANN, ICANN At-Large and an introduction to ICANN's recent policy work (e.g WHOIS, new gTLDs) requiring their input and how they can join ICANN At-Large. As part of the "coursework", printed material about ICANN will be sent to organisations before the webinars to help overcome bandwidth/ICT issues and to make it as easy as possible for organisations to learn and understand ICANN.

It is anticipated 8 webinars/conference calls with be needed using the Adigo phone to call participants, using an Adobe Connect Room and with interpreters.

- 3 webinars/conference calls with material presented in English for those persons in predominantly English speaking territories
- 3 webinars/conference calls with material presented in Spanish for those persons in predominantly Spanish speaking territories
- 2 webinars/conference calls with all participants

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

The types of activities are Outreach with online meetings to educate possible organisations about ICANN and how to join At-Large

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

Identifying possible organisations and initial contact can begin during 2013.

A tentative date for the start of the series of webinars could be 1Q 2014.

REQUEST OBJECTIVES

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

In ICANN’s Strategic Plan 2012-2015,

Under Strategic Focus Area “A Healthy Internet Governance eco-system”,
Under “Strategic Objectives” :

- “Increase stakeholder diversity and cross stakeholder work”
- “Ease of global participation”

Under Strategic Focus Area “Competition, consumer trust & consumer choice”,
Under “Community work”:

- “Expand inclusion & orientation of new stakeholders”

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

As of April 2013, there are 17 countries in the Latin American and Caribbean region without At-Large Structures. These are (in alphabetical order):

Antigua and Barbuda, Bolivia, Bahamas, Belize, Cuba, Dominica, Dominican Republic, Grenada, Guatemala, Honduras, Haiti, Saint Kitts and Nevis, Saint Lucia, Nicaragua, Panama, Suriname, Saint Vincent and the Grenadines.

The audience would be possible candidates to be At-Large Structures - groups focused on participation by individual Internet users at the local or issue level.

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

The desired outcome is to have At-Large Representation in all 33 countries in the LAC region, participating in the ICANN At-Large community, participating in ICANN policy development work of ICANN on behalf on individual Internet users via LACRALO.

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

- identification of at least one organisation in each LAC countries without At-Large representation.
- when such organisations can attend the webinars/conference calls and have an understanding of what ICANN does and how they can participate.
- when such organisations apply to ICANN to become accredited ALSes.
- increase in the number of LAC countries with At-Large representation

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise)

Description	Timeline	Assumptions	Costs	Comments



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Subject Matter Expert Support

Description	Timeline	Assumptions	Costs	Comments

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

Description	Timeline	Assumptions	Costs	Comments
Phone calls to participants for 8 webinars	1Q 2014	potentially up to 17 new organisations can be reached with this outreach program		
Adobe Connect room used for 8 webinars	1Q 2014			should be recorded for future playback

Language Services Support

Description	Timeline	Assumptions	Costs	Comments
printed material about ICANN for 17 countries	4Q 2013 - 1Q 2014	material available in English and Spanish		These include Beginner's Guides, factsheets, ICANN illustrated maps about ICANN and Internet Governance

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

Description	Timeline	Assumptions	Costs	Comments
8 Conference calls/webinars will require interpreters for EN and ES	1Q 2014			
Postal costs to mail printed material to prospective organisations before the webinar		mail could be sent up to 17 countries		

Other Travel Support

Description	Timeline	Assumptions	Costs	Comments

Potential/planned Sponsorship Contribution