

ICANN 48

Latin America and the Caribbean Strategic Plan 2013-2016



Project 2 Communications



+ Objectives of Project 2 Communications

- + To create ad-hoc educational and informative materials
- + To organize regional events To create a dedicated website
- + To create clear and understandable outreach content and materials targeted to economic stakeholders from the region
- + To generate clear and understandable materials with a focus on new gTLDs.

Progress on Project 2 Communications



+ New material and contents in the languages of the region

+Supported events

+Social media and Press.

+Spreading the word on LAC activities: LAC Website.

+ Future Plans

+ New material and contents in the languages of the region

- + New blog posts are uploaded each month in Spanish and English about activities related to our region. We have now a total of 6 blog posts (Ayitic experience in Haiti, LAC IGF event, LACTLD workshop, Fadi's visit to the Casa de Internet, Carlos Martinez elected to the SSAC, Internet Governance event in Mexico).
- + Event website and fellows page in Spanish for ICANN 48 (first time we are having a banner in Spanish about this in ICANN's website homepage)
- + Updated LACRALO brochure in Spanish, Portuguese, French, English.
- + Guide for LAC participants in ICANN48 available in Spanish, Portuguese, English

+ New material and contents in the languages of the region (cont.)

- + First ICANN stickers and roll-up banners in Spanish, English and Portuguese distributed and shown in LAC events
- + Article on our Engagement Center updates in Spanish published on the LACTLD magazine to be distributed in Buenos-Aires
- + On new gTLDs: new online content published in Spanish and English throughout the year and a new informative video, also available in Spanish.
- + Audiovisuals: ONLINE LEARNING PLATFORM LAC (Spanish); ICANN 48 INTERNET LAC PIONEERS (Spanish with English subtitles), New “Casa de Internet” video with ICANN’s Engagement Center and some words on our LAC Strategy (Spanish and subtitles in English and Portuguese) and soon a new GTLD video in Spanish.

+ Supported events in LAC

- + LACNIC-LACTLD anual meeting in Colombia (May 2013)
- + Ayitic in Haiti (July 2013)
- + LACNIC in the Caribbean (July 2013)
- + LAC IGF in Argentina (August 2013)
- + CTU ICT Ministerial Forum in the Caribbean (August 2013)
- + LACTLD Workshop in Panama (September 2013)
- + CaribNOG Meeting in Belize (September 2013)
- + Diálogos de Gobernanza de Internet in Mexico (November 2013)
- + LACNIC-LACNOG in Curacao (October-November 2013)

+ Social media and Press

- + New twitter account in Spanish created: @ICANN_es (already 1544 followers!)
- + New twitter account also in Portuguese: @ICANN_pt
- + Creation of Scoop.it profile (322 single views): All the press articles in Spanish about ICANN: <http://www.scoop.it/t/noticias-en-espanol-by-icann>
- + Creation of Scoop.it profile in Portuguese (25 articles posted, 79 views): <http://www.scoop.it/t/noticias-em-portugues>
- + Important presence in the media of the region (including press releases, articles in newspapers, interviews, television shows, blogs, websites, etc.)

+ Spreading the word on LAC activities: LAC Website

Main purpose: To create a dedicated website for the LAC region within ICANN community to centralize all information from the region.

- + Website structure ready. Will be available in Spanish, English and Portuguese.
- + One section will contain educational materials about ICANN, information about DNS, the key policy issues engaging ICANN and the participation opportunities at ICANN.

+ Spreading the word on LAC activities: LAC Website

Main purpose: To create a dedicated website for the LAC region within ICANN community to centralize all information from the region.

- + Another section will identify and document (for a user not aware of ICANN) the various stakeholder roles in ICANN. For example:
 - Intellectual Property issues – IP Constituency in GNSO
 - Interested in IG as it relates to individual Internet users – ICANN At-Large

+ Spreading the word on LAC activities: LAC Website

Main purpose: To create a dedicated website for the LAC region within ICANN community to centralize all information from the region.

- + Another section will document for each country in the LAC region, information on the existing stakeholders in ICANN from that country
- + Documenting the existing stakeholders will also identify the gaps in ICANN stakeholder representation.

+ Spreading the word on LAC activities: LAC Website

Existing Stakeholders from LAC and ICANN - 21-Oct-2013 ☆

Dev Anand Teelucksingh

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Summary of ICANN Stakeholders for		
Argentina <<--- Change the country		
in the Latin American and Caribbean region		
Argentina has	8	At-Large Structures in the Latin American and Caribbean Regional At-Large Organisation (LACRALO)
Argentina's ccTLD operator	IS	a member of the country code Name Supporting Organisation (ccNSO)
The Argentina's government	IS	a member of the Government Advisory Committee (GAC)
Argentina has	17	members in the Commercial Business Users Constituency in the Generic Names Supporting Organisation (GNSO)
Argentina has	NO	members in the Intellectual Property Constituency in the Generic Names Supporting Organisation (GNSO)
Argentina has	NO	members in the Internet Service Providers Constituency in the Generic Names Supporting Organisation (GNSO)
Argentina has	3	members in the Non-Commercial Users Constituency (NCUC) in the Generic Names Supporting Organisation (GNSO)
Argentina has	NO	members in the Not-for-Profit Operational Concerns (NPOC) in the Generic Names Supporting Organisation (GNSO)
Argentina has	2	ICANN Accredited registrars
Argentina has	NO	ICANN Accredited registrars in the Registrars Stakeholder Group (RsG) in the Generic Names Supporting Organisation (GNSO)

Created by Project 2, Communications WG, Latin American and Caribbean Strategic Plan

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+ Sheet1 Countries At-Large ccNSO GAC GNSO - BC GNSO - IPC GNSO - ISP GNSO - NCUC GNSO - NPOC ICANN registrars GNSO - RsG GNSO - RySG



+ Spreading the word on LAC activities: LAC Website

Main purpose: To create a dedicated website for the LAC region within ICANN community to centralize all information from the region.

- + Preliminary information is available on the wiki at <https://community.icann.org/x/6BeMAg> .
- + Estimated delivery date: First trimester 2014.

+ Spreading the word on LAC activities: Future Plans

- + identifying and documenting possible marketing/advertising opportunities in each country to alleviate the gaps in stakeholder representation. Examples include newspapers, radio, ICT events in each country.
- + Deciding on a communications plan that is needed for each country.
- + developing templates for content for these channels. Such templates will be customised for each country. Each template will point to the country specific portion of the website.
- + Based on these templates, develop final material for the communications plan for each country and a schedule for implementation.

+ Thank you!

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- + Fatima Cambronerero - **@facambronerero**
- + Co-Chairs Project 2 Communications
 - + ALAC Members by LACRALO