



ICANN | 52 *Singapore*

8-12 FEBRUARY 2015





Draft APRALO-ICANN APAC Hub Pilot Framework

Kelvin Wong | ICANN 52 | 10 February 2015

Agenda

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Background to draft
APRALO-ICANN APAC
Hub Pilot Framework

2

Common Focus Areas
and Proposed Action
Items

3

Progress Update on
Actions Items

4

Going forward



Background

APRALO-ICANN APAC Hub Pilot Framework

Background

Recap of the process thus far...

a) Setting common focus areas

- Identification of synergies and overlap in focus areas between APRALO & ICANN APAC Hub
- Determination of common areas.
- Consultation with community

ICANN50

b) Determining key priorities and deliverables

Based on focus areas, determine key priorities and initiatives for collaboration.

ICANN51

c) Working on action items

Tracking of deliverables.
Providing updates on achievements.

ICANN52
and beyond

Common Focus Areas

Agreed Common Focus Areas

- Language localization
- Capacity/Capability Building
- Outreach and awareness building

ICANN APAC Hub Focus Areas

- Capacity Development
- Stakeholder Participation
- Awareness Building
- Language Localization
- Regional Meeting Format

APRALO Focus Areas

- Need for sub-regional plans and better subregional communications
- Language localization as carried out by ALSes
- Prioritising Capacity building of end users. Leveraging region for capacity building activities
- Supporting subregional Outreach

A world map where the continents are defined by a network of white dots and connecting lines, set against a dark blue background. The dots vary in size, and the lines are thin and white, creating a digital or network-like appearance of the globe.

Focus Areas and Action Items

Focus Areas and Proposed Action Items

Focus Area 1

Language Localization as supported by community

- **Proposed Actions:**
 - i) ICANN APAC Hub to develop and share localization toolkit.
 - ii) APRALO/ICANN to get help (from ALSes, etc) in translating and use.

Focus Area 2

Leveraging APAC for Capacity & Capability Building

- **Proposed Actions:**
 - i) APRALO and ICANN to work on At-Large End User presentation customised for APAC.
 - ii) APRALO and ICANN to participate in joint capacity building workshop and/or webinars (for end users/ALSes)

Focus Area 3

Supporting APAC outreach to raise awareness & increase stakeholder participation

- **Proposed Actions:**
 - i) Reaching out to underserved region through collaboration on CROPP.
 - ii) Conduct outreach on APRALO during ICANN APAC regional outreach activities (such as APriGF, APRICOT etc)

A world map where the continents are defined by a complex network of white dots and thin white lines. The dots vary in size, and the lines connect them to form a web-like structure. The background is a solid dark blue color.

Progress Update

Updates on Community Language Localization

Focus Area 1

Language Localization as supported by community

- Proposed Actions:
 - i) ICANN APAC Hub to develop and share localization toolkit.
 - ii) APRALO/ICANN to get help (from ALSes, etc) in translating and use.

1

[Contribution from ALSes]

Localised slides in Hindi (by ISOC-Delhi in Dec 2014)

Localised slides in Bangla (by ISOC-Bangladesh in Feb 2015) [Work in Progress]

2

[Contribution from other community partners]

Localised slides in Korean (by KISA in May 2014)

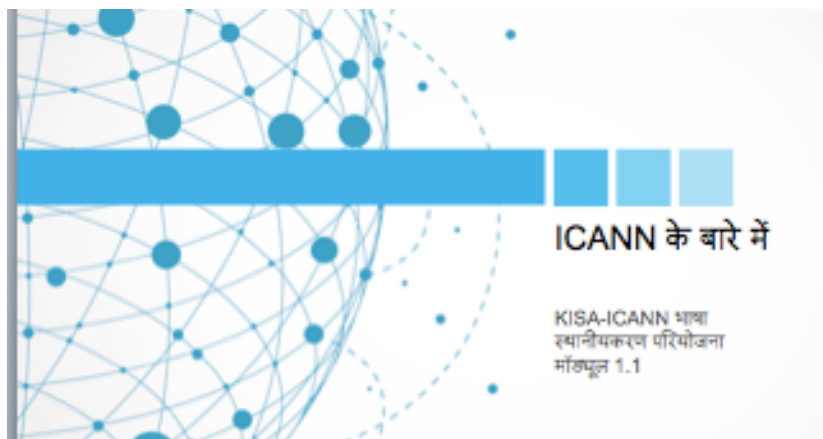
Localised slides in Chinese (by CATR in Jan 2015)

Localised slides in Bahasa Indonesia (by Indonesian Civil Society Organizations' Network for Internet Governance in Jan 2015)

(Updates to the working group is found here:

<https://community.icann.org/display/APRALO/Working+Group+--+Hub+Pilot+Framework--+Language+Localization+Initiative>)

[Completed] ICANN materials in Hindi and Bangla



With the help of our ALSes, ICANN materials have been localised in:

- Hindi (ISOC-Delhi)
- Bangla (ISOC-Bangladesh) [WIP]

Slides in the Language Localization toolkit include:

- Introduction to ICANN
- Universal Acceptance
- IDN
- WHOIS
- new gTLD

ISOC-Bangladesh has also conducted an outreach event to the local community using some of the translated slides.

