
TERRI AGNEW: Good morning, good afternoon and good evening. Welcome to the EURALO's Website Brainstorming Session taking place on Friday, 7th of August 2015 at 16:00 UTC. On the call today we have Olivier Crépin-Leblond, Yuliya Morenets, Wolf Ludwig, and Sébastien Bachollet. I show apologies from Jimmy Schulz. From staff we have Laura Bengford, Ariel Liang, and myself, Terri Agnew. I'd like to remind all participants to please state your name before speaking for transcription purposes. Also Silvia Vivanco from staff has joined us as well. I'll now turn it back over to you, Ariel.

ARIEL LIANG: Thank you very much Terri. During this call I'm going to share my screen the whole time, because we do have a couple of documents I wanted to show you, and at the beginning we will let Laura give us a quick progress update. Over to you.

LAURA BENGFORD: Thank you Ariel, and hello everybody. Thank you for joining us today. I'd like to give a very brief progress update, since the Meeting in BA was not too long ago. As Ariel brings up the website, we are very much focused right now on finishing up the first policy band on the website. As you'll remember from BA we highlighted and did a demonstration on a couple of the topics there. We had WHOIS, new gTLD, and two other topics. We'

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re working on finishing up the link-outs for all those topic pages, which will link out to a topic detail page and include all the policy statements that At-Large has provided over the history. The other thing we're working on is some additional polish in the regional activities. One of the main reasons we wanted to reach out to you today, given that it is summertime and people are on holidays, is we want to really accelerate some progress on this area.

Since it is focused on the regional activities, and we did envision having RALO pages, and the ALSes listed on there, knowing that there's a lot of information on the Wiki, we felt it was really important to reach out to the RALOs and just make sure we understood what was most important to each of you, and that we were capturing the requirements that were most important. We are continuing down that path.

We are still targeting to do a beta launch in Dublin. It's a little tight. Ariel and I are charging forward as quickly as we can with the team, and so that is why we appreciate your time today to just give us a little bit better an understanding of the activities and the most important areas that you feel we should be focusing on. We've done a lot of research and analysis we're going to be going through today, and we really want to do a lot of validation and ask some questions today.

It's okay if we don't have all of the answers today, or we want to reach out to some of the others that weren't able to join, but we just want to get an overall sense, so that we could at least start working on these areas. That's it for the progress update. Back to you, Ariel.

ARIEL LIANG: Thanks. Now we're just going to go straight into the discussion, and we have prepared a list of eight questions we want to talk to you about. Laura will lead the first four questions, and we'll have some [unclear 00:04:14] at the fourth question, and I'll lead the rest of the questions. Laura, you can start again, with question one.

LAURA BENGFORD: Okay, thanks Ariel, again. The first thing we wanted to just hear in your own words was what you view as the primary role of the RALO and maybe what is specific to EURALO in your region. For example, there's a lot of activities that we see on the Wiki around not only policy but a lot of outreach and capacity building, and a number of Working Groups. We just wanted to get a sense of we're building what we envision as a landing page for each RALO, highlighting the Members and individual contributors, as well as the ALSes in each RALO. Maybe we could do a quick round robin. If you had to say what the primary role of the RALO is, what would that be?

WOLF LUDWIG: Well, just some remarks or comments. I think among the three of us, the first two questions are not probably very relevant, but questions three and four, I would like to have some more Members involved, who are not necessarily part of the inner circle or inner team, to know a little more about expectation. An interesting question to me would be, do we have any numbers of figures on how many people, per month, use our EURALO workspace?

Because I know that I use it more or less regularly, as a reference, and I have also done updates on it, but I have no idea to what extent our workspace is used by our Members in total, or by any other people who have come across any information about EURALO via a Google search, et cetera, and how many hits we actually have for our workspace. This would be very important information, in my opinion, for any further discussion.

I think we all agree that any improvements that can be made are welcome, but at the moment I'm rather undecided on improvements in what direction, including what sort of details. Oliver and Sébastien may also comment on this. Olivier, go ahead.

