

ICANN Engagement Strategy in the Middle East
Year-3 Implementation Plan
July 2015-June 2016

Actions	Activities	Timeline	Target Audience
1. Adopt “train the trainer” model to develop local competencies that can sustain capacity building activities in the future.	<p>The DNS Entrepreneurship Center (DNS-EC) will be in its second year, and is expected to run more of these programs in partnership with ICANN and others.</p> <p>Training programs will primarily be under two tracks:</p> <ol style="list-style-type: none"> 1. DNS operations and security; 2. DNS business development and registry best practices. 	Ongoing	Registries, Registrars, ISPs, Network Operators, Academic and Research Organizations
2. 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 plans on undertaking work on LGR at the Second Level and Universal Acceptance during this year.	Ongoing	Registrars, Registries, Academic and Research Organizations, and Linguists
3. ICANN to partner with regional stakeholders and to assist with funding to conduct road shows, workshops, seminars and training programs on topics	Organize the 3 rd Middle East DNS Forum.	Q1-2016	All

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.	Organize the 2 nd Turkey DNS Forum. Participate in non-DNS related events to engage with the broader Internet and business community in the region and raise awareness about ICANN (e.g. ArabNET, and others).	Q4-2015 Ongoing	
4. Carry out a baseline survey and economic study identifying the potential of ASCII domain name and IDN industry for the region.	Work with the contracted consultant to finalize the Middle East DNS study to be presented at the ICANN 54 meeting in Dublin (October 2015).	Q3-2015	All
5. Work on tackling financial, legal and technical challenges faced by new registrars passing through ICANN Accreditation process, in order to facilitate and speed up new accreditations from the region.	Coordinate with the team involved in the "Underserved Regions" project at ICANN and continue to provide them with feedback coming from the region. The findings of the Middle East DNS study would be helpful in informing ICANN about such challenges. Liaise between Registrar Accreditation applicants and ICANN Registrars team to facilitate communication and, where possible, provide help to the applicant.	Ongoing	All
6. Develop and sponsor capacity building programs to simulate models for a multi-stakeholder, bottom-up, consensus-driven policy development process.	Organize the 3 rd edition of the Middle East and Adjoining Countries School on Internet Governance.	Q2-2016	All

	Participate in other capacity building programs (e.g. MENOG, IGMENA, among others).	Ongoing	
7. Support the creation of remote hubs in the region for attending ICANN meetings.	ICANN provides this functionality subject to availability of a remote hub host. A call normally goes out prior to each ICANN meeting to seek feedback from interested parties.	Ongoing	Civil Society, Academic and Research Organizations
8. Enhance ICANN visibility in local and regional media.	<p>Ensure media coverage for ICANN regional events.</p> <p>Organize roundtables with media outlets in the region and invite key stakeholders to participate in the discussion.</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>	Ongoing	Media
9. Plan and conduct contingency and coordination exercises to prepare for threats to DNS and prepare CERTs.	Conduct workshops targeting LEAs and information security professionals to educate them about strategies, techniques and tools that they can use to identify abuses of the DNS.	Ongoing	LEAs, CERTs, Information Security professionals