ICANN Engagement Strategy
Middle East

Dubai March 3-6, 2013
Outline

- ICANN Engagement Plan
- Middle East Engagement Strategy
- Terms of Reference
- Draft strategy
- Next Steps
ICANN Engagement Plan

- ICANN multi-stakeholder model succeeds through broad representation and effective participation in all constituencies.

- Vehicles for engagement:
  - Global
  - Regional
  - IGO/IO
Regional Engagement Strategies

- Align ICANN strategic plan with demands and priorities of the regions.
- Develop a 3-year strategy and a 1-year action plan with clearly stated objectives, timelines, roles and responsibilities.
- Work is underway for:
  - Africa
  - Latin America and the Caribbean
  - Middle East
Middle East and Adjoining Countries
Terms of References

- **Scope**
  - Develop a 3-year strategy and a 1-year action plan with clearly stated objectives, timelines, roles, and responsibilities.

- **Objectives**
  - Foster two-way engagement between ICANN and the Middle East community at all levels.
  - Identify areas of mutual interest to engage in, including specific projects/ actions.
# MESWG Members

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<tr>
<th>Stakeholder</th>
<th>Participant</th>
<th>Affiliation</th>
<th>Country</th>
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## Stakeholders (MESWG Members)

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Progress

- Working Group set up in late Dec 2012
- Six teleconferences during Jan-Feb 2013
- A draft strategy with key elements identified:
  - Strategic goals
  - Strategic focus areas
  - Issues
  - Priorities
  - Actions
The Region in Numbers

- Population: 654 million
- Internet users: 178 million
  - Penetration: 27%
- ccTLD registrations: < 650,000
- IDN ccTLD registrations: < 10,000
- Root server instances: 15
- Internet Exchange Points: 5
Participation in ICANN in Numbers

- **ICANN Board**
  - 1 Director

- **GAC**
  - 15 Members

- **ccNSO**
  - 14 Members

- **GNSO**
  - 1 Council Member
  - Constituencies??
  - 6 Accredited Registrars

- **NomCom**
  - 2 Members

- **At-Large**
  - 1 ALAC Member
  - 2 AFRALO Officers
  - 1 APRALO Officer
  - 11 ALS

- **SSAC**
  - 1 Member

- **RSSAC**
  - None

- **ASO**
  - None
Analysis

- Key challenges facing the region over the next 3 to 5 years in accomplishing its Internet related objectives.
- Region’s unexploited capabilities or unemployed capacities
  - Actions or strategies to be considered accordingly at regional level.
- Key challenges facing ICANN over the next 3 to 5 years in accomplishing its objectives in the region.
- ICANN’s unexploited capabilities or unemployed capacities
  - Actions or strategies to be considered accordingly at ICANN’s level.
Strategic Goals

- Foster two-way engagement between ICANN and the broader Internet community in the Middle East.
- Build strong and competitive domain name industry in the Middle East.
- Promote multi-stakeholder Internet governance mechanisms in the Middle East.
Strategic Focus Areas

- Internet stability and security
- Domain name industry development
- Community development
- Internet governance ecosystem
Internet Security and Stability

- Problem definition
Internet Security and Stability

- Recommendations and action items
Domain Name Industry Development

- Problem definition
Domain Name Industry Development

- Recommendations and action items
Community Development

- **Problem Definition**
  “Lack of effective participation from the region’s Internet community representing their thoughts, views and opinions.”

- **Objectives**
  “More engagement and effective participation from the Internet community in the region in ICANN process.”
Community Development

- **Recommendations and action items:**
  - Hold ICANN sponsored or supported capacity building programs to develop a pool of trainers and training materials
  - Hold ICANN sponsored or supported local events to increase public awareness of ICANN and its role within the Internet ecosystem
  - Strengthen ICANN representation in the region and formalize relationship with regional and local organizations
  - Establish ICANN youth / ambassador program
Internet Governance Ecosystem

- **Problem definition**
  “Lack of effective and balanced participation from the region’s different stakeholders, resulting in overlooking thoughts, views, opinions and problems of un(under)represented stakeholder(s).”

- **Objectives**
  - Promote multi-stakeholder Internet governance mechanisms in the Middle East
  - Foster well balanced representation from the region in ICANN
Internet Governance Ecosystem

Recommendations and action items:

- Stimulate engagement in global and regional Internet related fora
- Promote national and regional multi-stakeholder initiatives
- Build trust in ICANN’s stewardship
- Raise awareness about NomCom process and available SO/AC/Board positions
- Outreach to individual governments, in cooperation with the GAC, in order to stimulate interest and ensure effective participation in GAC
- Raise ccTLDs registries awareness of ICANN in order to stimulate effective participation in ccNSO
- Raise local businesses awareness of ICANN in order to stimulate effective participation in GNSOs constituencies
- Raise local community’s awareness of ICANN in order to stimulate effective participation of civil society organizations representing Internet users and registrants interests at ICANN
Next Steps

- 5-6 March  ➔ MESWG face-to-face meeting
- 20 March  ➔ Post draft strategy for public comments
- 3 April  ➔ Deadline for public comments
- 7-11 April  ➔ Update at ICANN Beijing
- 9 May  ➔ Post final strategy
Questions?!