OLIVIER CRÉPIN-LEBLOND: Thanks Wolf. I feel the same way as you do on this. One of the problems we have in this region is we haven't really got that much going on. We do bursts of activity, but we really have to do something to get that region to work and to do things. We don't really know how much of what we publish out there is read, and is even just taken in. It's funny, because I do speak to some EURALO Members and say, "Why don't you contribute?" and they say, "Well, I read everything and I go to the Wiki and read things, and I go to the website, but I don't feel like I can contribute when everything that's been said has already been said."

It might be a cheap way to get out of not doing anything, but at the same time it would certainly be helpful to find out metrics on how the Wiki is used and how our website is used. I know that there is software to be able to track this. With regards to the other questions here, the

primary role of our RALO is not that much different to the others, to disseminate ICANN information. My personal feeling is that - disseminate ICANN information - and also gain the input of European Internet end users on the ICANN problematics that are on the table.

Unfortunately, we don't appear to have been able to do this quite well. We've seen that some of the components organizations of EURALO have submitted direct points to policy consultations that have not... They're aware of being able to draft things, and so on, but they've not volunteered in actually, actively submitting those through At-Large. I don't know where the problem is. Maybe it's a complexity of things. The key issues or activities in the region. We did do a survey a while ago that actually shoed the key issues, and it might be worth having those at hand when we build the website, because I think those are important.

EURALO ALSes are not interested in some topics that don't really affect them at a local level. They are very much interested in others. I'm sure Wolf will be able to fill up on these. I can't remember these issues off by heart, but certainly privacy is one that comes to mind. Then as important is the regional activities. I think there certainly is some interest in finding out some common problematics across the regions, and again that all relates to the topics. That's it for the time being. Thank you.

WOLF LUDWIG:

Thanks Olivier. I think I can underline as well what you have said. In my opinion, any planning for improvement in this direction should go in line with what is, in my opinion, one of the major challenges in the near

future, which is an engagement strategy, because as Olivier has said, there is only a small portion of our Members, besides the usual suspects, who contribute on a regular basis to our work. We have a constant number of people attending our monthly calls, so this is more or less the insider group we have. I think our consideration and discussions on improvements shouldn't be focused or concentrated on this group of people who are already active and involved.

My main concern would rather be on how to reach the majority of our Members, who are not regularly... Okay, Olivier referred to when he directly to people. I have a similar experience. They tell me, "We are regularly reading what's on the mailing list, and we are interested. Okay, we don't contribute a lot." But any improvements of our tools? This is also somehow in line with a call that we had at the beginning of this week, when we were talking about the brochure and new elements, and the tools we have.

This website must serve two purposes. It's a sort of visiting card - so it has an outreach component, but it must also serve an inreach purpose. This inreach purpose is closely inline with our engagement strategy, which I hope will be the main discussion and challenge for our upcoming GA in Dublin. We should envisage this sort of a timeline. I don't know whether it makes a lot of sense to go into too many details at the moment.

We also said before redoing our brochure, we'd like to present an existing one to our Members at the face-to-face GA in Dublin, asking for feedback and input. My consideration would also be regarding the website and the EURALO part of it; that improvements should be

somehow made in coordination with potential expectations by a broader number of our Members. That’s my comment so far. I think Olivier and I are probably thinking or arguing in a similar direction.

ARIEL LIANG:

Thanks Wolf, and thanks Olivier. Sébastien, do you have any thoughts? First, we probably want to talk about one session at one time, and the other the next, but it’s okay. We see all the questions on the screen, so you're free to talk about any of them. Sébastien, do you have any thoughts on the first three questions?

SÉBASTIAN BACHOLLET:

Thank you Ariel. I am not sure that I have an answer to all of that, but I really think that what’s important is to use the fact that we will have people from the ALSes in Dublin. Even if we don’t have, for the EURALO part, already a finalized product, we can discuss it with people. Maybe as a suggestion for outside the time of the GA, we may try to organize a workshop; one with people interested in discussing the brochure, one with the website. That could be a good way to have them involved in not just the GA itself and the global ICANN Meeting.

