



GSE & At Large session

Sally Costerton | ICANN Dublin | 18 October 2015

ATLAS II recommendations & GSE

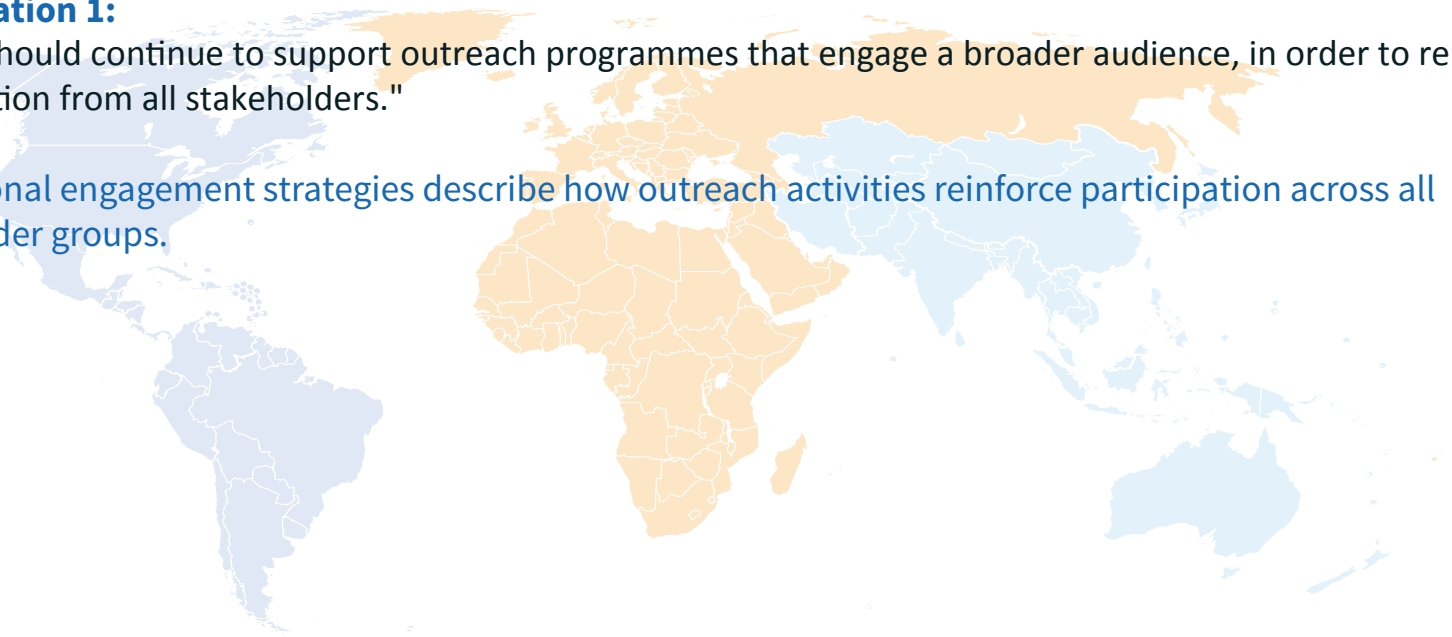
ATLAS II Recommendations

Recommendation 1:

- "ICANN should continue to support outreach programmes that engage a broader audience, in order to reinforce participation from all stakeholders."

Comments:

- The regional engagement strategies describe how outreach activities reinforce participation across all stakeholder groups.



ATLAS II Recommendations

Recommendation 9:

- “ICANN should open regional offices with a clear strategy, subject to a cost-benefit analysis, focusing on the areas where the access to the Internet is growing, and where such growth is more likely to occur.”

Comments:

- This should be referred to ICANN’s Operations Team.



