***Recommendation #12. In collaboration with At-Large Structures, ICANN should put in place campaigns to raise awareness and extend education programmes across underrepresented regions.***

Our GSE teams with assistance from our Communications staff currently have programs and activities in place to educate and raise awareness about ICANN in underrepresented regions.

For instance, in our Asia Pacific Region, we have brought onboard a regional SSR Engagement Manager, Champika Wijayatunga, and he has been involved in capacity building programs in markets such as Bangladesh, Sri Lanka to introduce ICANN and also educate them on DNS, DNSSEC, etc.

We recently signed an MOU with China Academy of Telecommunication Research to forge closer collaboration on engagement efforts in China.

For the Oceania region, a number of Pacific Islands countries would fall in the "underrepresented areas" category.

Several of Oceania ALSs (ISOC-AU, PICISOC, InternetNZ, PICISOC and The SPACS) fully contributed to the formation of the Oceania Engagement Strategy Working group and submitted lists of activities they wanted ICANN to focus on for the region, especially for underrepresented areas.

From that list of activities, especially under the Internet Governance focus, these ALSs have volunteered to partner and also be actors to support implementation in the region. These have been through their local IGFs and regional meetings. ICANN/GSE staff is represented there to offer updates and raise awareness of ICANN. Those active ALS reps have also stepped-up to share their own experiences and provide comments re: ICANN issues at these local forums. Recently CROPP funds were used to support ALS reps traveling to the regional PacINET.

As you know, Internet affordability is a challenge in underrepresented areas and following ICANN webinars and meetings online and by remote participation does not work for many. One area that needs to be worked on is to partner with ALS reps to host dedicated remote participation sites in these underrepresented regions and invite local interested members to a local venue.

In our Latin America and Caribbean region, two members of LACRALO, Fatima Cambronero and Dev Teelucksingh, our leaders of the Communications project within our regional strategic plan.

So all of our Regional Vice Presidents have developed regional engagement strategies and, especially in Africa and the Middle, have programs designed specifically to target underserved regions. Again, they do so effectively through work with local communities.

So the structure is in place. And while some of our engagement efforts do cross paths with your At-Large Structures, a more formal approach would give us a more direct, closer access to the people across a broad scope of interests and build on local structure activities already in place.

A formal approach that would:

* Regular interaction between ALAC, GSE and Communication teams
* Better understanding by ALAC of our regional engagement plans
* Identify At-Large Structures in each region
* Contact each ALS explaining the purpose of the outreach campaign Find out what each ALS already is doing for outreach.
* Request feedback on how to support/improve or do things differently
* Allow the RVPs to evaluate responses and draw up a regional action plan with interested ALSs.
* Outreach missions and training sessions on ICANN and Internet governance related issues, could be jointly conducted by ALAC members and the GSE and Communication team to deliver the appropriate message and curricula.
* Action Plan could include creation of a joint calendar of events and activities.
* Possible involvement of the Public Responsibility Department