

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		
DNS for Civil Society Online Resource Center and Knowledge Exchange		
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, the 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 on 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 renewal 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 NGOs to adequately use the DNS for their work, and points to the urgent need for outreach to engender engagement and capacity building within the Internet ecosystem, both for themselves and for the Internet itself. These initial numbers show that there is an urgent need to implement mechanisms that assess the need, raise awareness, engage and as an outcome draft, evaluate and help implement practical solutions and policies that engage all Internet ecosystem stakeholders.</p> <p>We are proposing a <i>Civil Society Online Resource Center and Knowledge Exchange</i></p> <p>The center should be implemented as a ICANN driven initiative, (here in particular the resources and communication team), in co-operation with implementation partners.</p> <p>The Civil Society Online Resource Center and Knowledge Exchange will help to identify needed</p>

outreach materials and NGO/Civil Society organization needs in the areas of their Internet presence, and their Internet citizenship. It will also help to identify areas of need with regard to knowledge for the full range of NGO/Civil Society organizations, the rich and the poor, in terms of a strategic Internet presence, and their participation as "Internet citizens". There is a need for usable and effective materials and information regarding the operational concerns and strategic uses in terms of their own mission and vision, and the health of the Internet ecosystem. Materials should be available free for easy open access on an open WWW site.

The Civil Society Online Resource Center and Knowledge Exchange should:

- a) encompass a "community of communities."
- b) address global needs by using community resources to facilitate the exchange of information and promote the noncommercial use of the Internet.
- c) be no repetitive and no bureaucratic by providing up-to-date resources in a user friendly, open environment.
- d) support the branding efforts of ICANN by providing direct benefits to the domain users, involving them in the process and therefore enabling them to identify with IG.

Through strengthening the awareness, capacity and knowledge exchange of civil society in the area of DNS operational concerns, ICANN strengthens their ability to engage with ICANN and to participate in its policy making processes. The center is a direct practical support for multi stakeholder engagement.

The center itself has two main elements:

- a) The search able online resources collection, structured by topics, languages, type of resource.
- b) Knowledge exchange where users of the center can communicate with each other based on specific topics, ask questions, receive answers, suggest and request resources and provide a continuous evaluation of the site.

The role of ICANN in the creation and maintenance of the Civil Society Online Resource Center and Knowledge Exchange is manifold:

- 1) Support the technical implementation of the center.
- 2) Help to determine the detailed structure of the online resource collection and the knowledge exchange.
- 3) Support and advice the resource collection.
- 4) Participate through ICANN staff actively in the knowledge exchange and engage with users.
- 5) Help to identify specific resources that need to be created
- 6) Help in the creation of specific resources
- 7) Help in the translation of specific resources that have been deemed valuable and worthy wider dissemination
- 8) Support the ongoing evaluation and improvement of the center
- 9) Help to create and implement a medium and long term sustainable "business plan" for the center.

The center serve besides awareness and capacity building directly as a supporting element to the ICANN policy making processes and is ICANN centered. The center nevertheless 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.

This is also reflected in the financial sustainability of the center. ICANN should with NPOC and civil society organizations initiate the center by communicating why it is needed, promoting its concept and support its initial creation. At the same time 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 the online resource center in the medium and long term. This proposal is requesting ICANN to support the initial planning and resource appropriation phase. The centers implementation phase should only be implemented when its medium and long term sustainability has been secured.

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

Outreach - Education/training - Research/Study

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

Commencing July 1st 2015, ongoing

REQUEST OBJECTIVES

1. Strategic Alignment. Which area of ICANNs Strategic Plan does this request support?

The request here represented supports all of ICANN'S goals as the Online Resource Center and Knowledge Exchange 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 Online Resource Center and Knowledge Exchange 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 Online Resource Center and Knowledge Exchange is part of an overall awareness and capacity building effort and represent an entry point to IG in general and to ICANN in particular. The Online Resource Center and Knowledge Exchange directly serve 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 Online Resource Center and Knowledge Exchange helps to further globalize ICANN through strengthening the regional level capacity, and they provide a balanced and pro-active regional engagement with stakeholders. The results will not limited to Civil Society engagement since the Online Resource Center and Knowledge Exchange will be highly significant for expanded engagement by Private and Governmental stakeholders as well.