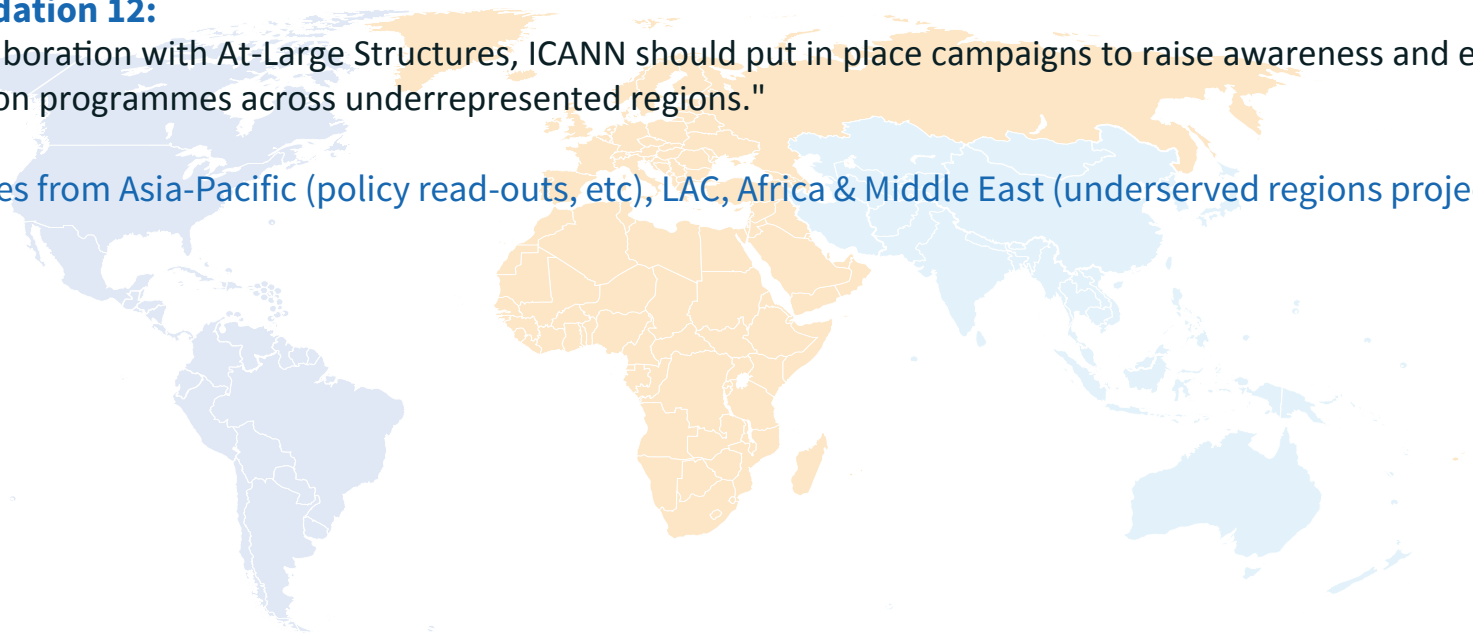
ATLAS II Recommendations

Recommendation 12:

- “In collaboration with At-Large Structures, ICANN should put in place campaigns to raise awareness and extend education programmes across underrepresented regions.”

Comments:

- Examples from Asia-Pacific (policy read-outs, etc), LAC, Africa & Middle East (underserved regions project).