At the same time, I really think that for a “normal” Member, the difference between the website, the Wiki, the different tools we have, it’s heavy. We need to find a way to have them integrated and to have a smooth transition from one tool to another. If not, you never know why you use this tool and not this one, and it would be useful and important to find the smoothest way to go from one to the other.

Now to answer your other question of what's the primary role. The primary role of EURALO is to be the go-between the ALS and ALAC, and more generally the ICANN world. It's not to be a wall, it's to be a facilitator and a go-between. That's where it's difficult today, because outside of the usual suspects, it's very difficult to involve new blood, new people. Sometimes it's happened, but it's quite rare. For a few years now we haven't seen many new faces coming and being involved in the work.

I don't know if there are real differences in what is the topic for EURALO and for any other RALO or At-Large in general. I'm not sure if they are specific to our region. Each region has specificity. We have east and west in other parts, and south, and islands, and in another part of the world there are too many countries in a very big geographic area. But in fact, within each RALO there is specificity, but I don't think it changes radically what we have to do.

Definitely it's important to see what others are doing. You ask for the regional activities, but more globally, I think it's important to see or to be able to exchange about what other ALSes are doing, and of course at the regional level too. That's some input from me. Thank you.

ARIEL LIANG:

Thank you Sébastien. Yuliya, do you have any input to these three questions?

YULIYA MORENETS: Yes. I'm sorry, I'm not on the Adobe so I can't see the questions. I think what was said, we do need a website inline with the engagement strategy. I think this is very important. I also think what was suggested by Wolf concerning the Working Group, this should be a very good idea for the GA, really to have a real input from the ALSes on how to proceed. Also I think we need the space for the website, which will be outreach to our ALSes, but also the outreach from the ALSes - really to know what they do, what their priorities are, and so a two-way stream. Thank you.

ARIEL LIANG: Thanks so much Yuliya. So from what we've heard, it seems that we need to reach out to the broader EURALO Members and get their feedback on this website. But just keep in mind that the our target is to have the beta site launched in Dublin, and we envision that the RALO page will be part of this beta site. If we want to gather a lot of input in Dublin, that may affect our timeline a little. But of course we can figure that out.

Maybe we can have a basic, rudimentary site, with some basic information in it, and then when we talk to the ALSes we can iterate the site and add more information or functions that they really desire to have. That's why we need to have an internal discussion and maybe this timeline will be affected. Maybe Laura can talk more about that too.

LAURA BENGFORDE: I just have one quick comment. As Ariel mentioned, we are targeting to get a beta launch in Dublin, and what we envisioned is we'd have a RALO landing page and an ALS landing page that would link out, to some

extent, on the Wiki. When we get into question four, which we're just about to get into, I think we're going to get into a little more detail on how we're envisioning that. I just want to assure people that just because we have a landing page and a start on those two pages, it's just a start, and we can launch and go live and iterate on this, going into a phase two.

I just wanted to assure everybody that the way that we develop is very iterative, and sometimes you have to start things off to get the ball rolling, and iterate, and make those improvements. I think it's an excellent idea to take time in Dublin with the GA and the ALSes there to look at that starter-set and evolve that into what may become a phase two for this project.

I think what I'm hearing pretty strongly does validate a lot of our thinking; really focusing on the call to action, and how do we engage and get more people involved, really understanding the analytics and what people are reading, what's of interest to them, but getting them to the next level of engagement. Finally, it's differentiating between what should be on the website and the Wiki, and having a better and smoother transition of work, so the information is organized and findable.

That will certainly help with that call to action and getting more people involved. I think we should probably progress, Ariel, to question number four, and the next question set for the group here.

ARIEL LIANG:

Thanks Laura. I see both Wolf and Olivier have their hands raised.

