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

Ongoing multi-stakeholder dialogue on DNS
for development.
A one-day workshop as a pre-ICANN event
at ICANN meetings 51, 52 and 53.

Community Requestor Name	Chair
NPOC/NCSG/GNSO	Marie-laure Lemineur
ICANN Staff Community Liaison	
Robert Hoggarth	

REQUEST DESCRIPTION

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

There are two themes attached with development that can be associated with domain names and the opportunities afforded by the domain name industry, new gTLDs and other innovations in the marketplace.

The first is the promotion of domain names as vehicles for starting new enterprises, confirming business, cultural or community identity, and reaching new markets. Domain names are a singular tool, better than search, QR Codes or "apps" for meeting these needs.

The second is associations and access afforded by relationships within the Domain Name Industry. The DNA (and other similarly situated organizations such as NPOC) provides access to industry expertise and markets. Whether the target markets are global, regional or local, relationships and interactions can foster development: providing training and guidance for new registrars; education and training for ICT professionals; or providing insight into market trends, new business models and developing opportunities.

Following the one-day workshop delivered as a pre-ICANN event in Singapore, thematic working groups will be formed and there will be an agreement that first ongoing work should be performed in between ICANN meetings to gather and second, there will be a need to re-gather and discuss the status of ongoing work prior to the ICANN meetings that will take place during FY15 as a continuous cycle and instead of having one stand alone

The workshops will gather representatives of the ICANN community from the non-commercial sectors and commercial sectors and from outside ICANN to analyse to following thematic themes to specifically address the needs of developing countries and identify challenges in those regions.

- Issue 1: gTLD for development
- Issue 2: The need for rights protection mechanisms in new gTLDs from a development

perspective
- Issue 3: ICT4D in transition – building and living with stakeholder engagement:

Please note that the issues might evolve based on the work performed by the permanent working groups that will be created after the Singapore event will take place and the subsequent events will also be tailored depending on locations of the meetings to take into account local/regional needs.

The format proposed is the have three panels (60 minutes) with experts and than work performed in working groups during the ICANN meeting to gather again later in the week and discuss the issues of concerns by each working groups during the week.

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

One-day pre-ICANN meeting.

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

Recurring activity as a follow-up of the pre-ICANN meeting to take place in Singapore April 2014.

REQUEST OBJECTIVES

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

1/Key theme : A healthy internet governance eco-system
2/Strategic objectives:
- "Strive to be an exemplary international multi-stakeholder organization"
- "Increase stakeholder diversity and cross-stakeholder work"
- "Act in global public interest
- "Ease of global participation" by touching upon issue of interest from audience from each continent and
3/Community work objectives:
- Increase multi-stakeholder participation
- Onboarding of participants
- Increase contributions to international forums

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

- Local participants interested in the DNS-related matters discussed during the pre-ICANN events;
- ICANN fellows;
- ICANN meeting attendees interested in the issues discussed during the events.

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

- Quality workshop and discussions with GNSO inter-constituency representatives from IPCm BC and the registrars and registries group on the theme of the DNS sector in development;
- Lively discussions and exchanges leading to findings, conclusions and recommendations for DNS sector in development;
- A quality summary by the leading panel facilitator;
- A participation of 70-80 people;
- The creation of follow-up working groups to feed regularly into ICANN consultations, working groups, processes outside ICANN channels in between ICANN meetings and at ICANN meetings.

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

- Number of participants;
- Number and type of media coverage;
- Number of mentions in social media accounts of the co-organizers (if any);
- Number of articles published in specialized media such as Domain Incite;
- Number of remote 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
Staff support to take note and draft summary report in coordination with workshop organizers and facilitator	Two months prior to each ICANN meetings (8 weeks)	2 hours per week for coordination 1 day for workshop 1 day for summary report	2*8 + 14 = 30 hours	
Staff and management support for opening	Two months prior to each meetings	Staff: 1 hour per week + 1 day for workshop Management: 1 hour preparation + 1 hour opening	Staff: 1*8 + 7= 15 hours; Management: 2 hours preparation + 1 hour opening	Non recurring

Subject Matter Expert Support:

Will be covered by NPOC delegates and invited panelists attending the ICANN meetings.

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

- Adobe connect room for remote connection;
- Webstreaming.

ICANN cost estimate needed

Language Services Support:

Translation services from the local language to English, French and Spanish.
ICANN cost estimate needed

Other:

Meeting room facilities for an average of 90 participants in the ICANN meeting venue and two coffee breaks.
ICANN cost estimate needed

Please note that the current resource planning request is meant to be repeated for three NPOC events prior to three ICANN meetings during FY15.

Travel Support:

Costs of two nights of hotel and corresponding per diems or three NPOC representatives to allow early arrivals (two days in advance: arrival day + full day before the event usually schedules on Saturdays prior to the ICANN meeting) in order to attend each event and take care of last meeting logistical details.

Potential/planned Sponsorship Contribution:

- Public Interest Registry (PIR) has partially sponsored previous NPOC for the co-organized DNS LAC Forum in Buenos Aires and the Singapore pre-ICANN meeting;
- Co-organizers (local and non-local) such as cc TLDs' associations, ISOC regional offices, regional registries.