



Investing in the Internet community – the .CA experience

Mark Buell

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Who We Are:

- Self-funded not-for-profit.
- Mandated by Industry Canada to maintain the .CA registry.
- Also carry out other activities to ‘support the Canadian Internet community’.
- Member-driven.
- Board comprised of 12 Directors elected by .CA members, and three Board advisors.
- Currently 2.4 million domains under management.

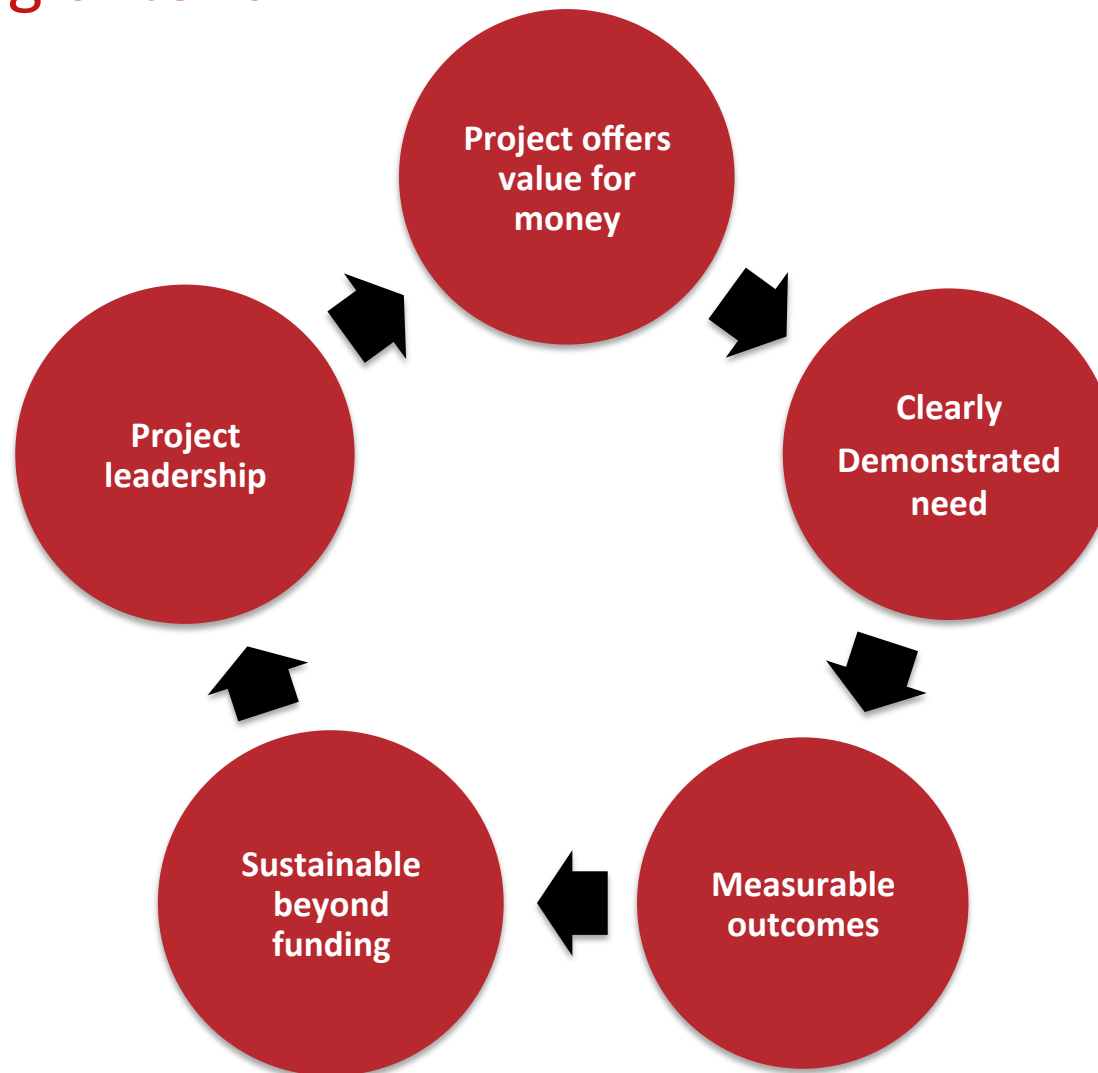
Community Investment Program

- Grants a minimum of \$1 million/year for community-based projects that enhance Canadians' Internet experience.
- Canadian not-for-profits, registered charities, research institutions, and community groups are eligible.
- Program selection criteria – funding from \$25,000-\$50,000 to a maximum of \$100K and completed within a 12 month timeframe.

History

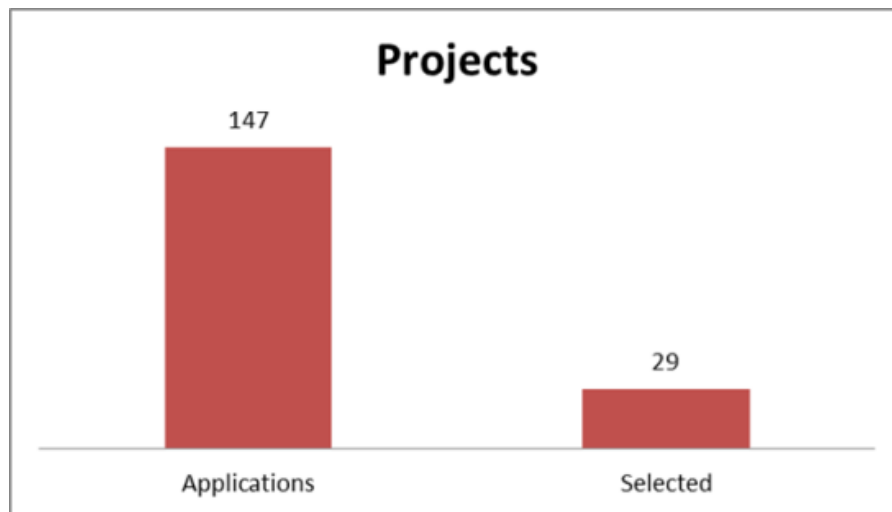
Date	Activity
2010	CIRA supporting Internet community
2013	Research, benchmarking of ccTLD, CSR programs
August 2013	Community Investment Committee established
January 2014	First meeting of CIC
January 2014	Public announcement
February 2014	First round application period open
May 2014	First round projects funded
February 2015	Second round application period open
May 2015	Second round projects funded

