

All questions and completed forms should be sent to controller@icann.org.
 Please remember that the deadline for FY16 Budget consideration is **February 28th 2015**.

REQUEST INFORMATION		
Title of Proposed Activity		
Capacity and Awareness building brochure: "Strategic use of the DNS in Civil Society"		
Community Requestor Name	Chair	
NPOC, Rudi Vansnick	Rudi Vansnick	
ICANN Staff Community Liaison		
Robert Hoggarth, Jean-Jacques Sahel		

REQUEST DESCRIPTION
<i>1. Activity: Please describe your proposed activity in detail</i>
<p>Civil Society and its NGOs, Internet's largest stakeholder group, are increasingly dependent on how the Internet operates and its rules and regulations in order to carry on their work. An initial investigation into the state of NGO presence on the Internet, which NPOC had initiated, found low levels of domain name ownership, heavy reliance of social media sites, and low level of understanding around the growing IG challenges that will impact on their work, their mission and hampers their understanding of the need and benefits of being engaged with ICANN.</p> <p>Working with a large UNESCO NGO database, it was discovered that in Europe only 40% of the registered NGOs had operational websites with their own domain name, 30% had lost their registered domain name because they were unaware of domain name renew procedures or failed to maintain up-to-date contact and billing information. 65% had moved their Internet presence to social media sites, with little thought of the risks to them, or to their collaborating partners, membership, and target constituency.</p> <p>This demonstrates the failure of NGO's to adequately use the DNS for their work, and point to the urgent need for outreach to engender engagement and capacity building within the Internet ecosystem, both for themselves and for the Internet itself.</p> <p>We are proposing the creation and dissemination of a brochure: "Strategic use of the DNS in Civil Society" 32 pages, English, German and Spanish (This publication is based on an English language blueprint and is regionally adapted. Regional adaptation is important to keep publication targeted and relevant)</p> <p>Content basic outline: (draft, to be reconsidered and amended in discussion with ICANN staff) DNS Basics DNS Rights and Wrongs Domain Maintenance Using Domains for sustainability and economic Development.</p>

Engaging with IG: Why & How

Strategic use of gTLDs

The content of the brochure should be created by ICANN non-commercial community members with input and in consultation with ICANN staff, here in particular the resources and communications team. Final editing should be undertaken by ICANN staff with community proofing.

The publication should be created in close co-operation with the ICANN resources and communication team and could be part/ initial step of a larger publication support program provided by ICANN with implementation partners. (As one of the implementation partners for the brochure the NPOC member Fundacion Chasquinet should be engaged. Chasquinet has extensive experience in the creation and dissemination of similar brochures, see: www.tele-centros.org/tcparaque) The brochure would be the first in a series of documents that are getting updated in regular intervals.

The brochure should be branded and implemented as a collaboration between ICANN and civil society organizations. NPOC as the conduit of the non commercial operational concerns into ICANNs policy making processes will act as a conduit to engage civil society organizations in the events. Past and current outreach efforts have shown that it is not only important that ICANN is seen as the sole implementor, but equally important is the awareness building and ongoing reaffirmation and support of the ICANN message by other Internet governance stakeholders.

ICANN staff and the implementation partners should also consider if it would be possible to secure sponsorship for this and any further publications. It is important that ICANN with NPOC, approaches civil society organizations and potential funders from other IG stakeholder in order to create and implement a sustainable business plan for further publications and regular updates.

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

Outreach - Education/Training

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

Commencing from the 1st of July 2015:

Content creation and editing: 6 month

Translation: 1 month

Print: 2 weeks

Dissemination: ongoing

Evaluation and report: ongoing, report becomes available in month 12

REQUEST OBJECTIVES

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

The request here represented supports all of ICANN'S goals as the publication helps to:

*1. Evolve and further **globalize** ICANN and here in particular 1.1 Further globalize and regionalize the ICANN functions, and, 1.2 Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders.*

The publication reaches and opens up a dialogue with many organizations that today are not even aware of ICANN and its functions. This sensitizes them to the importance of the DNS, it creates awareness about existing issues. The learning solution events are part of an overall awareness and capacity building effort and represent an entry point to IG in general and to ICANN in particular. The publication directly serves the ICANN regions as they provide engagement with Civil Society organizations, as well as valuable data to help ICANN better fulfill its Mission and Vision. The publication help to further globalize ICANN through strengthening the regional level capacity, and they provide a balanced and proactive regional engagement with stakeholders.

