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			
IPC Outreach Activities			
Community Requestor Name		**Chair**	
Intellectual Property Constituency (GNSO)		Greg Shatan	
ICANN Staff Community Liaison			
Rob Hogarth			

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

Outreach in underserved communities and regions designed to raise awareness of the IPC and ICANN and increase the volunteer base (thereby stemming current volunteer burnout) and to increase the diversity of the IPC by supporting presentations, workshops, and events led by the IPC—independently or in conjunction with meetings of intellectual property-related associations, such as the International Trademark Association. One such event is the INTA 2016 annual meeting that attracts thousands of qualified prospective members from around the world. IPC aims to have an ICANN/IPC booth and/or a small reception for interested parties and prospective members.

This year, IPC seeks to engage more young professionals and students in disciplines related to its activities, including intellectual property, privacy, and cyberspace law, and technology fields through associational and campus presentations and events.

While the IPC appreciates that the CROPP is a pilot program intended to provide some level of outreach, this pilot program is limited -- all trips must originate and conclude in the same geographic region. Unfortunately, this geographic restriction has made it difficult to conduct effective outreach efforts in the global, multinational IP and business community. As a result, the IPC requests funding for non-regional outreach efforts without restriction on the travel of IPC officers or members or an exemption from CROPP travel restrictions to allow for travel across geographic regions.

Finally, IPC intends to engage in outreach designed specifically to collect data on effectiveness of rights protection mechanisms

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

Outreach -- e.g., procurement and staffing of an ICANN/IPC booth and/or a small reception for interested parties and prospective members at INTA conferences; presentations to undergraduate and post-graduate institutions focusing on those with IP law and internet technology programs; outreach specifically targeting attendees of ICANN meetings who appear to be interested in IP-related issues.

Research/study – e.g., surveying of IP community to collect feedback on effectiveness of rights protection mechanisms.

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

Various one-time and recurring activities throughout FY 2016, with a view to continuance of successful programs in FY 2017.

REQUEST OBJECTIVES

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

Robust outreach activities are essential to sustaining and effectively contributing to the bottom-up, multistakeholder approach espoused by ICANN, and relied on by all its stakeholders. Given the current volume of ICANN policy initiatives the community must support, we view volunteer burnout as one of the greatest ICANN enterprise risks. Our priority for FY 2016 is to dramatically enhance participation in ICANN by the global IP community through active recruitment, integration, and retention of new participants.

IPC intends to use the funds allocated to its outreach efforts *to evolve and further internationalize and regionalize ICANN's implementation of the multistakeholder approach*, including by enhancing outreach to as yet untapped individuals and groups, improving recruitment, orientation, and retention of new members and participants, enhancing stakeholder involvement and empowering current and new stakeholders to participate fully in ICANN activities, and ultimately expanding ICANN's regional footprint.

Improved outreach efforts by the IPC also will help ICANN to *develop and implement a global public responsibility framework*, by enabling IPC to contribute more effectively to ICANN process in an area in which its members have particular expertise – improving competition, consumer trust and consumer choice. With additional funding dedicated to its outreach efforts, IPC hopes to have more hands on deck from a broader, more internationalized group of participants—including young professionals and students in related disciplines—*to support ICANN's public interest commitments, to promote ethics, transparency and accountability, and to engage in public responsibility activities*.

Finally, by focusing some of its outreach activities on new member recruitment, IPC will help to *cultivate an understanding of ICANN's role in the Internet governance ecosystem*.

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

Under our bylaws, the IPC has an international membership of organizations and individuals who (1) are committed to the advocacy and development of intellectual property as fundamental components of meaningful commercial activity in the national, regional, and global spheres; (2) are primarily and substantially involved in the field of intellectual property; and (3) make a substantial contribution through its members or otherwise to the field of intellectual property. However, there is a need for more participation and particularly of qualifying international organizations and individuals from underserved regions such as Latin America, Africa, and Asia-Pacific. This year, we intend to specifically target participation by international young professionals and students in fields related to our activities, including intellectual property, privacy, cyberspace law, and technology.

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

To increase membership and participation in the IPC and in ICANN by organizations, experienced and early career professionals, and students from various targeted geographic regions.

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

Increased IPC membership and participation from the targeted geographic regions. Note that, under IPC membership structure, a single new Category 3 or 2 member could involve numerous individual participants.

Increased and enhanced IPC contribution to various GNSO policy development efforts, and ICANN initiatives.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Production of engagement video	FY 2016	Produced by ICANN staff with IPC input	60 sec. clip highlighting importance of IP community engagement in ICANN activities	Can be an existing video, provided it addresses IPC role in ICANN.
Production of INTA Conference related materials	FY 2016	Produced by ICANN staff with IPC input	Booth materials (specifics TBD; e.g., signage)	

Subject Matter Expert Support:

Technical support and production, as applicable.

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

Adobe Connect and web streaming for international outreach activities, such as webinars and remote presentations (e.g., information sessions), to reach a wider global audience.

Language Services Support:

Translation services to reach potential members in underserved regions.

Other:

N/A

Travel Support:

Travel and related support for participation by IPC leaders in pre-existing meetings of IP-related associations in underserved regions, and also in those meetings that are estimated to reach the greatest number of potential members and participants.

Potential/planned Sponsorship Contribution:

IPC will contribute its leaders' and members' time and efforts to attend and represent ICANN's IP community at meetings of IP-related Associations, including the INTA annual meeting in particular; to advocate for involvement in ICANN; and to mentor, educate, and assist new members to efficiently and comfortably integrate into the ICANN community and to contribute to its efforts.