विश्वर नेटওয়ারक - डोमेन नेम सिस्टम

- इंटरनेट प्रोटोकल (IP) एड्रेससमूह हल्लेअसुतज्ज ठिकाना या एकटि कम्पिउटारके आरेकटि कम्पिउटार खूजते सहायता क
- डोमेन नेम सिस्टम एकटि IP एड्रेसके एकटि नामेर साथे मेलाय
- DNS हल्लेअएकजित इंटरनेटेर एकटि डिजि
- DNS इंटरनेटके निरापद, स्थितिशील ओ विनिमययोग्य राखते सहायता क
- DNS नीतिमाला समन्वय करार जन्य 1998 साले ICANN गठन करा हल्ले

COMPUTER DNS SERVER

ICANN KISA

ICANN materials in other languages

什么是WHOIS?



背景:

- 在注册域名时, 域名注册人必须提供他们的联络方式和技术信息
- 这些信息进入一个全球性的、公众可以获取的目录——称作**WHOIS服务**
- WHOIS并非单独的、中央管理的数据库, 注册局(域名注册管理机构)和注册商(域名注册服务机构)根据他们与ICANN所签订合同的最基本要求, 在多个地方分别持有数据。

Apa saja isu terkait Universal Acceptance?

Masalah: Paket software yang ada seringkali menyaring / tidak dapat menampilkan (screen out) nama domain yang menggunakan akhiran lebih dari 3 karakter, atau yang menggunakan karakter non-ASCII

IDN Variants



배경:

- 다국어도메인네임은(IDNs)**
도메인네임이 비 라틴어 글자로 이루어진 도메인을 의미
(예: 아랍글자, 한자, 키릴글자, 힌두글자, 그리스글자, 한글 등)
- 다국어 변형 TLD는
다국어중 같은 언어문화권에서 의미는 같으나 표현이 여러 가지인 TLD에서의 문제(예: 중국글자번체, 간체)

Apart from the effort of our ALSes, the Language Localization toolkit has also been entirely translated into Chinese, Korean and Bahasa Indonesia.

*[Top] Providing background to **WHOIS** in Chinese language*

*[Middle] Explaining **Universal Acceptance** in Indonesian language*

*[Bottom] Introducing **IDNs** and variants in Korean language*

Updates on Supporting Outreach and Awareness Building

Focus Area 3 Supporting APAC outreach to raise awareness & increase stakeholder participation

- Proposed Actions:
 - i) Reaching out to underserved region through collaboration on CROPP.
 - ii) Conduct outreach on APRALO during ICANN APAC regional outreach activities (such as APriGF, APRICOT etc)

Updates: Working principles for CROPP (for discussion)

- An important means for outreach for ICANN (current topics etc) and APRALO (ALS recruitment etc).
- Complements ICANN staff outreach; helps reach out to more diverse set of audience, including underserved regions/community
- Target a balance of established conferences (A) and greenfield conferences (B).
- Good coordination and division of labor to prevent duplication of efforts

(A) **Established conferences** - Key events which ICANN will attend. Target audience is familiar with ICANN, or whom ICANN is in touch with.

(B) **Less established “greenfield” conferences or those with slightly different focus** - ICANN may not have the resources to attend. Involves a new set of audience, and/or may be held in less well-served areas.

[Completed] Supporting ALS outreach

Introduction to ICANN At-Large and APRALO

Special thanks to:



Community effort with ISOC-JP [Jan 2015]

A draft presentation deck on At-Large and APRALO, based on ISOC-JP's presentation, is proposed for use for APRALO members' outreach efforts.

Contents:

- Explains structure of ICANN At-Large, ALAC, APRALO and ALSes
- Encourages active participation
- Highlights mode of getting in touch
- Ready for localization into local languages

Getting involved in At-Large and APRALO

- Registering with ICANN
 - Register and participate in ICANN by submitting a simple online application form (<http://www.atlarge.icann.org>) to become an "At-Large Structure"!