*2. The publication will: "Support a healthy, stable, and resilient **unique identifier ecosystem**" and; in particular: 2.1 "Foster and coordinate a healthy, secure, stable and resilient identifier ecosystem" as well as 2.3 "Support the evolution of domain name market place to be robust, stable and trusted".*

The publication is an important step to reach users, and non-users, of the DNS to raise their awareness about the importance of unique identifiers in the Internet ecosystem. The DNS is at risk when residents of the Internet (users and non-users alike) are not aware of its true significance and functions. Only things of perceived valued are protected. Awareness engendered by the publication also supports the evolution of the domain name market place. Applications from developing countries were rare in the recent new gTLD round. Reasons for this range from lack of knowledge about the opportunities new gTLDs offer, as well as about business models to make registries sustainable. This survey also serves as a regional/global entry to raise awareness and transfer the knowledge necessary to realize present and future opportunities, develop sustainable business models, and engage in DNS policy dialogue, thus making a significant contribution to the domain name market place.

*3. Advance **organizational, technological and operational excellence***

This publication contributes to: *3.1 "Ensure ICANN's long term financial accountability, stability and sustainability" and "3.3 Develops a globally diverse culture of knowledge and expertise available to ICANN's Board, staff and stakeholders"* through laying the foundations on which the value of the DNS in general and a domain in particular are be understood.. A valued resource like a robust, stable and trusted DNS and domain name needs to be seen as a good NGO/organizational investment. In turn this results in ICANN's stability and sustainability. The survey lays the foundations got ICANN engagement with globally diverse knowledge and expertise that was previously not available.

*4. Promote ICANN's role **and multi stakeholder approach**.* The strategic objectives behind the publication and ICANNs stated strategic objectives become identical. As an entry point to further regional engagement, awareness and capacity building activities which are described above, the surveys directly: *" 4.1 Encourage Engagement with the existing Internet Governance ecosystem at national, regional and international levels"; help to 4.2 "Clarifies the role of governments in ICANN..."*, as it will collect data that will help Governments to understand the state of art and importance of the DNS for their social and economic development. It will attract and enable Civil Society to *4.3:" Participate in the evolution of a global trusted, inclusive multi stakeholder internet Governance ecosystem that addresses internet issues"*, and in addition *4.4 Promote role clarity and establish mechanisms to increase trust within the ecosystem rooted in the public interest"*, through laying the foundations for engagement, awareness and capacity building, that allows stakeholders to identify their rightful place and voice in the

internet ecosystem.

Laying the foundations for engagement, awareness and capacity building, the publication will also help ICANN to: 5. "Develop and implement a **global public interest** framework bounded by ICANN's mission", and here in particular, it will 5.3: "Empower current and new stakeholders to fully participate in ICANN activities."

The above demonstrates full strategic alignment of the proposed activity with the current ICANN strategic plan.

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

All internet stakeholders but in particular Civil Society Organizations in the Europe, Africa, Asia, Europe, North America and LAC regions that use, or potentially will use the Internet to fulfill their mission and Vision.

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

Reach DNS stakeholders that could not be reached directly through outreach, webinars and training courses.

Creation of an additional tools to engage Civil Society stakeholders in Internet. Governance issues and structures

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

The publication will at its end contain information for the readers to connect to an online survey of the brochure: The survey will contain questions to determine the quality and impact and lessons learned of the publications, such as:

- Respond to real operational concerns
- Engage all Stakeholders
- Strengthen the whole Internet Ecosystem.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments

Subject Matter Expert Support:

ICANN staff should support the publication and any further possible publications by:

1. helping to determine content outline
2. co-operating with not for profit community and identifying suitable implementation partners.
3. by creating and contributing content.
4. by ensuring the publication is aligned with civil society operational concerns and ICANN goals and objectives.
5. by proving final editing
6. by providing graphic and layout support and expertise
7. by helping to identify most cost effective and quality printers
8. by helping to disseminate the publication
9. by supporting the search for funding partners.

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

n/a

Language Services Support:

Translation of publication original in English into German, French and Spanish.

Other:

n/a

Travel Support:

Travel support for implementation partners to co-ordination, implementation, editing and fund raising meetings and events. (3 travel, in co-ordination and under guidance of ICANN staff)

Potential/planned Sponsorship Contribution:

The publication will be sponsored and supported through financial and in kind contributions by the Global Knowledge Partnership Foundation and the members of the Pathfinder initiative such as AfICTA and Katten law.

We will seek further sponsorship from other stakeholder companies and organizations.