2. The Online Resource Center and Knowledge Exchange 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 Online Resource Center and Knowledge Exchange 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 value are protected. Online Resource Center and Knowledge Exchange engendered awareness 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 Online Resource Center and Knowledge Exchange 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 Online Resource Center and Knowledge Exchange contributes to: *3.1 "Ensure ICANNs long term financial accountability, stability and sustainability" and "3.3 Develops a globally diverse culture of knowledge and expertise available to ICANNs Board, staff and stakeholders"* through laying the foundations on which the value of the DNS in general and a domain in particular are to 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 ICANNs stability and sustainability. The Online Resource Center and Knowledge Exchange lays the foundations for ICANN engagement with globally diverse knowledge and expertise that was previously not available.

4. Promote ICANNs role and multi stakeholder approach. The strategic objectives behind the surveys 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 Online Resource Center and Knowledge Exchange 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 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 Online Resource Center and Knowledge Exchange will also help ICANN to: *5. "Develop and implement a global public interest framework bounded by ICANNs 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 stakeholder s 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. The recommendations the events generate is also hugely relevant to all stakeholders.

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

Action 1: Preparation

Step 1: Identify second generation, umbrella-type noncommercial organizations to partner with to fully development the mission and vision statement for the resource center.

Step 2: Needs Assessment

NPOC with its member and partner organizations will conduct a needs assessment

Step 3: **Development of Criterion's for resource center content**

Based on the findings of the partner organization, develop a list of criteria for the resource center.

Action 2: Implementation

Step 1: Identification of grassroots partners

Step 2: Creation Civil Society Online Resource Center and Knowledge Exchange partnership

Step 3: Technical platform

Step 4: Technical Implementation

Step 5: Content Implementation

Action 3: Evaluation

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

The following criteria will be used to measure the desired outcomes of the Online Resource Center and Knowledge Exchange:

1. Successful and timely implementation of Online Resource Center and Knowledge Exchange
2. Technical excellence of platform
3. Ability to provide quality resources that address operational concerns
4. Ability to serve as a communication platform and knowledge exchange
5. Numbers of users
6. Impact on overall operational concerns by users
7. Sustainability

Sustainability is one of the main measurements for the Resource Center and Knowledge Exchange

Sustainability can not been seen on the basis of financial sustainability alone. In order to reach the goals of community development and financial sustainability Civil society organizations have to integrate Social, Political, Cultural and Technical sustainability as vital elements into their planning and operation. Sustainability in the above terms is defined as follows.

Social and cultural sustainability

If the activities are to be lasting and viable, they must take account of the social and cultural context in which it operates, and must respond appropriately to that context

Political sustainability

Political sustainability refers to the importance of securing a stable regulatory framework that will protect, promote and support internet users and their activities, with special attention to the specific needs of the poorest sectors.

Technological sustainability

This is especially the case since digital technologies are changing so swiftly.

Financial Sustainability

Sustainability can not be achieved on the basis of financial sustainability alone. They need to incorporate Social, Political, Cultural and Technical sustainability as vital elements into their planning and operation.

A detailed evaluation and feedback form will be an integral part of the Online Resource Center and Knowledge Exchange. It will provide constant feedback on the usefulness and impact of the platform. An annual evaluation and lessons learned report will be created and published.

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:				
1) ICANN staff support the technical implementation of the center. 2) ICANN staff and here in particular the resources and communications team, help to determine the detailed structure of the online resource collection and the knowledge exchange, in alignment with civil societies operational concerns and ICANN goals and objectives. 3) ICANN staff support and advice the resource collection. 4) ICANN staff actively participate in the knowledge exchange and engage with users. 5) ICANN staff to help identify specific resources that need to be created 6) ICANN staff to help and co-ordinate in the creation of specific resources 7) ICANN staff to help in the translation of specific resources that have been deemed valuable and worthy wider dissemination 8) ICANN staff supports the ongoing evaluation and improvement of the center 9) ICANN staff playing with implementation partners a pro-active role create and implement a medium and long term sustainable "business plan" for the center.				
Technology Support: (telephone, Adobe Connect, web streaming, etc.)				
Help to create and maintain Civil Society Online Resource Center and Knowledge Exchange technical platform.				

Language Services Support:

Resources will be collected and made available in a variety of languages. It might be useful to translate some of the key resources into a number of other languages from the original.

Other:

Travel Support:

Travel by implementation partners to further develop and fine tune the centers structure and concept. (2-4 travel slots, need to be decided in co-ordination with ICANN staff)

Travel by implementation partners to create and implement overall sustainability plan. (2 travel slots, need to be decided in co-ordination with ICANN staff)

Potential/planned Sponsorship Contribution:

The Online Resource Center and Knowledge Exchange 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.(see above center plan of sustainability)