



## FY15 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to [controller@icann.org](mailto:controller@icann.org).  
Please remember that the deadline for FY15 Budget consideration is **March 7<sup>th</sup> 2014**.

### REQUEST INFORMATION

#### Title of Proposed Activity

BC – **Leadership Development** from Developing Countries (enhancing business leaders)

#### Community Requestor Name

Business Constituency

#### Chair

Elisa Cooper

#### ICANN Staff Community Liaison

Rob Hogarth

### REQUEST DESCRIPTION

#### 1. Activity: Please describe your proposed activity in detail

BC managed initiative identify and mentor selected business leaders from four regions over the next fiscal year, to develop a group of participants both within the BC, but also to support the Outreach Initiative activities.

The BC will work with key contacts from business associations who are willing to attend at least one ICANN meeting, and then work with the BC on a local program or follow on initiative, which the BC officers and other BC members will support. It is likely that ICANN staff would be invited as speakers/participants based on the topics which the local initiative addresses.

This project will develop at least three teams – typically two people from a region - who will become BC Local Leaders, and will also have a special focus within the BC's activities as special advisors on what is relevant to business in their communities.

Our goal is to bring 6 senior business participants from a range of countries to ICANN meetings, with an objective of 2 per meeting. Participants will be selected based on criteria of the BC having a member with presence in that country via an association who can participate and a willingness to work as part of the project.

Participants would participate in ICANN's meetings and orientations, including potentially joining some of the ICANN Fellowship activities if suitable, but would be primarily focused on participation with the BC and relevant workshops and topics that support the Local Leader's ability to complete a small project back in their country. Ideally, each local leader would have funding to attend two ICANN meetings, or one ICANN meeting and an IGF, where their focus would be around the CIR and related activities which are of relevance to business concerns of impact to ICANN's larger role and activities.

In particular, representatives from associations who can easily conduct an event for Business in their locale, or in conjunction with another conference or activity that they are already engaged in will be prioritized. This is a leaders program, so priority will be given to mature and capable participants, rather than young managers, although this group is also important in the longer run.

The program's funding request includes limited funding to support providing at least one officer of the BC as a speaker at the local/regional sessions which the local leaders organize.



# FY15 COMMUNITY REQUEST FORM

Primary costs will be travel support for the participants to come to the ICANN meetings. It would be helpful to be able to partner with ICANN to have the assistance of the Fellowship team to address visa issues from time to time, and to provide rooms at affordable rates that ICANN negotiates for its own use and initiatives.

Note: in 2015, the BC will attempt to organize a stand alone event in February, to encourage local business leaders participation. We continue to encourage applications from African business for meetings. It appears that Fellowship program at ICANN has other priorities or other attributes, and at present, the Fellowship program has not been effective in identifying and encouraging Business participants to attend ICANN Events. It is actually not clear how the present Fellows are incorporated into the existing organizations from an outside perspective. We want our local leaders to become fully engaged, and to be recruited specifically to add to the diversity of information and dialogue, and to strengthen and help to build broader BC diversity on a more global basis. Today, our key associations such as ICC, AfICTA and WITSA have presence in many countries, which we can draw on for identifying key participants in the program. We would however, like to partner with the existing Fellowship program, as suitable, to leverage the experience and skills and capabilities already in place in ICANN.

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

Primary costs will be travel support for local leaders Program and some coaching/training about ICANN’s processes Materials adaptation may also be needed  
Some funding will be needed to provide an Officer as speaker at the local event organized; typically, this will be determined by the needs and focus of the local event. Usually, the local leader would be responsible for the outreach to their business community and invitations, but speaker invitations will also be extended to ICANN Board [depending on region and proximity] or to ICANN staff/SMEs.

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

Recurring Activity – Ideally, we would target having 2 participants per ICANN meeting. This means that we can effectively mentor and support participants, and ensure that they have a positive and useful experience; meet key people; learn about ICANN, and begin planning for their follow up event. Ideally, funding would bring the participant to 2 of the 3 meetings, or one ICANN meeting and and IGF meeting [as described /and which could also be a national or regional IGF, since many ICANN participants participate in these meetings].

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## REQUEST OBJECTIVES

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

Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

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

Africa and Latin America will be our first priorities, followed by Arab States and some European and other countries with no present involvement but interest, such as Lithuania; Turkey; Lebanon. We are focused on creating a core group of leaders who will continue to participate in ICANN’s BC, and in ICANN, post the conclusion of their 1-2 year leaders’ program with the BC.

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



# FY15 COMMUNITY REQUEST FORM

Increased visibility for ICANN in the countries/regions; recruitment of associations and businesses who find value in joining the BC, or otherwise participating in ICANN's activities. Our goal is to increase the involvement and participation of business/representative associations from Europe, Africa, Latin America, and Arab states over a two year period to approximately 1/3 of the BC's membership – as well as increase the number of US businesses who work within ICANN, and increase the interaction between all BC members on key topics of priority to business.

Development of a meaningful participation within the BC and within ICANN more generally.

Increasing the interaction of business with the relevant government ministries and government policy makers to improve understanding that business supports and is involved in ICANN

Since the activities that the local leaders organize will require materials and presentations, over time, we will also increase materials that are broadly relevant to business in explaining ICANN and why and how business can become involved, as well as providing clear and easy to understand materials relative to key policy actions or initiatives.

Increasing the participation of more businesses in feedback on policy issues and ICANN activities

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

**Identifying and gaining agreement to participate**

Actual attendance at at least one ICANN meeting, participation in the BC [and other relevant supporting activities] during the ICANN meeting

Development of a short report about perspectives regarding issues of concern to their business community/nation/region which will be published on the BC website and via our BC newsletter.

Development of a local/national event, or a panel of relevance to business at a national or regional conference that addresses BC's concerns. Increasing interaction with national government representatives as suitable.

Increase in membership in the BC – initially, the local leaders will all be in a special category within the BC, with a special membership fee; after the conclusion of the initiative, continued participation in ICANN and in the BC will be a major metric for the success of the program. Due to costs of travel, remote participation and remaining active in the BC's discussions will also be a measurement.

Participation in policy discussions within the BC's processes, or within other policy activities will also be tracked through self reporting and follow up by the BC Secretariat and officers.

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

**Staff Support Needed (not including subject matter expertise):**

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	

**Subject Matter Expert Support: TBD /based on topics that are included in agenda for outreach events. May include Board members, senior staff, or policy staff.**

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	

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



# FY15 COMMUNITY REQUEST FORM

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	

**Language Services Support:**

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	

**Other:**

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	

**Travel Support:**

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	
2 Leaders		2 x 4,000\$	2 x 4,000\$	2 x 4,000\$	24,000 \$

**Potential/planned Sponsorship Contribution:**

Item	Costs or Quantity per quarter				Total
	Jul'15 – Sep'15	Oct'15 – Dec'15	Jan'16 – Mar'16	Apr'16 – Jun'16	