

# **LAC Strategic Plan Implementation 2013-2016**

## **I. Introduction**

Following the presentation of the LAC Strategic Plan 2013-2016 during ICANN 46 in Beijing, a decision was made to launch the Plan by implementing the following five pilot projects:

1. The Road Show\*
2. The Communications Plan\*
3. Capacity Building SSR Workshops\*
4. Emergency Response Team for ccTLDs\*
5. LAC Space in ICANN Meetings\*

\* A progress report on these five projects will be delivered.

A year after this presentation, it is necessary to have a document providing overall guidelines on how to continue with the implementation of the remaining projects within the LAC Strategic Plan 2013-2016.

It is worth noting that, in most cases, projects pertaining to a same objective are not necessarily related. In many cases, projects are fully stand-alone.

This document presents project clusters, with projects grouped into categories in order to facilitate implementation and follow-up.

Further, a procedure describing how projects should develop from now is also presented.

Project implementation will take place over two periods, i.e. one running from August 2014 to August 2015, and another one going from June 2015 to June 2016. As project planning documents are drafted, it will be possible to have more specific project execution dates.

This will also enable us to assess overall Plan execution upon the conclusion of the first period.

## **II. Objectives**

To group projects into categories in order to facilitate execution and follow-up, and determine a project implementation procedure.

## **III. Procedure**

The procedure comprises project implementation guidelines to be applied on a per-project basis.

1. Identify one or several LAC community members to lead a specific project or category.
2. Engage in consultations with the community, to find out which community members would like to join each project/category working group (if required on the basis of project/category complexity).
3. Create a mailing list where all project participants may liaise.
4. Draft a document for every project. This document contents should include:
  - a. Rationale (Why is this project necessary?)
  - b. General and specific objectives
  - c. Execution time frames
  - d. Human resources
  - e. Budget
  - f. Project evaluation methodology

#### IV. Progress report to be delivered to the community

The LAC Strategic Plan Working Group it to receive a quarterly progress report on ongoing projects. Quarterly reports are to be sent to the following mailing list: [Lac-Strategy-Plan@icann.org](mailto:Lac-Strategy-Plan@icann.org).

Also, quarterly reports will be posted on the LAC site in order to update other community members on the progress made on ongoing projects.

## Promote accreditation of Registrars

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working group	Implementation Period
4.3.1	To create a liaison area/office endowed with the ability of producing, processing and distributing information regarding DNS industry market, new gTLDs, regional market and consumer trends to promote the creation of these companies in the region.	Rodrigo Saucedo, Amy Bivins			August 2014 – August 2015
4.3.2	To seek for a joint participation between ICANN and the above mentioned liaison unit in the various events regarding the domain name industry, electronic commerce, technology entrepreneurs, universities, fairs, etc.	Rodrigo Saucedo, Amy Bivins			August 2014 – August 2015
4.3.3	To create an accreditation fast-track program where financial requirements (insurance, guarantees, securities and	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015

	quarterly rents) are reduced to applicants from the region.				
4.3.4	To promote discount on the rates charged to those registrars who open a regional office in the región with at least 3 employees FTE.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.3.6	To organize workshops to business (particularly entrepreneurs and SMEs) with a focus on the new gTLDs and to benefit from innovation and opportunity this new scheme will bring.	Rodrigo Saucedo, Amy Bivins			August 2014 – August 2015

## UDRP TASK FORCE

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
4.5.1	To create a task force to conduct a state of the art study regarding domain name dispute resolution in the region (ccTLD and gTLD).	Rodrigo Saucedo			June 2015 – June 2016
4.5.2	To generate content and material in this subject to raise awareness among regional users.	Rodrigo Saucedo			June 2015 – June 2016
4.5.3	To support training to professionals to become panelists or legal representatives before complainants and respondents.	Rodrigo Saucedo			June 2015 – June 2016
4.5.4	To create a framework to define best practices standards to be implemented by ccTLDs in the region.	Rodrigo Saucedo			June 2015 – June 2016
4.5.5	To identify potential organizations to establish a regional UDRP.	Rodrigo Saucedo			June 2015 – June 2016
4.5.6	To provide technical and financial support for the creation of regional providers.	Rodrigo Saucedo			June 2015 – June 2016