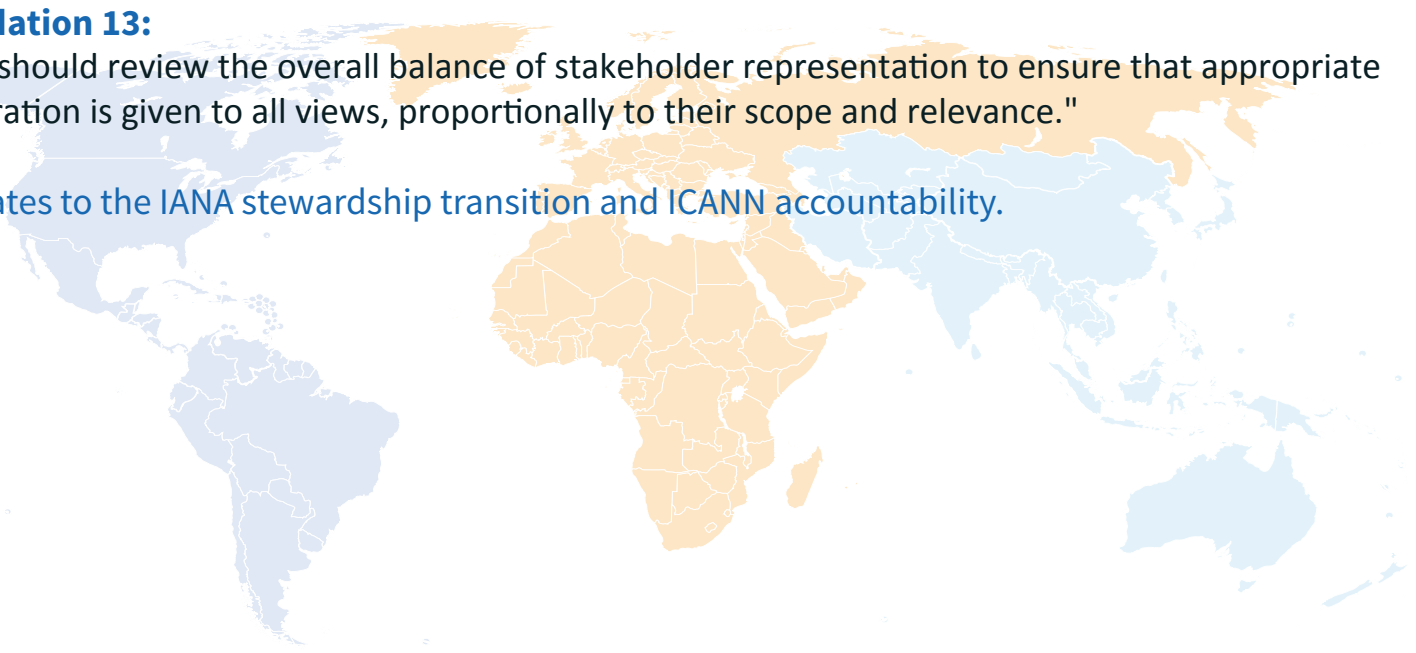
ATLAS II Recommendations

Recommendation 13:

- “ICANN should review the overall balance of stakeholder representation to ensure that appropriate consideration is given to all views, proportionally to their scope and relevance.”

Comments:

- This relates to the IANA stewardship transition and ICANN accountability.



ATLAS II Recommendations

Recommendation 16:

- “ICANN needs to improve their direct communications regardless of time zones.”

Comments:

- This is being addressed through rotation of time zones for QSC and in some working groups with rotation of call times. This recommendation is not limited to GSE, but also applies to other departments across ICANN.