Funding criteria

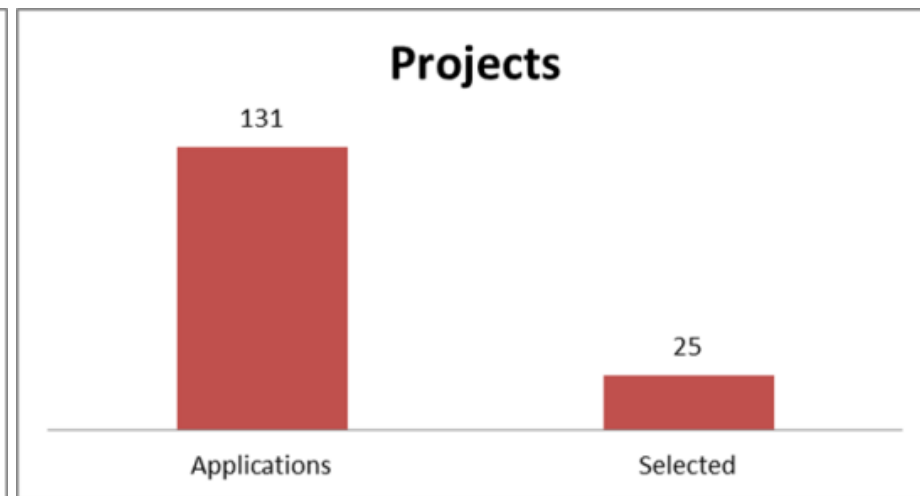


Funding

2014: 29 projects funded (\$1.2M)



2015: 25 projects funded (\$1.0M)



Types of projects funded



Infrastructure



Online Services

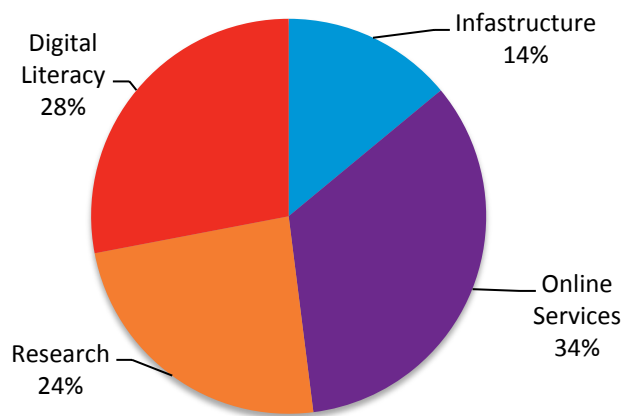


Research

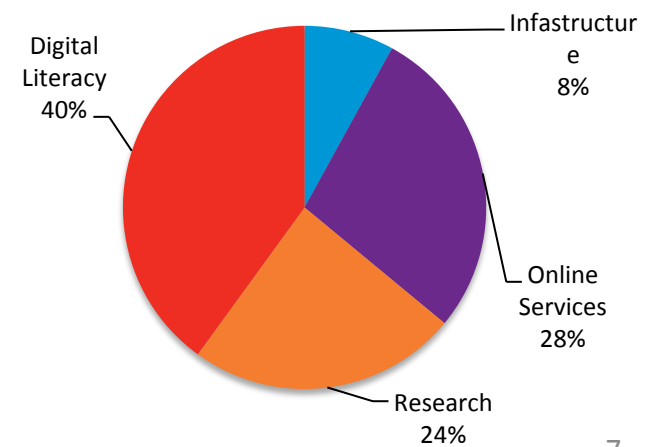


Digital Literacy

2014 Projects Funded



2015 Projects Funded



Success indicators

- Grantees are very supportive and willing to partner.
- Impact results are coming in through final reports and initial project objectives are being achieved..
- Provide support beyond funding: media support/ training, promotion in CIRA assets (web, blog, member communications), launch event sponsorship



Lessons learned

- **Program evolution from year 1 to year 2**
 - moved application system from email PDF application to all online; enabled more analysis of applications.
 - Refined application criteria i.e. more questions specific to the type of applicant (not-for-profit vs. academic).
 - Targeted certain populations to encourage applications (i.e. French speaking).
- **Timing**
 - Though projects' duration is 12 months, the full grant cycle is 18-24 months including applications, evaluation and final reporting.
 - Need more time for program promotion/awareness of the funding opportunity to allow applicants time to prepare effectively.
- **Impact**
 - The projects we have supported are diverse, therefore the impact measurements vary.
 - There is no single way to measure how we have made the Internet better for Canadians. Examples include individuals provided access to the Internet and trained in new technology skills.

Questions?

Mark Buell

Senior Communications Advisor

Canadian Internet Registration Authority (CIRA)

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@mebuell

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Phone: 1-877-860-1411