WOLF LUDWIG:

I think question four I have partly answered already. I think like on our current workspace, the new website should provide all basic information about EURALO, but it's useful to see who is on the Board at the moment, who are the Officers, and I think monthly reports, meeting minutes, all these kinds of things, should still be available in the new version. Besides this, I would like to see more regular updates, which I partly did in-between, or tried to do in-between, when I had my doubts whether this is perceived by our Members.

Then I slowed down or stopped it again. I was trying to put links to important discussions in the regions, once the Council of Europe has published a new paper talking about Internet rights or user rights - these kinds of key documents or key discussions could be reflected on the new website as well. We do also need, not a newsletter, but just small pieces of information in two lines pointing to important regional issues and discussions. This could be helpful, in my opinion.

Besides this, we should be careful not to get too over-ambitious. Because I think most of our ALSes do have their own outreach and communication tools, and they are mostly concentrated on the local, or regional, or sometimes on a national level - like ISOC Chapters - and of course on the first-hand they try to communicate with their primary target groups, which are the national audiences. I do not recall any of our ALSes who have, beyond a national level, any ambitions. Some of our ALSes are part of other European networks like [APRI 00:29:11], which is a complementary thing.

But the link to our Members, and information about our Membership structure, should be available on the new website. Thanks.

ARIEL LIANG: Thanks so much Wolf. Olivier?

OLIVIER CRÉPIN-LEBLOND: Laura mentioned earlier the Wiki and the organization of the Wiki, and I do have one problem at the moment with the organization of the Wiki. I know this spans outside the realm of the website itself, but we also do need to have the organization of the Wiki sorted out structurally. Because on the left-hand side is the gray box that you get, and among all of the RALOs, the most messed up organization is the EURALO one. We've got documents in Cyrillic, we've got "activities - get engaged" at the top of the hierarchy. We've got pages all over the place, and that's going to need some real cleaning up as well. Laura touched on that, and I think that's something that's going to have to take place in parallel with what we have here, because you can't navigate this Wiki.

WOLF LUDWIG: Good point.

ARIEL LIANG: Thanks Olivier. You're being humble, because it's a more messed up Wiki page than that. Actually, we're just going to go to point four. Wolf, you were a little bit ahead. We wanted to show you something that we did. We did a little bit of research on the Wiki, and we're going to show

you what we found. Firstly, I'll send you this link and you can see it on your own as well. What we did is we looked at all the RALO Wikis, almost page-by-page and saw what information was on the Wiki and what was common across other RALOs and what is unique to a specific RALO.

What you'll see first is on column A. All the RALO Wiki pages have some links that link to ICANN general information. That's usually webpages on the ICANN.org website, or some other pages like remote hub information. So this is common across several RALOs. [unclear 00:32:39] information to At-Large, and we also found these links to the existing, current At-Large website, as well as some other Wiki pages in the At-Large space, such as the policy development workspace, or the RALO and ALAC election workspace. That's also common across the RALOs.

The third common you see is information that are specific to RALOs, but they are also shared across the RALOs. For example, every single RALO page has the ALS and independent Members Wiki workspace, and they also have a page that talks about the Regional Officers. Of course, it includes the meeting recordings, Agendas, and all those things. This third column shows the category of information that are shared among other RALOs, but they are RALO-specific.

The fourth column you see is the things I found on the EURALO workspace, but I didn't see that in other RALO workspaces. For example, I never knew that EURALO had a social media account until recently, and I saw that on the Wiki page. I also saw it on other documents, like the ALAC anniversary [pace 00:34:17], and I saw a [prop note] and Working

Groups that worked on that anniversary, as well as the review that I saw, that promoted that anniversary. Those things are unique in the EURALO workspace, but I didn't see that in other RALO workspaces.

Now what we'll do with this information - we have limited time in the call - but what we can do now is to look at this first, and you can probably give some quick feedback on whether you think that should go to the website rather than staying on the Wiki page. Sébastien touched on a point about figuring out the role of the web and the Wiki, and some content should be migrated to the web as well. Maybe you can take a look at the list and see which items jump into your mind and that you think should go to the web. Let's just have a quick discussion on that. Feel free to speak up. If you need more time to look at the list, you can also keep reading it. Any thoughts?

