

All questions and completed forms should be sent to [controller@icann.org](mailto:controller@icann.org).

Please remember that the deadline for FY16 Budget consideration is **February 28<sup>th</sup> 2015**.

REQUEST INFORMATION		
Title of Proposed Activity		
Regional DNS Capacity and Awareness Building Webinars		
Community Requestor Name	Chair	
NPOC	Rudi Vansnick	
ICANN Staff Community Liaison		
Robert Hoggarth, Jean-Jacques Sahel		

request description
<i>I. Activity:</i> Please describe your proposed activity in detail
<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 in which NPOC had initiated, found low levels of domain name ownership, heavy reliance of social media sites, and low level of understanding around the growing IG challenges that will impact on their work, their mission and prevents them to become engaged with ICANN.</p> <p>Working with a large UNESCO NGO database, 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 renew 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>These initial numbers show that there is an urgency to understanding the Internet governance and operational concerns of Civil society as a step toward greater awareness and engagement.</p> <p>We are proposing to hold regional DNS awareness and capacities building webinars. (two per ICANN region, total 10)</p> <p>2 webinars have been successfully implemented already in Washington and Singapore.</p> <p>Lessons learned from the Washington Pathfinder Webinar:</p> <ol style="list-style-type: none"><li>Webinar participants voiced the need for the creation of an online resource (center or site) that could assist with building Civil Society capacity to deal with Internet policy and operational concerns.</li><li>There is a pressing need for regional face-to-face capacity building events. Most Civil Society organizations are focused on social issues: poverty, health, gender, governance, etc., and not on Internet policy and operational issues. They are becoming aware that they need knowledge in those areas, for their own work, to understand the impact of market and policy developments, and</li></ol>

to engage in Internet governance issues. Pathfinder had planned such events at a later stage, but it is now clear, in the face of rapid regional policy developments, that Pathfinder should implement such events in the short term.

- c) There is a need for specific Intellectual Property (IP) webinars, both to advance and protect the interests of Civil Society organizations. Pathfinder is responding to this need with two IP specific webinars in 2015 under the leadership of Lori Schulman and Brian Winterfeldt, as well as including region specific IP expertise in regional webinars, as in the case of the upcoming Singapore Pathfinder webinar.
- d) The list of attendees indicates that region specific webinars, blending regional and global issues, are a good way to engage organizations that are impacted by Internet governance but thus far have not been involved in Internet governance and policy processes the impact their work and their existence.
- e) The regional webinars, as time and place events with remote participation, will be facilitated by a strategy of prior online participation, as a lead in to the event, with post-event online participation as a follow up, to continue the work of organizational capacity building, to build a learning archive, and to capture lessons learned from the Pathfinder webinar process itself. Pathfinder is planning to implement such communication spaces as quickly as possible and funding is available.

Where ever possible and financially prudent the webinars should be held within the region, (first choice regional ICANN offices), but in some cases they might be conducted remotely for practical reasons, convenience and cost reduction. Even if a webinar is conducted from outside a region it is important to involve organizations from within the region in the development, execution and follow up of the webinars.

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

Outreach-Education/Training-Research/Study-Meetings

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

The webinars will be implemented over a period of 1 year commencing the 1rst of July 2015.

## 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 webinars will 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 webinars reach out to 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 webinars 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 webinars 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 webinars 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 webinars 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 value are protected. Webinar 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 webinar 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**

The webinars 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 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 ICANN's stability and sustainability. The webinars lay the foundations for 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 webinars and ICANN's stated strategic objectives become identical. As an entry point to further regional engagement, awareness and capacity building activities which are described above, the webinars 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, the webinars 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 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 impact of the events is also hugely relevant to all stakeholders.

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

- Establishment of a broad based awareness in Civil Society organizations on DNS and IG issues.
- Create the capacity in Civil Society organizations to create and maintain the best possible and effective use of the DNS
- Engage Civil Society stakeholders in Internet Governance issues and structures

The webinars are a good way to engage organizations and individuals that so far have not been either aware of or engaged in operational concerns and the Internet governance processes. The purpose is two fold, first to raise their own capacities to better engage the Internet ecosystem in pursuit of their own work, and second to facilitate their participation in Internet governance per se.

We expect to attract 20-30 plus new individuals and organizations at each webinar and we are following up with each of them. Webinars, follow up, and information generated from Pathfinder online surveys of target constituencies will generate a list of organizations and individuals with a greater awareness of, and scope for greater engagement in, Internet governance, both for their own interests and the health of the overall Internet ecosystem.. If we are able to fund and execute the Pathfinder initiative as planned and needed, we can realistic expect the involvement of up to 200 new organizations and individuals in 2015.

Participant participation in webinars, attendance in capacity building events, and use of the online resource center is intended to significantly expand the participation of civil society organizations in Internet policy development, and in particular as participants in the multi stakeholder model of Internet governance. Involvement of new civil society stakeholders in Internet governance is an important step toward strengthening ICANN's multi stakeholder model, and contributing to the viability of the IANA transition process.

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

The webinars 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.

A detailed evaluation form will be send to all participants after each webinar.

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 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:

Language service support will be requested when it becomes necessary for the webinar organizers and it will be decided on a case to case basis in consultation with ICANN staff and regional event support.

Other:

n/a

Travel Support:

1. Travel of events planners. (1 per event)
2. Travel of events panelists. (Regional travel, proposed 2 per event)

Potential/planned Sponsorship Contribution:

The webinars 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.