

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	
IGF Workshop for outreach purpose: "Can Civil Society impact Global Internet Governance"	
Community Requestor Name	Chair
Non-Commercial Stakeholder Group	Rafik Dammak
ICANN Staff Community Liaison	

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail
<p>The activity is designed as an outreach effort toward civil society outside ICANN including NGOs, academics, activists. This is aiming to educate those targeted audience about ICANN multi-stakeholder model through IGF workshop. During the workshop, ICANN model will be compared to other examples such OECD, CSTD etc to highlight its effectiveness and openness toward civil society.</p> <p>It will also help to promote the ongoing policy discussion, highlighting non-commercial community involvement and, community and leadership led globalization initiatives such as:</p> <ul style="list-style-type: none"> • participation in NCSG and its constituencies; • new gTLD policy matters from non-commercial standpoint; • but also the ongoing IANA stewardship transition and ICANN accountability tracks, led by ICANN community.
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
Outreach, education, meeting, travel support
3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity
One time activity during IGF in Brazil

REQUEST OBJECTIVES

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

Demonstrate in details ICANN multistakeholder approach and explaining its role to audience not familiar with its model. Increase stakeholder diversity, promote participation aligned with the objective of ICANN globalization .

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

Global audience from civil society world ,with focus on those from developing countries : NGOs , academics, activists, media . Since the attendance of IGF workshops is open to all participants, the audience can also include other stakeholders .

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

Increase the visibility about ICANN role on IG, impact of its policies globally from non-commercial and for developing countries perspectives. Encouraging participation within ICANN and joining NCSG e.g. to get involved in working groups.

Getting feedback about ICANN model and functioning and bringing it to the discussion within ICANN community through reporting in cooperation with ICANN staff, and in suitable spaces like cross-community working groups.

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

Increasing the number of non-commercial participants by outreaching the the workshop audience. Also by outreaching IGF participants via the participation in ICANN booth and other coordinated activities in situ with ICANN staff.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
N/A				

Subject Matter Expert Support:

N/A
Technology Support: (telephone, Adobe Connect, web streaming, etc.)
N/A
Language Services Support:
N/A
Other:
N/A
Travel Support:
Support for the NCSG, NCUC, NPOC chairs (or representatives) to attend IGF Brazil (10–13 November 2015), organize the workshop and conduct outreach efforts during and after the workshop . The support includes air ticket, accommodation and per diem following ICANN community travel guidelines.
Potential/planned Sponsorship Contribution:
N/A