



FY15 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY15 Budget consideration is **March 7th 2014**.

REQUEST INFORMATION

Title of Proposed Activity

IPC Outreach activities

Community Requestor Name

Intellectual Property Constituency (GNSO).

Chair

Kristina Rosette

ICANN Staff Community Liaison

None

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

Outreach in underserved communities and regions, specifically by supporting presentations/workshops/events led by IPC leadership and other active IPC representatives in or co-located with meetings of intellectual-property related associations in Latin America, Africa, and Asia-Pacific. While the IPC appreciates that the CROPP is a pilot program intended to provide some level of outreach, this pilot program is limited as all trips must originate and conclude in the same geographic region. Unfortunately, this geographic restriction has made it difficult to conduct effective outreach efforts. As a result, the IPC requests funding for non-regional outreach efforts without restriction on the travel of IPC officers or members or a removal of CROPP travel restrictions to allow for travel across geographic regions.

2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Outreach

3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

FY 2015.

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

Primarily competition, consumer trust and consumer choice (including but not limited to expand stakeholders; expand inclusion and orientation of new stakeholders; enhance global outreach; expand ICANN regional footprint)

2. Demographics. What audience(s), in which geographies, does your request target?

Under our bylaws, the IPC has an international membership of organizations and individuals who (1) are committed to the advocacy and development of intellectual property as fundamental components of meaningful



FY15 COMMUNITY REQUEST FORM

commercial activity in the national, regional, and global realms; (2) are primarily and substantially involved in the field of intellectual property; and (3) make a substantial contribution through its members or otherwise to the field of intellectual property. However, there is a need for more participation by qualifying organizations and individuals from underserved regions such as Latin America, Africa, and Asia-Pacific.

3. Deliverables. What are the desired outcomes of your proposed activity?

To increase membership and participation in the IPC and ICANN by organizations and individuals from the targeted geographic regions.

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Increased IPC membership and participation from the targeted geographic regions. Note that, under IPC membership structure, a single new Category 3 or 2 member could involve numerous individual participants.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
N/A				

Subject Matter Expert Support:

N/A

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

N/A

Language Services Support:

Translation services to reach potential members in underserved regions.

Other:

N/A



FY15 COMMUNITY REQUEST FORM

Travel Support:

Travel and related support for participation by IPC leaders in pre-existing meetings of IP-related associations in underserved regions.

Potential/planned Sponsorship Contribution:

IPC would contribute its leaders and members time and efforts to attend various meeting of IP-related associations and advocate for involvement in ICANN.