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

Actions	Activities	Timeline	Target Audience
1. 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: • Advanced Registry Operations Course (AROC); • Secure Registry Operations Course (SROC).	Q4-2014 / Q2 2015	Registries, Registrars, ISPs, Network Operators, Academic and Research Organizations, LEAs, CERTs.
2. 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.	Q3-2014	Registries, Registrars, ISPs, Network Operators, Academic and Research Organizations.
3. Promote secondary DNS hosting in the region, especially for IDN ccTLDs.	Activities to be determined based on feedback from ccTLDs.	Ongoing	ccTLD Registries.
4. 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.	Ongoing	Registrars, Registries, Academic and Research Organizations.

5. 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.	Organize the 2nd Middle East DNS Forum. Organize one workshop or a road show on one of the related topics.	Q1-12015	Registries, Registrars, Resellers, Registrants, Business, Governments, Academic and Research Organizations, Civil Society, Legal experts.
6. 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.	Q3-2014	Registries, Registrars, Resellers, Registrants, Business, Governments, Legal experts.
7. 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.	Q3-2014	Registries, Registrars, Business, Governments.
8. 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.	Continue to explore ideas and strategies to promote the domain name industry in the region, seek feedback from community, and report on progress. [1]	Ongoing	Registries, Registrars, Business, Governments, Civil Society.
9. 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	Ongoing	All

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[1] https://www.icann.org/public-comments/dns-underserved-2014-05-14-en

	program as such. We will continue to explore the possibility of establishing such a program. In the mean time, suggestion would be to modify the Action to align with existing programs.		
10. 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.	Ongoing	All
11. Develop and sponsor outreach programs and initiatives in partnership with national and regional stakeholders in order to stimulate interest and ensure effective participation in ICANN and Internet Governance fora.	Conduct four outreach activities in cooperation with stakeholders in the region. Such activities could be participation in events, meetings with community members, organizing workshops and/or roundtable discussions around ICANN topics.	Ongoing	All
12. Develop and sponsor capacity building programs to simulate models for a multi-stakeholder, bottom-up, consensus-driven policy development process.	Organize the 2nd edition of the Middle East and Adjoining Countries School on Internet Governance. Participate in other capacity building fora (e.g. MENOG, Hivos, among others).	Q2-2015	All
13. 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	Ongoing	Registries, Registrars, Governments, Regional Organizations, Civil

	feedback from interested parties.		Society, Academic and Research Organizations.
14. Enhance ICANN visibility in local and regional media.	Ensure media coverage for ICANN regional events.	Ongoing	Media.
	Develop stories in local and regional press to promote ICANN and the multi-stakeholder model.		
	Push news to local and regional media outlets about major ICANN milestones.		