

Proposed
vision for digital
engagement

Vision
proposée pour
l'engagement
numérique





ICANN Labs is a place to experiment with new digital engagement tools and services; it is transparent, open, and inclusive; we will publish content and solicit feedback; seek regular input on active projects and ask stakeholders to contribute

ICANN Labs est un endroit à expérimenter avec de nouveaux outils et services numériques d'engagement; ce transparente, ouverte et inclusive, et nous allons publier des informations et solliciter des commentaires et obtenir des commentaires réguliers sur les projets en cours.

Launching at Durban // Lancement à Durban.

ICANN: Digital Footprint.

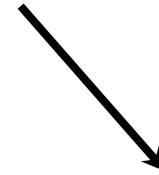
User-led digital strategy: Delivering accessibility, not exclusivity



A digital platform which is visible, using plain terminology and multiple languages



An engagement platform which encourages participation, has shared standards and processes



Transparency and reach delivered through shared data, APIs and social feeds

Delivers to a much wider audience, with a much broader demographic, using tools and platforms that those audiences are used to. And building iteration after iteration.