WOLF LUDWIG:

Well, I think Olivier has already commented on this, about the hierarchy of information. At the moment, this is not really logical. There was a cleanup done, but it was a one-push effort about two years ago, after the Lisbon GA. It was in July 2013 when one of our Members, Manual Schneider, promised to clean up a little bit, but at the last moment there was an impression that he also created some confusion with his cleaning up, so it was a single-issue effort, and it didn't become very clear afterwards.

I think to have a logical hierarchy in this, as Olivier has already said, is one of the first things that could be done as a next step. Then starting from what are the basics, what should be on our new website, also

comparing it with what other RALOs offer in this respect, the overview, Ariel, is quite helpful here. Then we can continue to talk inline with an engagement strategy; what would be nice to have, and also taking into consideration feedback from our Members. Thanks.

ARIEL LIANG: Thanks Wolf. Olivier and Sébastian.

OLIVIER CRÉPIN-LEBLOND: Thank you Ariel. Your question, which pages here should move to the overall At-Large website and leave the Wiki - I'm not sure what column you're looking at - whether it's A, B, C, D, E, or F, G. If one is looking at B, C, with the At-Large official website, I think that anything that's on the At-Large official website would need to move off the Wiki. Think about what is ICANN, what is At-Large, participate in ICANN/At-Large - all of the stuff that is static and doesn't require much updating really needs to move to the main site.

The rest of it, as you know, you've already launched the whole thing with Laura with the whole new website updates, and so on, so I think a lot of this stuff is already now going to move to the main website. But that said, when it then comes down to RALO work, I have concerns that if we start putting this on the ALAC website, it would start doing centralizing of resources, and it leaves too much to the centralizing and not enough on a distributed system.

The RALOs should really have the ability to do quick updates to what they're doing locally, no matter what happens in the rest of the world. I

would certainly shy away from taking any of the RALO-specific stuff and moving it to the main website.

ARIEL LIANG:

Thanks Olivier. Sébastian?

SÉBASTIAN BACHOLLET:

Thank you very much Ariel. I think that what is important is to see what is the information that doesn't change so often, and that could go to the website. I hope that even on the website we are able to have the pages evolving. I really think that the link between the two - not just what's on one or the other - the link between the two must be streamlined. What is interesting in this page is that what you call RALO-specific, in fact in the end it becomes not just specific vis-à-vis At-Large general, but also specific by region, and you were obliged to introduce color.

I think it's really important that we have, in a place where it's not changing, a document repository. I don't care where it is, but maybe under the website, where all the documents are. Hopefully we can find the right one, and not to try within a search engine to try each time to find the MOU signed by who, and when. Sometimes there's a PDF and we don't know who's done the PDF, and we're not sure it's the last version, with all the signatures, for example, and so on and so forth.

I really think that we need to have a repository with information from each RALO, and be able to access it by everyone to have some possible comparison. At some point we need to try to fit... What you call RALO-specific, it's not so much RALO-specific. For example, I don't know what

is under Board Members. I guess it's the Board of RALO, but we have somewhere also a section about Board Members selected by At-Large, and then even the title would need to be...

Yes, I guess it's a Regional Officer, and it's a Board Member when you have a Board in a region. They are some points I think we need to figure out. Once again, a smooth way to go from the website to the Wiki will be very useful. Thank you.

ARIEL LIANG:

Thank you very much for that. Given the limited time we have to talk about this Item, there will be homework that comes afterwards. We'll probably transform this spreadsheet into some kind of survey or form, and we will send it to you after and you can put your thoughts in and say whether it should be on the web, or the Wiki, or you don't know.

YULIYA MORENETS:

Can I add something? As I'm not on Adobe, I can't really see the Wiki page, but I was thinking we have to have in mind that the Wiki page, from my point of view at least, it's more collaborative, too. So a lot of information is supposed to be commented or to take suggestions. So for example, I'm wondering if we do need to have, on a Wiki page, video content. Is it more informative for the information or not?

