

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		
Outreach and awareness building Video Clips		
Community Requestor Name	Chair	
NPOC, Rudi Vansnick	Rudi Vansnick	
ICANN Staff Community Liaison		
Robert Hoggarth		

REQUEST DESCRIPTION
<i>1. Activity: Please describe your proposed activity in detail</i>
<p>Internet citizen awareness and empowerment Organizational and individual end users of information and communication technologies today enjoy and expect a safe, stable and reliable Internet. Most are only dimly aware of the governance procedures that set the policies, regulations and processes for the Internet. The Internet today resembles a country where 1% of the population governs 99% of the population, and most don't even know that the 1% exists! Legitimate democratic governance depends on the awareness and participation of the populous. L Good governance (as process) and good policy (as outcomes) are essential for building a secure and sustainable Internet ecosystem. That in turn decisions depend on a knowledgeable, aware and engaged citizenry.</p> <p>This challenge is un-paralleled in the history of the evolution of human systems. Greater stakeholder knowledge and engagement are required with similar urgency to insure both good governance and good policy. Internet governance can only be legitimate and successful if it puts citizen awareness and empowerment at the center of efforts to drive dialogue and policy making.</p> <p>Engagement strategy Everything from the technical specifics of names, numbers and domain names to broader issues within the Internet Ecosystem is relevant for not-for-profits and end users. The core mission is not to explain or technically understand how these issues affect stakeholders. What is important is how policy and impacts opportunities for sustained development and growth by individuals, and the missions of the not-for-profit sector. The target is not the overall Internet Ecosystem but knowledge and engagement by end users.</p> <p>Relevance is the key Outreach, especially outreach targeting engagement, can only be successful if it is relevant to those who are targeted. In Internet governance there are two things that are of key relevance to end users: opportunities and security: How does the Internet enable me/us to better pursue our goals? How can I remain safe and preserve my personal privacy? Internet governance needs to address these questions in ways that are stakeholder inclusive.</p> <p>We are proposing the creation of a series of 12 short, 1-2 minutes outreach and awareness building Video The short clips are designed for the Youtube generation which demand 'short and sweet' statements on important topics that are relevant to them. Also the clips should be engaging without being preachy.</p>

The video clips will be freely available to be disseminated as widely as possible through social media sites, download sites, organizational and media web pages. It is hoped that the videos will also be used in other media such as TV.

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

Outreach - Educational/training

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

Commencing on the 15th of July 2015
Month 1-3, Script creation and video shoots
Month 3-12, dissemination of videos
Month 12, evaluation and reporting

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 Video Clips help 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 Video Clips reach out and opens up a dialogue with many individuals 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 Video Clips 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 Video Clips directly serve the ICANN regions as they provide engagement with stakeholders. The Video Clips help to further globalize ICANN through strengthening the regional level capacity, and they provide a balanced and pro-active regional engagement with stakeholders.

2. The Video Clips 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 Video Clips are 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. Video Clip 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. The Video Clips serve 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*

The Video Clips contribute 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.

4. **Promote ICANN's role *and multistakeholder approach*.** The strategic objectives behind the Video Clips 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 Video Clips 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..."*. It will attract and enable internet users to 4.3: *" Participate in the evolution of a global trusted, inclusive multistakeholder 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 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?

Global Internet Users

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

Create and widely disseminate 12 short videos that demonstrate the relevance of the DNS for all Internet users.

- Increase membership in the ICANN multistake holder community
- Increase awareness on Internet issues
- Create archival record of leaders speaking on important issues
- Produce a concise and easy to understand Internet Basics valuable to all newcomers and students on Internet Governance

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

Number of places the videos are available
Number of Downloads
Number of social media tweets
Number of social media comments

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:

n/a

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

n/a

Language Services Support:

Translate videos from original English language into other languages such as French, Spanish, German. Subtitles captioning in different languages

Other:

n/a

Travel Support:

n/a

Potential/planned Sponsorship Contribution:

The promotional videos 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.