

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		
Pilot Regional Civil Society Operational Concerns Learning Solutions Events		
Community Requestor Name	Chair	
NPOC	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 a low level of understanding around the growing IG challenges that will impact on their work, their mission and hamper 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 2 pilot regionally based Civil Society Operational Concerns Learning Solution events that:</p> <ul style="list-style-type: none"> • Need to respond to real operational concerns • Need to engage all Stakeholders • Need to strengthen the whole Internet Ecosystem. • Need to identify practical solutions.

- Need to contribute and inform to the IG policy making processes such as working groups and the GNSO council.
- Need to base proposed solutions and policy recommendations on abroad consensus.
- Need to help implement practical solutions.

The sites for the pilot events will be identified in consultation with regional ICANN outreach and engagement staff.

The learning and solutions are 1 day events with the following structure:

1. Presentation that lays out the operational concern and the challenges it represents
2. 3 Panelists from different stakeholder groups respond how they perceive the problem and propose possible solutions.
3. An open plenary discussion will discuss the proposed solutions
4. A panel consisting of stakeholder representatives and plenary participants will summarize the plenary discussion in form of a set of action and policy recommendation
5. The action and policy recommendations will be presented to the plenary and it will be established which recommendations represent a rough consensus.
6. The panelists and plenary participants will propose and establish steps of practical implementation.
7. The rough consensus recommendations will be disseminated and shared throughout the internet ecosystem.

We expect to invite representatives of 30-50 organizations to each event.

The specific topics of the events will be established as direct outcomes from regional surveys that establish Civil Society operational needs and concerns. (survey.gkpf.org) Topics can also be established on request or as a consequence of existing policy making structures such as working groups to establish rough consensus policies on specific topics under consideration.

As demonstrated below the events serve besides awareness and capacity building directly as a supporting element to the ICANN policy making processes and are ICANN centered. The events 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 organizer, but equally important is the awareness building and ongoing reaffirmation and support of the ICANN message by other Internet governance stakeholders.

The learning solutions events are an integral part of a series of activities that include surveys, webinars, training events, an online resource center and community engagement. The goal is to raise awareness and organizational capacity to engage in strategic Internet planning and to promote organizational voices in areas of Internet policy formation and implementation relevant to their work and their mission.

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

Education training - Research/Study-Outreach - Meetings

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

Commencing from July 1st, 2015. 2 events per regions, 10 events overall.

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 learning solution events 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 learning solution events reach and open 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 learning solution events 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 learning solution events help 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 Learning Solutions Events will be highly significant for expanded engagement by Private and Governmental stakeholders as well.

*2. The Learning Solutions Events 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 learning solution events 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. Learning Solutions Events 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 survey lead strategy 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 Learning Solutions Events 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. The learning solution events lay 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 Learning Solutions Events 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 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. The recommendations the events generate is also hugely relevant to all stakeholders.

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

The learning solutions events:

- Respond to real operational concerns
- Engage all Stakeholders
- Strengthen the whole Internet Ecosystem.
- Identify practical solutions.
- Contribute and inform to the IG policy making processes such as working groups and the GNSO council.
- Propose solutions and policy recommendations on abroad consensus.
- Help implement practical solutions.

In the short run this helps bolster, enhances its role in the IANA transition, and strengthens ICANN's capacity and role for the future governance of the Internet.

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

The learning events will be evaluated throughout their implementation using the following questions and criteria.

1. Number of NGO's reached nationally and regionally
2. Number of events and participants, level of engagement with all Stakeholders
3. Ability of events to respond to real operational concerns
4. If the events contributed to strengthen the whole Internet Ecosystem.
5. The degree the events managed to identify practical solutions.
6. The degree the events contributed and informed IG policy making processes.
7. The value and impact of solutions and policy recommendations on a broad consensus basis.
8. The degree the events helped to implement practical solutions.

A detailed evaluation form will be send to all participants after each meeting. We will also ask external stakeholders, such as those who will be concerned with the implementation and policy recommendations to evaluate their perception and impact of the events after they have been concluded. The final report of the events will include an overall evaluation and lessons learned.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST				
Staff Support Needed (not including subject matter expertise):				
Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Dissemination of events invitation	Month 1-11	Staff has the regional knowledge to reach potential events participants and panelists.		
Dissemination of events evaluation questionnaires.	Month 1-12			
Subject Matter Expert Support:				
Participation of ICANN staff in the establishment of regionally relevant event topics.				
Participation of ICANN staff in event planning.				
Participation of ICANN staff in event promotion.				
Participation of ICANN staff as event panelists.				
Participation of ICANN staff in event evaluation.				
Technology Support: (telephone, Adobe Connect, web streaming, etc.)				

Adobe connect and web streaming facilities for all events.

Language Services Support:

n/a

Other:

n/a

Travel Support:

1. Travel of events planners. (1 per event)
2. Support travel of events participants. (Regional travel, proposed 3 per event)

Potential/planned Sponsorship Contribution:

The learning solutions events 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.