If it's only for the information, it should, from my point of view, be moved to the website, and we should leave the information, which will require comments, et cetera, on the Wiki. Maybe that will also help to [unclear 00:44:55]. Thank you.

ARIEL LIANG:

Thank you Yuliya. Thank you very much for all the feedback. Just to continue with what we were just talking about, we'll follow up with some homework and we'll give you a little bit more time to think about the Wiki/web relationship. Let's move onto the next few questions that we have. The sixth question we have is, what information should have for the ALSes and the independent Members? I think Wolf, you earlier mentioned about that, and were showing if you include the...

Besides that, what other things do you think would be good to reflect information of ALSes? Just to help you, we also saw this page about the EURALO Membership. This is the current Wiki page, and now we have [global 00:46:09] of ALSes, for example. If you click on any of them, they have some kind of descriptive text, things like that. What do you think would be good to include for the ALS information on the website?

WOLF LUDWIG:

I think this sort of information, it's basic information about EURALO and the number of Members, and profiles of our Members. The question is whether it would be enough to have just the respective link to the Member website, or do we need to have, on top of that, profiles themselves? The point is, as we have so many different languages here in Europe, if we just refer to the website, we will mostly bump on the national language of the ALS, which is not understandable for the majority of the other Members. So having short, concise profiles in English about the other Members would be very useful as well.

ARIEL LIANG: Wonderful. Thanks Wolf. Got it. Thank you. Any other thoughts on this?

YULIYA MORENETS: I want to just strongly second what Wolf just said about the short presentation in English. I think of the ALSes, and I think it will also allow the ALSes, if they wish so, to put the link to this page on their website, and to improve the outreach to their Members as well on what ICANN is about, why they are Members of EURALO, et cetera. So I really think it's a very important item. Thank you.

ARIEL LIANG: Got it. Thanks Yuliya. If we don't have more comments on this, we have a few other questions. The sixth one is how important is social media and how frequently they are updated. We refer to the social media accounts of EURALO specifically. Any comments on that question?

WOLF LUDWIG: Well, so far it was me who created the Facebook group and the LinkedIn group, I think two or three years ago. So far, it's me who updates them, but it would be desirable if it would be a bigger group of administrators of those social media tools, so that updates can be understood and made as a shared effort. It's getting problematic, if it's always coming down to one person. You have different priorities over the year, and then from time-to-time you forget that there is such a Facebook group. So there should be a small team for these social media tools, in my opinion.

ARIEL LIANG: Understood. Thanks Wolf, but this might be a little bit out of scope for this website revamp, because it's revamping the social media for EURALO. But we know that... Any others on social media? We are asking this, because we are thinking whether it is important to have the link to EURALO social media come under the webpage. That's why we're asking that.

WOLF LUDWIG: It should be more prominent. The link to the social media tools before was more prominent. Meanwhile, it was included in the listing and it comes rather at the end of the current workspace, so you have to look twice or at least three times to realize that there are such social media tools. They should be pointed to in a more prominent way. Thanks.

ARIEL LIANG: Thanks Wolf. Olivier?

OLIVIER CRÉPIN-LEBLOND: Thanks Ariel. I agree with Wolf - it's not very prominent, it's not commonly used. I usually use it when it's just a case of having face-to-face discussion or meetings or something somewhere. I usually use the #atlarge hashtag for example, for Twitter and this sort of stuff. We definitely need to have either some concerted strategy, or somewhere this would be maintained and there would be a constant stream of information coming out of EURALO social media. Whether it's a Facebook page, or LinkedIn, or any other type of social media. At the moment, the very fact it doesn't have much life, I don't think it's very

much... Well, nobody posts to it because there is no life on it. That's one of the reasons.

