

1 Executive Summary

Strategic goals for ICANN engagement in the Middle East are to achieve the following:

- Foster two-way engagement between ICANN and the broader Internet community in the region;
- Build strong and competitive domain name industry in the region;
- Promote multi-stakeholder Internet governance mechanisms in the region.

ICANN has coordinated the formulation of a Middle East Strategy Working Group (MESWG) to develop a strategy to achieve the above mentioned strategic goals. These goals are divided into three strategic focus areas, namely: *DNS security and stability*, *Domain name industry*, and *Internet governance ecosystem*. The following matrix summarizes the objectives, recommendations, actions, and metrics proposed in each focus area to achieve the proposed goals.

| | DNS Security and Stability | Domain Name Industry | Internet Governance Ecosystem |
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| Objectives | <p>Develop relevant capacity, resources and Internet infrastructure in the region:</p> <ul style="list-style-type: none"> • Build awareness and understanding of stakeholders for the importance of DNS security and stability • Strengthen technical know-how and capacity of stakeholders • Develop Internet infrastructure to strengthen DNS security and stability • Cooperate with law enforcement agencies (LEAs) for keeping the DNS secure and stable | <p>Build the domain name industry in the region and strengthen the overall ecosystem:</p> <ul style="list-style-type: none"> • Raise awareness among relevant stakeholders of the domain name industry • Foster collaboration among TLD operators on exchanging best practices • Stimulate innovation and entrepreneurship in Internet related industries | <p>Promote engagement with and participation of relevant stakeholders in relevant fora:</p> <ul style="list-style-type: none"> • Promote multi-stakeholder Internet governance mechanisms • Foster healthier representation from the region in ICANN constituencies • Promote engagement from the Internet community in the region |
| Recommendations | <ul style="list-style-type: none"> • Awareness activities on policy issues for policy makers and LEAs • Awareness activities on operational issues for registries, registrars, and service providers • Develop and strengthen DNS infrastructure in the region • Technical assistance to LEAs and CERTs in understanding DNS and ICANN policies • Collaborate to develop | <ul style="list-style-type: none"> • Create awareness campaigns on the potential of the domain name industry • Create more awareness pertaining to future rounds of new gTLDs • Facilitate best practice sharing among ccTLDs • Create awareness of entrepreneurs and encourage them to engage in domain name related business • Develop regional | <ul style="list-style-type: none"> • Strengthen ICANN representation in the region • Stimulate engagement in global and regional Internet related fora • Promote and support national and regional multi-stakeholder initiatives • Improve ICANN outreach and raise awareness of ICANN |

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| | the requisite IDN infrastructure | expertise and know-how in different aspects of the domain name ecosystem | |
| Actions | <ul style="list-style-type: none"> • Conduct training on challenges associated with DNS security and stability • Conduct training on use of conventions and best practices to combat cybercrime, and DNS emergency response • Identify and train on tools for assessing and reporting on the health of the DNS • Identify and train on use of software, tools and processes to plan and manage DNS • Plan and conduct contingency exercises • Train on relevant technologies, including DNSSEC, RPKI and IPv6 • Adopt “train the trainer” model • Increase number of root server instances • Promote secondary DNS hosting • Develop an IDN Label Generation Ruleset (LGR) • Participate in efforts related to registration data definition and validation to support Arabic script community • Engage with technical community to address challenges related to use of IDN variants | <ul style="list-style-type: none"> • Partner with other stakeholders to conduct roadshows, workshops, and seminars on: <ul style="list-style-type: none"> ○ Registry / Registrars model ○ Dispute resolution policies and WHOIS ○ New gTLD program ○ Best practices of ccTLD operations, ASCII and IDNs ○ Impact of domain name industry and promotion of online services • Carry out a baseline survey and economic study on domain name industry • Partner with governments and SME incubators and explore possibility of financing • Guidance and support to accredited registrars from the region • Address challenges facing potential registrars with regard to financial, legal and technical requirements | <ul style="list-style-type: none"> • Increase ICANN fellowship opportunities to the region • Establish ICANN ambassador program • Liaise with and support existing Internet governance mechanism (e.g. Arab IGF) • Organize outreach programs to stimulate participation in ICANN and Internet Governance fora • Organize capacity building programs to simulate models for a multi-stakeholder policy development process • Support the creation of remote hubs for ICANN meetings • Train the trainers and help develop material that can be integrated in academic curricula |
| Metrics | <ul style="list-style-type: none"> • Number of awareness and training activities addressing DNS security and stability for policy makers and LEAs • Number of awareness and training activities addressing DNS security and stability for technical community • Number of trainers trained on DNS security | <ul style="list-style-type: none"> • Increase in number of ASCII ccTLD registrations • Increase in number of IDN ccTLD registrations • Increase in number of Arabic script IDN ccTLDs • Increase in number of registrations under new gTLDs from the region • Increase in number of ccTLD registrars • Increase in number of | <ul style="list-style-type: none"> • Increase in ICANN outreach to the region • The number and nature of stakeholder representation of participants in events in the region • The number and nature of stakeholder representation of speakers in events in the region |

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| | <p>and stability aspects</p> <ul style="list-style-type: none"> • Number of trainings conducted by previous trainees • Number of secondary ccTLD hosting instances in the region • Increased number of root server instances in the region • Arabic script LGR for the root • Report on Arabic script requirements/conventions for registration data • Training and dissemination material related to security and stability challenges and recommendations in using Arabic script IDNs and publishing registration data | <p>ICANN accredited registrars from the region</p> <ul style="list-style-type: none"> • Number of successful new gTLD applications from the region • Number of registrants per capita, compared to other regions • Number of domain names per online business (how many of those domains registered under ccTLDs and how many under gTLDs) | <ul style="list-style-type: none"> • The number and nature of stakeholder representation of instructors in orientation/capacity building workshops in the region • The number of attendees and frequency of attendance at ICANN meetings from the region • The number of individuals from the region being granted fellows to attend ICANN meetings • The number of new regional members joining ICANN SOs/ACs • The number of individuals nominated to and selected by NomCom, or elected through their constituencies to become members of ICANN Board and SO/AC Councils. • More effective participation from the region in working groups or other activities. • Number of comments received from the region through ICANN public comments process • Increase in ICANN presence in the region in terms of staff, ambassadors and/or offices • Increase in participation from the region in other relevant fora |
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