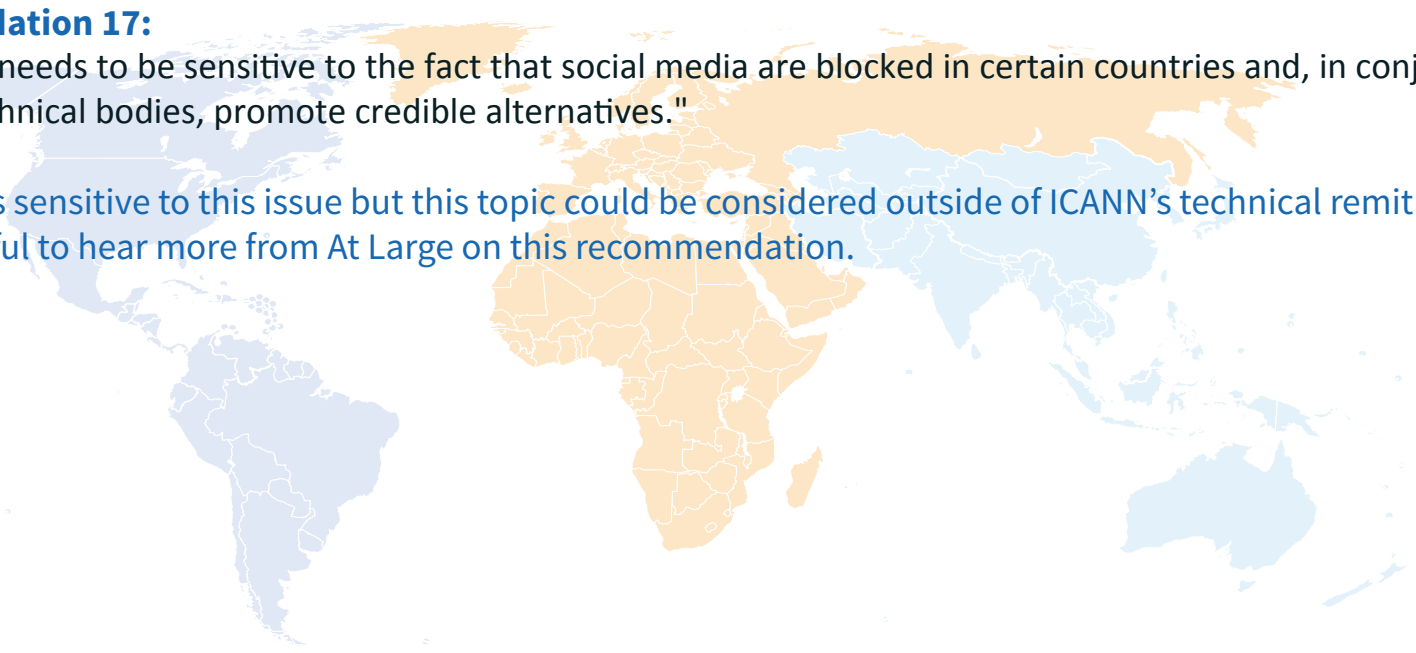
ATLAS II Recommendations

Recommendation 17:

- “ICANN needs to be sensitive to the fact that social media are blocked in certain countries and, in conjunction with technical bodies, promote credible alternatives.”

Comments:

- ICANN is sensitive to this issue but this topic could be considered outside of ICANN’s technical remit. It would be helpful to hear more from At Large on this recommendation.



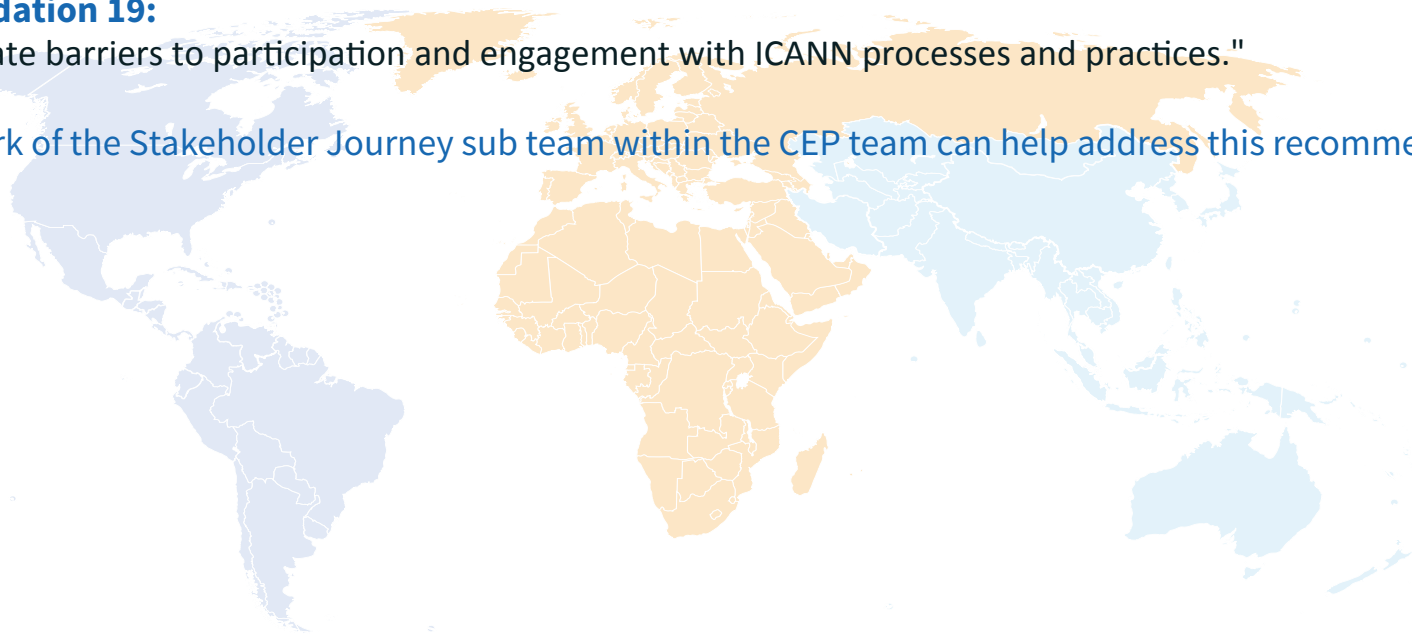
ATLAS II Recommendations

Recommendation 19:

- “Eliminate barriers to participation and engagement with ICANN processes and practices.”

Comments:

- The work of the Stakeholder Journey sub team within the CEP team can help address this recommendation.



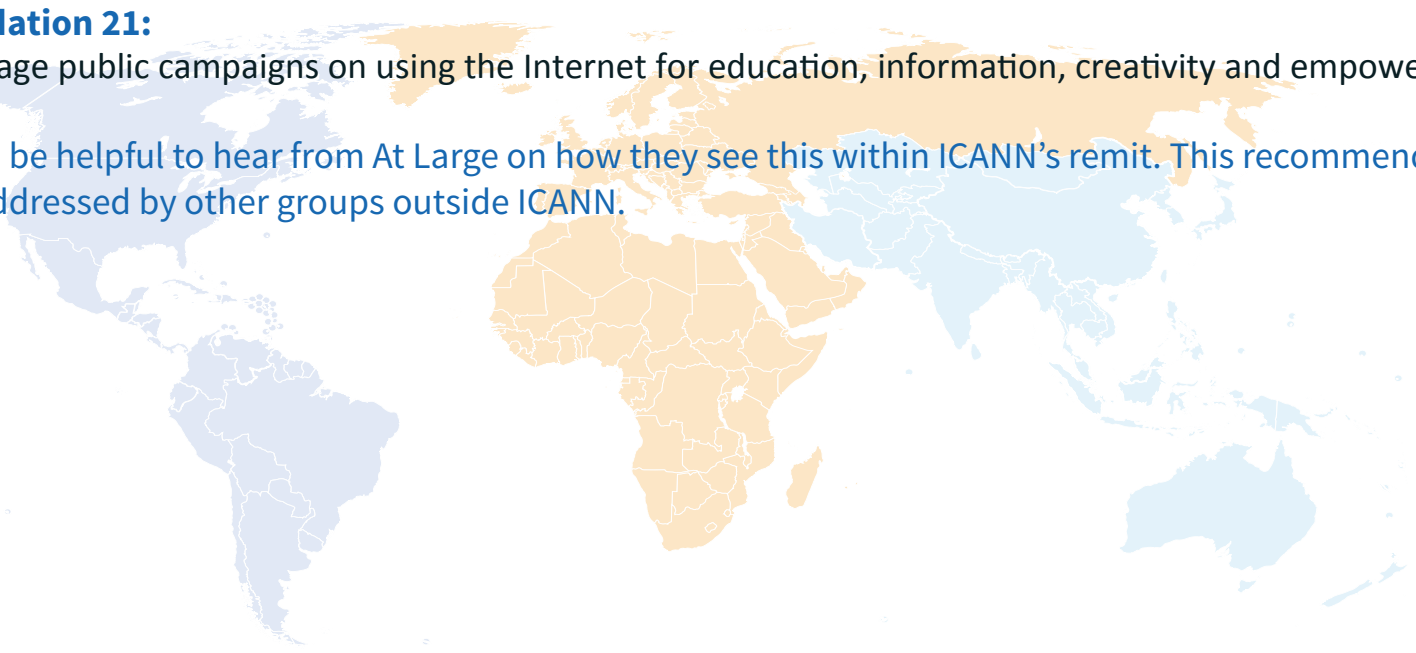
ATLAS II Recommendations

Recommendation 21:

- “Encourage public campaigns on using the Internet for education, information, creativity and empowerment.”