Yes, so we need to work something out on this point. I think that social media is mostly used when there are face-to-face meetings, and in fact there is so much going on in Europe that relates to Internet governance, that relates to things that, at the end of the day, will affect ICANN as well. As you might know, the WSIS process is based in Geneva. So there's a lot of Internet governance that might end up really influencing what's going on at ICANN that takes place in Geneva. So we're lucky to have this in our region, and yet we're not using it. We have to work something out. Thank you.

ARIEL LIANG:

Thanks Olivier. Okay, so let's move onto the next two questions. We're running short on time. The seventh question we have is about translation. How would you like to see translation reflected on the website? The question is, we're aware that for the beta site it may not be feasible to have the UN standard of translation, just because we're really short of time and have limited resources - so phase one, would we consider testing some kind of plug-in, so that we'll have some kind of translation capability? Also, if there is some static content that needs to be translated, at a minimum, what sort of content should that be, and who should do it? That's the next question. Wolf?

WOLF LUDWIG:

Well, this is part of what I mentioned before - getting over-ambitious. It was in our working practice, and it's even in our bylaws, that we for very

pragmatic reasons decided to use English as a working language, even due to the fact that the vast majority of our Members are not English native speakers. This was a pragmatic approach in regards to the diversity of languages that we have in Europe and in our region. Therefore I think we shouldn't waste much time in this direction, but there should be something on the policy on the new website saying that EURALO's working language is, for pragmatic reasons, English.

There should also be a link to key documents at ICANN - that they are translated and available in the major UN languages. So if somebody is needing anything in another language but English, they can also then refer to the ICANN website and to the archives where you can find important documents in other languages. But the language of our website should, like it has been so far, be in English. There are no capacities in the region, by any volunteers, to ask them to start translating our content into other languages.

There was an effort some time ago, when the monthly report and some more inputs were translated by a former Secretariat Member into Russian, but this was more on a case-by-case basis, and if you do not do this regularly, or if you cannot guarantee that this is done on a regular level, then I would suggest to please stick to the essentials, and let's stick to English.

ARIEL LIANG:

Thank you very much Wolf for this feedback. Sébastian?

SÉBASTIAN BACHOLLET: Yes. I just wanted to add that I agree mainly with what Wolf just said. I would like just to add that we may be able to have a short summary of what EURALO is doing, what is the role of EURALO, and maybe the sentence that our working language is English, and why the website will not be translated. This must be done in as many languages as possible - the six UN plus Portuguese, but if we can do more, let's do more. But just a short thing that we don't need to change every two days, or even every few years, but something static that will give the main information on why we are just in English, and the argument given by Wolf is very clear. I think it will be very useful.

If it's a short thing, we can ask the participants of EURALO to do that. I remember that when part of the website was translated - maybe the Wiki, I don't know - into Russian, it was done by [Dezi 00:59:30] from Bulgaria, I guess. But then when she left, nothing more was translated into Russian, I guess, and that's not a good thing. We need to find a way to do a few things, but what is really needed, and not more. Thank you.

ARIEL LIANG: Thank you very much Sébastian. Olivier?

OLIVIER CRÉPIN-LEBLOND: Thank you. I agree with what's been said so far, but since this is a brainstorming session, let me just try and throw in something here as well and see if there is any traction on this. Sébastian alluded to Russian as being one of the languages that some volunteers decided to translate some pages to. I wonder if we look at Europe as a whole, Western Europe has now got a more common use of English now, and Eastern

Europe has a common use of Russian. Therefore, these are the two predominant languages, if one looks across all of Europe. This is just something I'm throwing out there - so if there was a need to translate, it would probably have to be translation in Russian. Just a thought.

ARIEL LIANG: Thank you. It's pretty amazing to hear a Frenchman say not to translate into French, but okay.

OLIVIER CRÉPIN-LEBLOND: If you look at the number of people using the languages, you're looking at Russian on one side and English on the other as being the two largest, because you have so many millions and millions of people. French would be probably a close third, but... There's no such thing as Scandinavian. I guess that if the Scandinavian block of countries all spoke the same language - although I know they understand each other, but they do have many differences in the language - that also would probably rate closely as one of the most widely used languages there. But as I said, I agree with Wolf and with Sébastian.

