



FY16 COMMUNITY REQUEST FORM

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

APRALO Leadership Team Outreach at The Tenth Annual IGF Meeting to take place in João Pessoa, Brazil, on **10-13 November 2015**.

Community Requestor Name

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Chair

Siranush Vardanyan

ICANN Staff Community Liaison

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REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

The Tenth Annual Internet Governance Forum (IGF) Meeting is scheduled to take place in João Pessoa, Brazil, on **10-13 November 2015**, which serves to bring people together from various stakeholder groups as equals, in discussions on public policy issues relating to the Internet.

This event is a unique outreach opportunity to reach persons from the globe involved in internet governance issues to raise awareness of ICANN multi-stakeholder model and the opportunities for participation therein.

In the past, APRALO members have participated in different IGFs with specific workshops, were among panelists & moderators, and in case of physical absence, have participated remotely. The Asia Pacific region is very diverse, and we call it "the region with many regions", with different cultures, languages, religion, etc. During the tenth the IGF 2015, APRALO leadership is planning to be a part of different workshops as panelists like previous years, but have no secure funding for participation, as it happened during IGF 2014, where the members of APRALO initiated the workshop during the IGF, but due to the lack of funding were not able to run the workshop in person. The IGF informs, influences and inspires those with policy-making power in both the public and private sectors, in addition to civil society. At their annual meeting delegates discuss, exchange information and share good practices with each other and this is an important meeting for our members to achieve the incorporation of as many organizations as possible to strengthen and enhance the ecosystem in Asia Pacific region, to facilitate a common understanding of how to maximize Internet opportunities and address risks and challenges that arise in our region. It is the only way to achieve effective results. We need feedback from the end users of Internet from the whole region.

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

Two categories of activities are planned under this initiative:

1. Outreach through Networking and Participation in IGF Events



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Outreach to meet with persons and organizations from Asia Pacific and Australia region involved with Internet Governance. There is a lack of stakeholders involved (and possibly even aware) of the stakeholder groups and opportunities for participation in ICANN multi-stakeholder model, especially within At-Large community.

Outreach involves (a) Participating in different IGF events with the APRALO identity; (b) distributing APRALO collateral through the ICANN booth/stall; and (c) Networking with potential civil societies organization participating in IGF which can potentially join APRALO;

2. Workshops by APRALO Leadership and Members highlighting ICANN's Civil Society Interfaces

ICANN is currently undergoing a period of scrutiny, where its claims of civil society representation will be critiqued by the associated communities worldwide. It is important to project our successful civil society initiatives, of which APRALO is one. For this, APRALO intends to submit IGF 3 Workshop Proposals (the titles are tentative, and will be finalized after the 2015 IGF themes are announced):

- Mobilizing Civil Society for Inclusive Growth of the Internet: The APRALO Experience
- Linguistic Diversity on the Internet as a tool for Digital Inclusion
- Internet as an instrument for Development: Role of Capacity Building for Geographic & Linguistic Minorities and the Differently-Abled

We can consider these activities as broad outreach operations that will give ICANN more credibility, visibility and trust. Our contribution in the last 2 years was very successful. For the 10th edition of IGF, it is strategically important that we ensure the visibility of APRALO, as a successful civil society organization with the At-Large Structure of ICANN, is enhanced.

This initiative will require travel and accommodation support for 5 people to attend the 10th IGF.

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

One time activity in João Pessoa, Brazil, on **10-13 November 2015**.

REQUEST OBJECTIVES

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

- Enhanced global engagement in Asia Pacific and Australia
- A Healthy Internet Governance Eco-System:**
- **Strategic Objectives:**
 - Strive to be an exemplary international multi-stakeholder organization
 - Increase stakeholder diversity and cross-stakeholder work
 - Enhance trust in ICANN's stewardship
 - Ease of global participation
 - **Strategic Projects:**
 - Enhance cooperation in Internet Governance
 - **Community Works**
 - Increase multi-stakeholder participation
 - On-boarding of participants
 - Increase contributions to international forums

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



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The IGF draws an International audience but our target group is Asia Pacific and Australia region. We are looking to target Technology professions and entrepreneurs to join ICANN and become an At Large Structure to achieve our goal of having at least per one ALS in each country.

Apart from directly influencing potential APRALO members, the workshops being planned by APRALO will share the learnings from APRALO as a input for other civil society collectives (including other RALOs)

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

It will be the contribution of the ICANN community in this important international forum, perhaps one of the most important fora. It will give ICANN more visibility, credibility and trust by demonstrating that the ICANN community and the Asia Pacific and Australian community in this case, has its say in ICANN and elsewhere. Its active participation in the debate about the Multi-stakeholder model of internet governance during the various IGF was really appreciated at the global level.

Raise the awareness of ICANN and APRALO with the IGF delegates

Raise awareness of the existing stakeholders from the region already involved in ICANN

Raise awareness about ICANN At-Large and networking with potential delegates (including following up with delegates after the meeting) to encourage them to become members of the ICANN At-Large community and promote stakeholder opportunities in ICANN to identify/find and mobilize more member ALSes in Asia Pacific and Australia region (Outreach)

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

- Increased involvement from Asia Pacific stakeholders in Internet Governance in ICANN At-Large and other stakeholder groups
- Distribution of up to 200 brochures
- Prospect up to 3 new ALS for APRALO
- The attendance, the debate and the participation in different workshops could be the metrics of our successful participation
- Regular inclusion and participation of members from the region in APRALO's activities
- Attendance of 75 civil society participants for workshops organized by APRALO members

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments



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Subject Matter Expert Support:

None

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

None

Language Services Support:

None

Other:

Promotional materials, including the following:

APRALO and At-Large brochures
USBs with information on At-Large
Other printed materials related to At-Large activities.

Travel Support:

Travel support (flight, hotel, per diem) for 5 persons from APRALO leadership to attend the Internet Governance Forum 2015.

Potential/planned Sponsorship Contribution: