

## DRAFT – ICANN Civil Society engagement in FY16

In line with its Mission of serving the public interest and the global community, including users, with respect to the coordination of the Internet's domain name and numbering space, ICANN needs to reflect a stronger diversity of global Internet users in its work and its composition, by fostering participation from all regions and all groups within the Internet multi-stakeholder ecosystem, and in particular civil society.

For the purposes of this plan, 'civil society' would include **Non-Governmental Organisations (NGOs), individual Internet end-user representatives, and academics**. Within ICANN, this would include in particular the GNSO Non Commercial Stakeholder Group (NSCG, with both of its components the Non Commercial Users Constituency NCUC, and the Not-for-Profit Operational Concerns Constituency NPOC) as well as the At- Large community, including the At-Large Advisory Committee (ALAC). (Relations with academia will be handled in coordination with the DPRD team's academic relations activities).

Our long-term goals in engaging with civil society are three-fold:

- To increase civil society participation and engagement in ICANN's work, so as to ensure that end-user and wider civil society voices are better and more comprehensively taken into account in ICANN's decision-making process
- To enhance the effectiveness of civil society participation in ICANN's work
- To increase awareness and knowledge of ICANN among global civil society

We will work to:

- Publicise and champion the involvement of civil society in ICANN and the Internet Governance ecosystem
- Inform civil society communities around the world about ICANN, its work and the role of civil society, towards raising their awareness of ICANN and of the relevance and need to participate in ICANN
- Support and advise our existing civil society community in its outreach efforts, and contribute to enhancing its effectiveness through capacity building

In FY16 (starting July 2015), we will strive to deliver on the following objectives:

1. **A structured approach:** To develop a specific approach to civil society outreach, in time for rollout at the ICANN54 meeting and beyond. This will include a dedicated communications plan, including online tools from dedicated Twitter accounts to newsletters and space on [www.icann.org](http://www.icann.org) and / or the ICANN Wiki
2. **Tailored content and communications:** To catalogue existing content and develop new content if necessary by end of 2015 in liaison with ICANN's civil society constituencies, tailored for use with civil society audiences, for rollout and communication both online and at face to face activities, or through the media and other publications as appropriate
3. **Engagement activities:** To roll out a programme of engagement, in line with respective global and regional strategies, with civil society both at global and regional levels throughout FY16, to include activities aimed at increased general awareness and understanding of ICANN among the broader civil society community. Beside supporting our communities' own outreach

efforts on an ad hoc basis, we will develop a mix of ICANN-own events (e.g. at the IGF-Germany on May 21, 2015 in Berlin, we organised [an outreach pre event for German-speaking CS groups and actors on May 20](#), in partnership with the local IGF organisers), engagement in civil society events in each main region (e.g. RightsCon, Re-Publica, etc.), and activities in the run-up to each ICANN meeting

4. **Capacity building:** By the end of FY16, to establish a catalogue of and assess existing civil society capacity building, learning and related programmes, both by ICANN and by the constituencies themselves; and if necessary, devise a roadmap in liaison with ICANN's civil society constituencies to either enhance or put in place such programmes aimed at increasing civil society capacity and skills (for example through tutorials, mentoring, and other training and development tools), including toward enhancing our communities' ability to run their own outreach activities. Examples include programs such as the CROPP program, Language Localization Pilot by the APAC team, and ICANN fellowship program - which all contribute to this effort in a similar fashion.

## Internal organisation

In order to best support our engagement with civil society, ICANN staff have formed a dedicated project team to provide local focal points for civil society as well as to develop and implement this approach in partnership of the community:

- Yaovi Atohou (Africa)
- Fahd Batayneh (Middle-East)
- Joe Catapano (North America)
- Rodrigo de la Parra (Latin America and Caribbean)
- Adam Peake (Global Coordinator)
- Jean-Jacques Sahel (Global lead / Europe)
- Heidi Ullrich (At-Large)
- Kelvin Wong (Asia-Pacific)

## Annex: Roadmap of external activities for partnership in FY16 (tentative)

- **A-P, July 1-3, Macau APriGF (Asia Pacific Regional IGF)**
  - The APAC Hub is supporting a capacity building program called “Asia Pacific Internet Leadership Program” providing workshops on Intro to IG, DNS basics and Updates on IANA transition.
  - In another workshop titled “How to help your local community understand and participate in Internet Governance”, we’ll also be profiling the work of some organizations (including CS) that have made contributions in this area.
- **Africa, Ouagadougou, Burkina Faso, July 27-August 1st** : TOT on IG for French speaking trainers
- **LAC, August 4-7, Mexico City (Mexico): LAC IGF**
- **Africa, Addis-Ababa, Ethiopia, September 1-4: 3rd Africa School on IG Afrisig**
- **Africa IGF, Addis Ababa, Ethiopia 6-8 September 2015**
- **A-P, September, Manila (Philippines): 13th Youth Congress on Information Technology (Y4iT 2015)**, involving largely local students and academics.
- **NA, New York (USA): September 27-28: Social Good Summit** (<http://mashable.com/sgs/>)
- **ME, September 1-4, Istanbul (Turkey): Annenberg Institute IG Summer School**, ‘Internet Policy in the MENA Region: Research Methods for Advocates’, Kadir Has University, ICANN-specific session on Sept 2
- **ME, December, Arab IGF 4**: It is becoming a trend that CS side activities are organized around the Arab IGF, so we get the chance to associate with those and talk about ICANN.
- **AP, India, December 2015, Techfest**. Techfest is IIT (India Institute of Technology) Bombay’s annual education and technology festival. It establishes itself as Asia’s Largest Science and Technology festival patronized by UNESCO and UNICEF (ICANN involvement TBD)
- **AP, 2015 (exact date tbc): Korean IGF**,: involves Korean civil society groups
- **ME, Autumn (tbc)**: Association for Progressive Communications (APC)’s MENA programme
- **NA, March 2016 (USA)**: Personal Democracy Forum (<https://personaldemocracy.com/>)
- **NA, March 16, 2016: Atlanta (USA)**: International Studies Association Annual Convention (<http://www.isanet.org/Conferences/Atlanta-2016/Information>)
- **Global / NA, March 28-30, Silicon Valley (USA)**: RightsCon, established digital rights conference by Access
- **EU, May 2016: Re:Publica**, leading European digital rights conference (<http://tech.eu/event/republica-2015-berlin-germany/>)

- **EU, June 2016, Brussels (Belgium): EuroDIG** (European IGF, [www.eurodig.org](http://www.eurodig.org))
- **NA, USA, several dates:** East-West Institute [multiple events; see <http://www.ewi.info/> ]
- **NA, Aspen / Washington DC (USA), several dates:** Aspen Forum / Aspen Institute
- **NA, Arlington (USA, September:** TPRC - Research Conference on Communications, Information and Internet Policy (note - too late for submissions to 2015 edition; abstracts due **winter / spring 2016**)

Others such as national IGFs are to be added.