The whole issue of translation in Europe is so diverse, we don't want to recreate another European Parliament with every country expressing and writing in their own local languages, interpreters for each and every country. You've got a bloody nightmare, at the end of the day, and it's very costly too - very costly. And if you translate some languages, others will say, "Why don't you translate our language as well?" and it just introduces tensions. We've been through that a long time ago.

ARIEL LIANG: Understood. Thank you. Other comments on the language issue? If not, we're going to the penultimate question. It's about who should update content for RALO pages. Laura put some comment in the chat earlier, and what we envision for phase one would be that staff would have some kind of log-in, to update information on the website. If that's the case, and that staff will update information for the EURALO pages, what type of information do you think would be essential to keep updated for the EURALO website?

WOLF LUDWIG: I've put my comment in the chat.

ARIEL LIANG: Okay. "It should be a small and reliable team." Do you think the At-Large staff team is a small and reliable team? Or it's not enough?

WOLF LUDWIG: Well, I think for the launch, staff will update. I think this is a good work division, because we would be over-demanded. But as we do have a much better overview about current events in Europe, because we are in the networks, we are in the newsletters, et cetera. Olivier [unclear 01:04:21], people like us, we are also linked with ISOC communities, so we have a good overview about what is going on on the regional level. I think the regular updates afterwards of our social media tools and regional events, at least the key events, should be on the website.

This could, or should be done by a small group of EURALO people, but it needs a certain coordination among themselves and a certain reliability that this is done in a regular way. We cannot do too much, because as you know, we are all volunteers, and cannot dedicate days into such work. But we can at least, as a small team, try to be as active as possible.

ARIEL LIANG:

Thank you for the feedback, Wolf. That definitely makes sense. Any other thoughts on this? Laura, do you have any closing comments, or anything else you'd like to discuss with the team? Olivier just raised his hand. Go ahead.

OLIVIER CRÉPIN-LEBLOND:

I was just going to comment on what Wolf has said, and I agree with him. I have real concerns about volunteer saying, "Yes, we're going to update this. Leave this to us," and then the circumstances of that volunteer changes and they drop the ball and we end up in the mess that we're in today. We've had several such instances, and this is the region where people's circumstances do change quite often. There needs to be a shepherding that would be done by staff, and as a specific position to update those pages.

Putting it onto the onus of the Chair of the Secretariat is of course another alternative, but I'm a little concerned about the workload, bearing in mind all of what we're now thinking of doing with the RALO and having been in the recent call also with Alan, wishing to get more

engagement. Just updating those pages is time-consuming - timely as well, but time-consuming. Thanks.

ARIEL LIANG: Thanks Olivier. Laura, do you have any closing comments?

LAURA BENGFORD: Thanks Ariel. No, not really. I just want to extend my thank you. This information is going to be really helpful and valuable for the team to take back and come up with some pages for the RALOs and ALSes. I think question number eight, as we were talking about the content updates, we do anticipate that we'll have the capability for newsletters and events to be sent to ICANN staff to post on the website with a follow on, and in phase two to actually allow self-publishing, like on the Wiki, on the website. So I think that will naturally evolve over time. I think this has been a great start to at least start looking at the content on the Wiki and the website, and figuring out where things go.

As Ariel mentioned, we'll come back to this group after we meet with all the RALOs, with a summary of all the feedback, and with some ideas on how we move forward on the website. Thank you very much. It's been very, very helpful.

ARIEL LIANG: I want to echo Laura and thank everybody. I just saw Olivier put in the chat about interns. Thanks to Olivier's statement we've got two more staff for the policy team, so please draft more statements like that and maybe we can get an intern one day! Also, just one last note - [unclear

01:09:18] some kind of homework, but we will keep in touch via email and Skype. The homework will be in a Wiki and web-related form. Thank you everybody again for your time and effort in this. We really appreciate everything. Thank you.

WOLF LUDWIG: Thanks a lot. Bye-bye.

[END OF TRANSCRIPTION]