

ICANN Engagement Strategy in the Middle East
Year-2 Implementation Plan
July 2014 - June 2015

Did not Happen	Accomplished
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Actions	Activities	Notes
Identify, and train to use the software, tools and processes to plan and manage DNS availability and resilience, and to address any threats to the DNS	Hold two training courses: <ul style="list-style-type: none"> Advanced Registry Operations Course (AROC); Secure Registry Operations Course (SROC). 	A DNSSEC Workshop was held in Amman, Jordan on September 8-11
Adopt "train the trainer" model to develop local competencies that can sustain capacity building activities in the future	Launch the DNS Entrepreneurship Center in Egypt. One of its main objectives is to develop local competencies and train trainers in DNS related areas	<p>The center was launched, and 3 training programs were conducted during this year:</p> <ol style="list-style-type: none"> 1. DNS Business Best Practices, 2. DNS Business Development; and 3. Train-the-Trainer using customized virtualization training solutions <p>These workshops were in collaboration with Egypt's National Telecommunications Regulatory Authority (NTRA), Egypt's Information Technology Institute (ITI), Encirca, Blacknight Solutions, EURid, Emily Taylor Consultancy, UAE's Telecommunication Regulatory Authority (TRA), and NSRC.</p>

Promote secondary DNS hosting in the region, especially for IDN ccTLDs	Activities to be determined based on feedback from ccTLDs	An email was circulated to all ccTLDs and IDN ccTLDs in the region, and responses were received from 11 of them. Generally, many have this on their plans for the future. Only 2 ccTLDs are willing to host secondaries right away under certain terms and conditions.
Identify challenges in using IDNs and variants (especially in the context of tools and applications to address the security and stability of the DNS), develop requirements to address these challenges and engage with technical community for the solutions	TF-AIDN will continue to work on such initiatives with various groups both within ICANN and the global relevant stakeholders and groups. TF-AIDN is also undertaking work on Universal Acceptance	<p>The TF-AIDN had its 3rd F2F meeting in Singapore on February 6-8. They concluded the work on Arabic Script LGR and MSR at the top-level. They have identified LGR at the second level + Universal Acceptance as their next work items.</p> <p>The work of this group has been presented at several fora such as the RIPE NCC regional meeting, MENOG 15, Arab IGF 3, the Middle East DNS Forum, and others.</p>
ICANN to partner with regional stakeholders and to assist with funding to conduct road shows, workshops, seminars and training programs on topics related to domain name industry including but not limited to new gTLDs, dispute resolution policies, WHOIS, and impact of domain names on further promotion of online services and e-commerce	<p>Organize the 2nd Middle East DNS Forum</p> <p>Organize one workshop or a road show on one of the related topics</p>	<p>The second ME DNS Forum took place in Amman, Jordan on March 9-10. More on the forum can be found online at http://amman2015.mednsf.org/en/. The forum attracted in total 80 participants both on-site and remotely.</p> <p>On the workshops or roadshows, ICANN held a 2-day DNS business related workshop in Cairo, Egypt during November 4-5 around the AfICTA Summit.</p> <p>ICANN also held workshops dedicated for LEA's; one in Beirut, Lebanon during November 5-6, 2014, and two</p>

		in Cairo, Egypt during May 31 - June 1, 2015.
Carry out a baseline survey and economic study identifying the potential of ASCII domain name and IDN industry for the region	Contract a consultant to conduct the study	An RFP has been issued and can be found at https://www.icann.org/news/announcement-2-2015-03-16-en . A contractor has been identified, and work is scheduled to conclude on October 9, 2015.
Establish strategic partnerships with governments and SME incubators in the region and study the possibility of financing initiatives in this field	Develop a strategy to approach governments and explore partnership opportunities to raise awareness about domain name industry	<p>The DNS Entrepreneurship Center (DNS-EC) and the MoU with the Ministry of ICT of Qatar are two good platforms for such to happen.</p> <p>ICANN Middle East team participated in non-DNS related events such as GSMA Mobile 360 Middle East, ArabNet Beirut 2015, Personal Data Protection, e-Commerce Middle East 2015, Beyond Connectivity 2015, Internet of Things (IoT), and others to reach out to business and SME community, raise awareness on ICANN and talk about the Digital Economy and the BCG report.</p> <p>A BCG roundtable was also held during the WEF MENA at the Dead Sea in Jordan on May 22.</p>
Work on tackling financial, legal and	Continue to explore ideas and strategies to promote	ICANN has initiated a project entitled " <i>Supporting the</i>