## Observatories

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
2.2.1	To create an observatory to develop growth indexes of the number of participating business organizations.	Rodrigo Saucedo, Alexandra Dans			August 2014 – August 2015
2.6.2	To create an observatory dedicated to monitor DNS security and stability incidents in the region.	Rodrigo Saucedo, Alexandra Dans			August 2014 – August 2015
3.1.2	To create an online DNS Observatory for the región.	Rodrigo Saucedo, Alexandra Dans			August 2014 – August 2015

## Creating Interest Groups

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
1.2.1	To engage with ISPs, national and regional IP associations, Industry Associations in collaborative fashion between ICANN and the local Internet technical community.	Rodrigo Saucedo			June 2015 – June 2016
1.2.2	To deepen the participation in the International and Regional Fora (CITEL, eLAC, LACIGF) in coordination with other regional Internet related organizations.	Rodrigo Saucedo, Rodrigo de la Parra, Daniel Fink, Albert Daniels			August 2014 – August 2015
4.1.6	To raise awareness amongst leaders of the business sector regarding ICANN's relevance and impact in their business.	Rodrigo Saucedo			June 2015 – June 2016
3.3.2	To coordinate face-to-face meetings to relevant stakeholders.	Rodrigo Saucedo			June 2015 – June 2016
4.4.3	To create synergies between suppliers of related services from outside the region and registries and registrars interested in horizontal integration	Rodrigo Saucedo			June 2015 – June 2016

## Funding//Supporting

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
2.1.4	To support existing outreach events related to ICANN, particularly those with focus in the region.	Rodrigo Saucedo, Rodrigo de la Parra, Daniel Fink, Albert Daniels			August 2014 – August 2015
3.4.2	To support regional organizations activities related to SSR.	Rodrigo Saucedo, Rodrigo de la Parra, Daniel Fink, Albert Daniels			August 2014 – August 2015
4.1.3	To support (travel assistance, materials, speakers) those regional stakeholders that could represent groups before ICANN.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.1.7	To support/fund sector related workshops particular in those events which usually congregate economic stakeholders from the region.	Rodrigo Saucedo			June 2015 – June 2016
4.4.2	To create fellowships to train entrepreneurs.	Rodrigo Saucedo			June 2015 – June 2016
4.1.2	To seek a funding mechanism to assist regional stakeholder with low or null participation in ICANN related meetings.	Rodrigo Saucedo			June 2015 – June 2016



## Inventories

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
2.3.3	To create a mechanism that allows to keep an inventory of stakeholders from the region involved in academic and capacity building activities with focus in ICANN and Internet Governance, in order to benefit from their experience and include them to actively participate in outreach and capacity building activities in the region.	Rodrigo Saucedo, Alexandra Dans,			August 2014 – August 2015
2.5.1	To build an inventory of existing capacity building initiatives related to ICANN identifying those with a regional focus.	Rodrigo Saucedo, Alexandra Dans,			August 2014 – August 2015
2.9.1	To create an inventory of relevant new stakeholders in the region (who is who), IXPs, Online Service Providers, Telecom operators, etc.	Rodrigo Saucedo, Alexandra Dans			August 2014 – August 2015

4.1.9	To collaborate in the dissemination of metric and statistics of the private sector with Internet presence in the región between ICANN leaders in the región and other regions.	Rodrigo Saucedo			June 2015 – June 2016
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## ccTLDs Development

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
4.6.1	To support a study to develop a business vision of the registry according to each of the ccTLDs needs.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.6.2	To support (funding and speakers) training initiatives related to domain names, commercial aspects, such as LACTLD workshops and other relevant events.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.6.3	To fund internships of ccTLDs staff to learn best practices from other ccTLDs.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.6.4	To observe and support the agenda of the regional organization as established and decided by its membership.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.6.5	To promote best practices standards in ccTLDs.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
3.2.1	To assist LACTLD to conduct a survey to ccTLDs in the region to assess their capacity building need.	Rodrigo Saucedo, Mia Crampton			August 2014 – August 2015