"The Internet Needs You! If you are an organization located in Asia, Australasia or the Pacific Islands and concerned with Internet-related issues, you can help influence the operation, growth and development of the Internet by becoming part of APRALO. APRALO invites all interested civil society parties to join it in taking part in the decisions that shape the Internet." - APRALO

Updates on Capacity Building

Focus Area 2

Leveraging APAC for Capacity & Capability Building

- **Proposed Actions:**

- i) APRALO and ICANN to work on At-Large End User presentation customised for APAC.
- ii) APRALO and ICANN to participate in joint capacity building workshop and/or webinars (for end users/ ALSes)

Capacity Building Webinar for APRALO members (For discussion)

Goal: Planning and hosting of regional webinar series, to address capacity building needs of APRALO members

Target Audience: APRALO members, newcomers and fellows in APAC region

APRALO Pilot Capacity Building Webinar Series



Tracks & Topics

2 Tracks: 1) Introductory, 2) Capacity Building
Topics: APRALO members propose the topics, use survey to select the top choices



Frequency & Time

Frequency: Once per month
Starting time: 03:00 UTC (recommended by APAC Staff)



Speakers

APRALO leaders to collaborate with ICANN Staff and identify potential speakers, especially subject matter experts from the APAC region



Interactive Format

Incorporate pop quiz to break the program into digestible parts, retain audience's attention, and enhance interactions



ICANN Learn Follow-Up

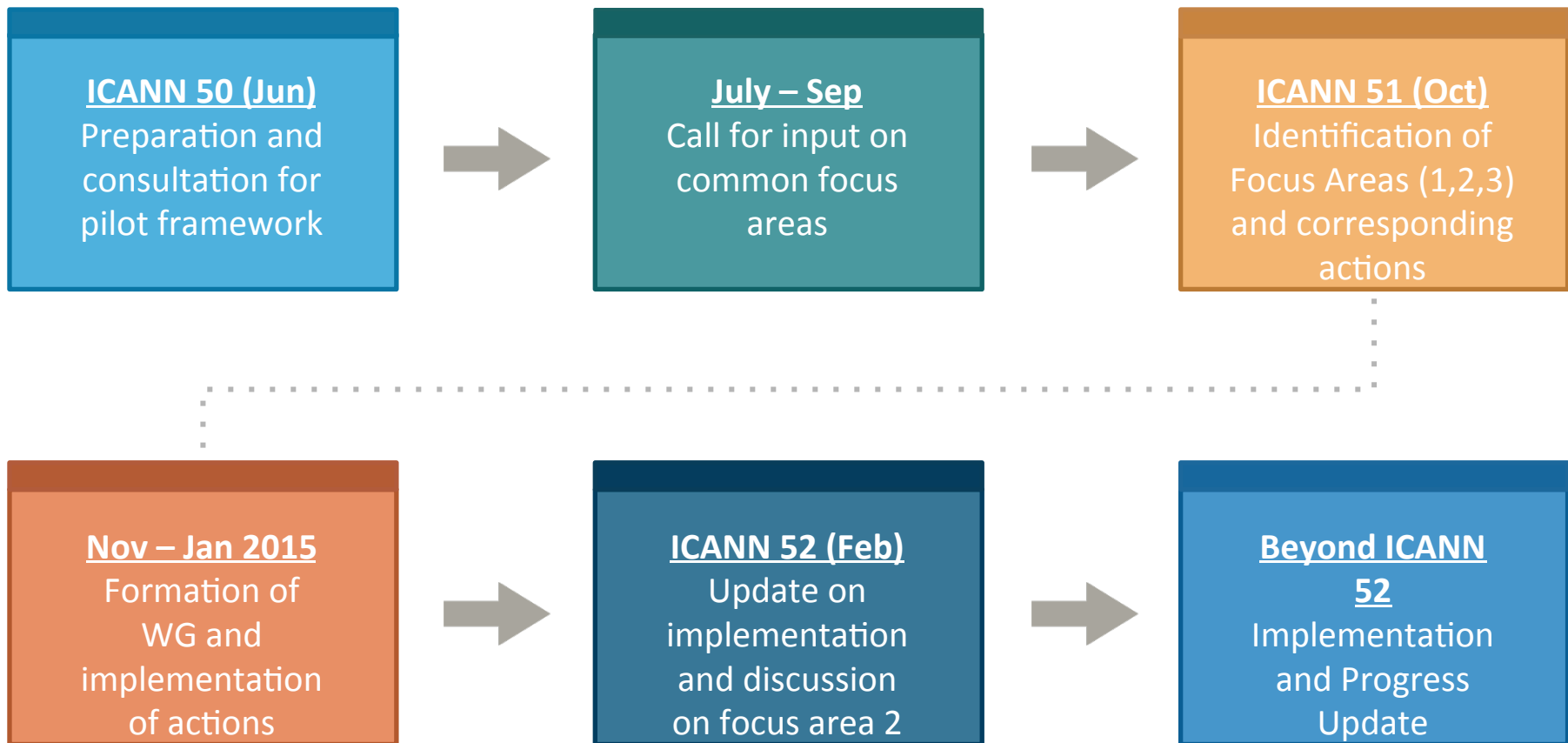
Create ICANN Learn Online courses to enable the continuation of learning by incorporating advanced materials; speakers to work with relevant ICANN Staff



Promotion

Use the communications channels of APRALO, At-Large, and ICANN APAC Hub and social media channels

Going Forward



Reach out to us if you like to contribute ideas or help with implementation of the Focus Area actions!