technical challenges faced by new registrars passing through ICANN Accreditation process, in order to facilitate and speed up new accreditations from the region	the domain name industry in the region, seek feedback from community, and report on progress	<p><u>Domain Name Industry in Underserved Regions</u>" to tackle this. ICANN Middle East team is coordinating closely with the ICANN Registrar team on this.</p> <p>Also, during the ME DNS Forum in Amman, the AfICTA Summit in Cairo, and the DNS-EC workshops in Cairo there were sessions devoted to this topic.</p>
Establish ICANN ambassador program in the region	As reported previously, ICANN currently has programs such as Fellowship program, Speaker Bureau, and CROPP. There is no Ambassador program as such. We will continue to explore the possibility of establishing such a program. In the meantime, suggestion would be to modify the Action to align with existing programs	<p>Other programs such as the ICANN fellowship program and the CROPP have been identified to be used for the same purpose.</p> <p>We have witnessed a surge in the number of applications for the ICANN fellowship program originating from the region with ICANN Singapore and ICANN Buenos Aires receiving around 24% of its applications from our region.</p>
Complement, liaise with and support existing Internet governance mechanisms including but not limited to the Arab IGF	Continue to engage with and support existing and future multi-stakeholder forums in the region (e.g. Arab IGF, Lebanon Internet Center, among others). Support their representation at global Internet governance mechanisms (e.g. IGF), by facilitating participation from regional multi-stakeholder forums to global forums	<p>The 3rd Arab IGF took place during October 25-27. ICANN supported the forum with finances, man power (membership in the Arab IGF MAG), and contributed to some sessions and workshops.</p> <p>ICANN also published relevant content related to ICANN and its work on some external platforms</p>
Develop and sponsor outreach programs and initiatives in partnership with	Conduct four outreach activities in cooperation with stakeholders in the region. Such activities could be	We maintained during this year a live-document of relevant events taking place in the region. ICANN also

<p>national and regional stakeholders in order to stimulate interest and ensure effective participation in ICANN and Internet Governance fora</p>	<p>participation in events, meetings with community members, organizing workshops and/or roundtable discussions around ICANN topics</p>	<p>has a dedicated staff member who looks into relevant events where ICANN can participate in and contribute to.</p> <p>We did dedicated outreach activities in countries such as Yemen, Sudan, Iran, Jordan, Lebanon, and twice in Pakistan. During these visits, we held meetings with all stakeholder groups.</p> <p>4 webinars were held with 3 on the IANA Stewardship Transition and one on the ME Strategy.</p> <p>We also conducted an educational webinar remotely to stakeholders in Afghanistan to educate them on Internet Governance, ICANN, and the IANA.</p> <p>We have also started focusing on engagement with Civil Society Members by attending their events and developing content to introduce them to ICANN and its work. We have been posting content on Tasharuk, and intend to continue this trend.</p> <p>We have engaged with Business entities in countries such as Egypt, Jordan, UAE, Pakistan, and Lebanon.</p>
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Develop and sponsor capacity building programs to simulate models for a multi-stakeholder, bottom-up, consensus-driven policy development process	<p>Organize the 2nd edition of the Middle East and Adjoining Countries School on Internet Governance</p> <p>Participate in other capacity building fora (e.g. MENOG, Hivos, among others)</p>	<p>This took place in Tunis, Tunisia on May 25-29, 2015 with a generous host from ISOC Tunisia. The school attracted 28 students from 12 countries of the region.</p> <p>We were involved in many of the relevant regional fora.</p>
Support the creation of remote hubs in the region for attending ICANN meetings	ICANN can provide this functionality subject to availability of a remote hub host. A call can go out prior to each ICANN meeting to seek feedback from interested parties	We have encouraged the establishment of remote hubs, and this happened for many events such as the ICANN LA meeting, the ICANN Singapore meeting, and the Global IGF in Istanbul. Hubs were established in Islamabad in Pakistan, Sana'a in Yemen, and Tunis in Tunisia.
Enhance ICANN visibility in local and regional media	<p>Ensure media coverage for ICANN regional events</p> <p>Develop stories in local and regional press to promote ICANN and the multi-stakeholder model</p> <p>Push news to local and regional media outlets about major ICANN milestones</p>	<p>ICANN has appointed a director for global media for the EMEA region, and we work closely with her on media coverage. Also, a newsletter for the EMEA region was developed, and this will continue on quad-yearly basis. Finally, relevant content is being pushed via the regional mailing lists and social media accounts.</p> <p>Two media roundtables were organized as follows:</p> <ol style="list-style-type: none"> 1. Amman, Jordan on March 8 in cooperation with TAGI 2. Dubai, UAE on May 11 in cooperation with TRA UAE, .shabaka and AE Server.