3.2.2	To include in the capacity building e-learning platform a syllabus to support ccTLDs.	Rodrigo Saucedo, Jeff Dunn			August 2014 – August 2015
1.3.2	To establish a program of creation and transfer of knowledge regarding the technical operation of ccTLDs, with the participation of organization of the Internet technical community.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015

## Surveys//Contests

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
2.7.1	To create surveys, contests and rewards to Internet users from the region to determine the level of knowledge of ICANN related matters.	Rodrigo Saucedo, Mia Crampton			August 2014 – August 2015
4.1.8	To provide support for the production of surveys to the sector leadership.	Rodrigo Saucedo, Mia Crampton			August 2014 – August 2015

## Webinars/Remote Participation

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
2.4.2	To develop webinars to inform members from the region about the different available tools for remote participation in ICANN's related activities.	Rodrigo Saucedo, Josh Baulch			August 2014 – August 2015
2.4.3	To create a Regional Participation Center to assist participants during ICANN related events.	Rodrigo Saucedo			June 2015 – June 2016
2.7.2	To organize webinar designed for different knowledge level of ICANN related matter.	Rodrigo Saucedo, Josh Baulch			August 2014 – August 2015

## Programs

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation period
1.1.1	To plan and develop joint programs between ICANN and regional organizations to act as copartners within each organization's interest and scope.	Rodrigo Saucedo, Rodrigo de la Parra, Daniel Fink, Albert Daniels			August 2014 – August 2015
1.1.2	To design a special tailored support program to help regional organizations attend ICANN meetings, both financially and providing them an appropriate participation scheme to help them engage with organization from other regions.	Rodrigo Saucedo			June 2015 – June 2016
2.3.1	To establish a program for the inclusion of the academic community from Latin America and the Caribbean in ICANN's ecosystem.	Rodrigo Saucedo			June 2015 – June 2016

2.1.6	To create awarding programs (Hall of Fame style) to motivate regional leaders in the development of outreach best practices and empowerment of regional members.	Rodrigo Saucedo, Alexandra Dans			August 2014 – August 2015
2.2.2	To create a program aimed at raising awareness amongst regional economic stakeholders regarding the impact of ICANN's policies in their businesses.	Rodrigo Saucedo			June 2015 – June 2016
2.3.2	To establish programs for the promotion of ICANN within academic activities of Universities in Latin America and the Caribbean.	Rodrigo Saucedo			June 2015 – June 2016
2.5.2	Following the results in 2.5.1 create or strengthen capacity building programs focusing on the needs and in the different stakeholders in the region.	Rodrigo Saucedo			June 2015 – June 2016
2.5.3	To create an Ambassadors Program to promote ICANN	Rodrigo Saucedo, Alexandra Dans			August 2014 – August 2015



	global values.				
2.8.1	To use quotas of exiting capacity building programs to contribute in training and induction of new government representatives in ICANN.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
2.7.3	To coordinate with LACRALO in the development of current capacity building programs.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
3.1.1	To desing a capacity building program based on e-learning platform with focus on ISPs in all of the regions languages.	Rodrigo Saucedo, Jeff Dunn			August 2014 – August 2015
2.8.2	To include in current capacity building programs in the region specific activities and content focusing on trianing for governments within ICANN and its ecosystem.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015
4.4.1	To generate a specific regional need seed fund for projects of regional stakeholders for the creation of new related services	Rodrigo Saucedo			June 2015 – June 2016
1.4.1	To create a scheme where organization are required to publish information regarding the results of the projects funded by ICANN.	Rodrigo Saucedo, Rodrigo de la Parra			August 2014 – August 2015

## Caribbean

Codes	Project	SUPPORT ICANN STAFF	PROJECT LEADER(S)	Working Group	Implementation Period
2.1.5	To create a working group to collaborate with the Manager of Stakeholder Engagement in the Caribbean aimed at achieving a greater engagement of countries and small islands in the Caribbean in ICANN's structure.	Rodrigo Saucedo, Albert Daniels			August 2014 – August 2015
2.1.7	To promote high level dialogue among governments in the Caribbean in ICANN related matters.	Rodrigo Saucedo, Albert Daniels			August 2014 – August 2015