		<p>There was strong media coverage for both events in the local media whether paper media, online media, or even the TV. The Dubai media event included a radio interview.</p> <p>We have also had extensive media coverage around key events such as the outreach efforts to Yemen, Iran, and Pakistan, the ME DNS Forum 2015, the DNS-EC Workshops, and others.</p>
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DNS Security and Stability

Metric	Result
Number of awareness and training activities addressing DNS security and stability for policy makers and LEAs	2 (Beirut November 2014 Cairo June 2015)
Number of awareness and training activities addressing DNS security and stability for technical community	2 (For students in Amman, Jordan For trainers in Dubai, UAE)
Number of trainers trained on DNS security and stability aspects	9
Number of trainings conducted by previous trainees	0
Number of secondary ccTLD hosting instances in the region	0
Increased number of root server instances in the region	1 in Islamabad, Pakistan (NAYAtel), and a couple others in the pipeline
Arabic script LGR for the root	This is undertaken by the Task Force on Arabic Script IDNs (TF-AIDN)
Report on Arabic script requirements/conventions for registration data	This is undertaken by the Task Force on Arabic Script IDNs (TF-AIDN)
Training and dissemination material related to security and stability challenges and recommendations in using Arabic script IDNs and publishing registration data	This is undertaken by the Task Force on Arabic Script IDNs (TF-AIDN)

Domain Name Industry ¹

Metric	Result
Increase in number of ASCII ccTLD registrations	198,048
Increase in number of IDN ccTLD registrations	-1,702
Increase in number of Arabic script IDN ccTLDs	1 String approval (.عراق) and one delegation (.سودان)
Increase in number of registrations under new gTLDs from the region	2,826
Increase in number of ccTLD registrars	.ps and فلسطين (5 new registrars) .ae and امارات (1 new registrar)

¹ These numbers are based on information available from registries, and are not inclusive

	.om and عمان. (1 new registrar) .qa and قطر. (1 new registrar)
Increase in number of ICANN accredited registrars from the region	1 (ATI Tunisia)
Number of successful new gTLD applications from the region	Almost all with the exception of .gcc, .islam, and .halal
Number of registrants per capita, compared to other regions	We need to await the DNS Study
Number of domain names per online business (how many of those domains registered under ccTLDs and how many under gTLDs)	We need to await the DNS Study

Internet Governance Ecosystem

Metric	Result
Increase in ICANN outreach to the region in terms of number of events and orientations/capacity building workshops held in the region	<p>Some of the events ICANN has attended and delivered presentations or tutorials at include:</p> <ul style="list-style-type: none"> • ME DNS Forum 2015 (Funded and Sponsored), • MEAC-SIG 2015 (Funded and Presented), • MENOG 15 (Funded and Presented), • e-AGE 2014 (Sponsored and Presented), • University Engagement (Presented and Follow-up), • Arab IGF 2014 (Sponsored, Funded, and Organized Sessions), • Engagement in Yemen (Presented and Follow-up) • Engagement in Iran (Presented and Follow-up) • 2 Engagements in Pakistan (Presented and Follow-up) • RIPE NCC Regional Meeting (Presented) • Sudan NOG (Presented) • ICT4All (Presented) • AfICTA Summit 2014 (Presented and Funded) • Cyber-Secure Pakistan (Presented) • Beyond Connectivity 2015 (Presented) • ArabNet Beirut 2015 (Presented) • Personal Data Protection

	<p>(Presented)</p> <ul style="list-style-type: none"> • UNESCO Arabic Glossary Meeting (Sponsored and Lead) • Outreach in Jordan (Meet with Stakeholders) • ITU Telecom World 2014 (Presented)
The number and nature of stakeholder representation of organizations and/or individuals invited to participate in the events and orientation/capacity building workshops held in the region	<p>Some of the events include:</p> <ul style="list-style-type: none"> • Turkey DNS Forum 2014; 70 attendees; • ME DNS Forum 2015 (~80 attendees, all stakeholders) • MEAC-SIG (28 attendees, 10 instructors, and from all stakeholder groups) • DNS-EC workshops; 50 attendees
The number and nature of stakeholder representation of speakers invited to participate in events in the region	<p>Speakers were invited to the following events:</p> <ul style="list-style-type: none"> • ME DNS Forum 2015 – From within the region and beyond, and from all stakeholder representations • MEAC-SIG 2015 -- From within the region and beyond, and from all stakeholder representations • TR DNS Forum • IANA webinars
The number and nature of stakeholder representation of instructors invited to participate in orientation/capacity building workshops in the region	<ul style="list-style-type: none"> • MEAC-SIG where we had instructors from within the region and beyond, representing all stakeholders • The DNS-EC Business Track Workshops where we had 4 instructors from outside of the region
The number of attendees at ICANN meetings from the region	<p>ICANN London (3,114 148 4.75%) ICANN Los Angeles (2,282 65 2.85%) ICANN Singapore (1,794 73 4.07%)</p>
The number of individuals from the region being granted Fellowship Program support to attend ICANN meetings	<p>[Total, Selected Regional Total, Regional Selected]</p> <p>ICANN Los Angeles (355, 44 83, 6) ICANN Singapore (211, 47 51, 11) ICANN Buenos Aires (344, 50 73, 10)</p>
The number of new regional members joining ICANN SOs/ACs (including new regional ALSes) in addition to stakeholder groups and constituencies of the GNSO	<ul style="list-style-type: none"> • ISOC Palestine Chapter (New ALS) • No New ccNSO Members • 1 New GAC Member (Mauritania)
The number of individuals nominated to and selected by NomCom, or elected through their constituencies to become members of	<p>2 (Rafik Dammak and Walid Al-Saqqaf)</p>

ICANN Board and SO/AC Councils.	
More effective participation from the region in terms of roles, responsibilities and contributions in joining working groups or leading certain activities.	<ul style="list-style-type: none"> • Manal Ismail (ICG) • Mohammed Elbashir (ICG Co-Chair) • Tijani Ben Jemma (AFRALO Vice-Chair) • Aziz Hilali (AFRALO Chair) • Rafik Dammak (NCSG Executive Committee) • Walid Al-Saqqaf (NCUC) • Rafid Fatani (ALAC) • Amr Elsadr (NCSG Executive Committee)
Number of comments received from the region through ICANN public comments process	N/A
Increase in ICANN presence in the region in terms of staff, ambassadors and/or offices for outreach in the region	None
Increase in participation from the region in other relevant fora such as ISOC, IETF, RIRs, NOGs as well as global, regional and national IGFs including the Arab IGF	<ul style="list-style-type: none"> • ICANN Sponsors and funds the Arab IGF • ICANN sponsors and funds the MENOG • ICANN supports and funds the work of the TF-AIDN • Sponsorship of the ASREN e-AGE annual event • ICANN collaborates with other I* Organizations on regional events