Comments:

- It would be helpful to hear from At Large on how they see this within ICANN’s remit. This recommendation is being addressed by other groups outside ICANN.



Agenda

1

Strategies Across
All Regions – Key
Regional Metrics

2

Regional Strategic
Planning &
Development

3

Regional Strategy
Implementation

4

Regional
Engagement &
Policy
Development

5

Outreach and
Stakeholder
Engagement
Metrics

Strategies Across All Regions

Strategies Across All Regions

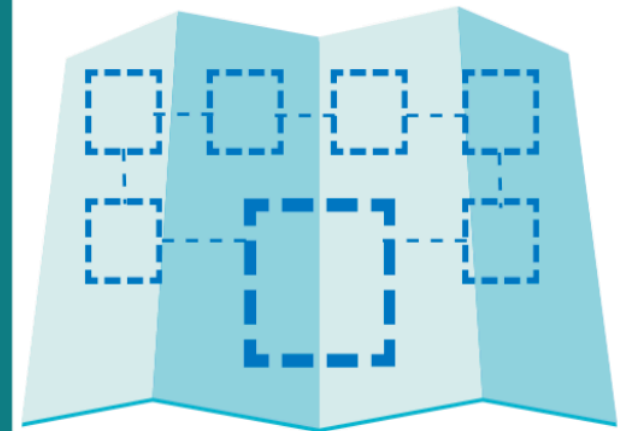
Global Stakeholder Engagement finished Q4 with more than half of the planned regional projects and initiatives either implemented or operationalized across the individual regions.



5 Regions (Africa, APAC, LAC, Middle East, and Oceania) have implemented regional strategies that are aligned with ICANN's organizational goals. 248 Projects across 5 regions have been identified, of those more than 75% have been started.



FY16 Roadmap includes new reporting mechanisms, metrics, Key Performance Indicators, and reporting dashboards are on schedule to be implemented in the first quarter of FY16 (1 July - 30 September 2015).



Regional Participation in Policy Development

Growing Stakeholder Base

Regional outreach events, maintaining contact with new stakeholders, steering stakeholders through the correct avenues of participation within ICANN all fall within the regional plans, and is one way the Regions track stakeholder participation, and regional engagement. Each Regional plan has a goal of increasing regional participation in the policy development process.

Encouraging Participation in PDP

Encourage stakeholder participation in all levels of the policy development process, either by joining a stakeholder group, participating in a public comment period, volunteering for a working group, or encouraging Fellowship alumni and NextGen participants to continue their journey throughout ICANN



Tracking Metrics

Tracking metrics regarding participation in and productivity of the Policy development process. Community involvement in pre-ICANN meeting webinars, and post-ICANN meeting workshops and readout sessions continues to increase in LAC and APAC

Key Regional Metrics

1

Africa

- Number of domain names registered
- Number of training workshops held
- L-Root Deployment

2

APAC

- DNSSEC trainings held and attendance
- L-Root Deployment
- Outreach Metrics

3

Latin America & the Caribbean

- Participation in LAC Roadshow Events
- Participation from LAC in CROPP
- Participation in LAC Space at ICANN Meetings
- Communications Metrics (Newsletters subscribers and social media)
- LAC Stakeholder Participation in ICANN

4

Middle East

- L- Root Deployment
- Increased Accredited Registrars
- Increased gTLD registrations
- ME Stakeholder Participation in ICANN
- Webinar Participation

5

Oceania

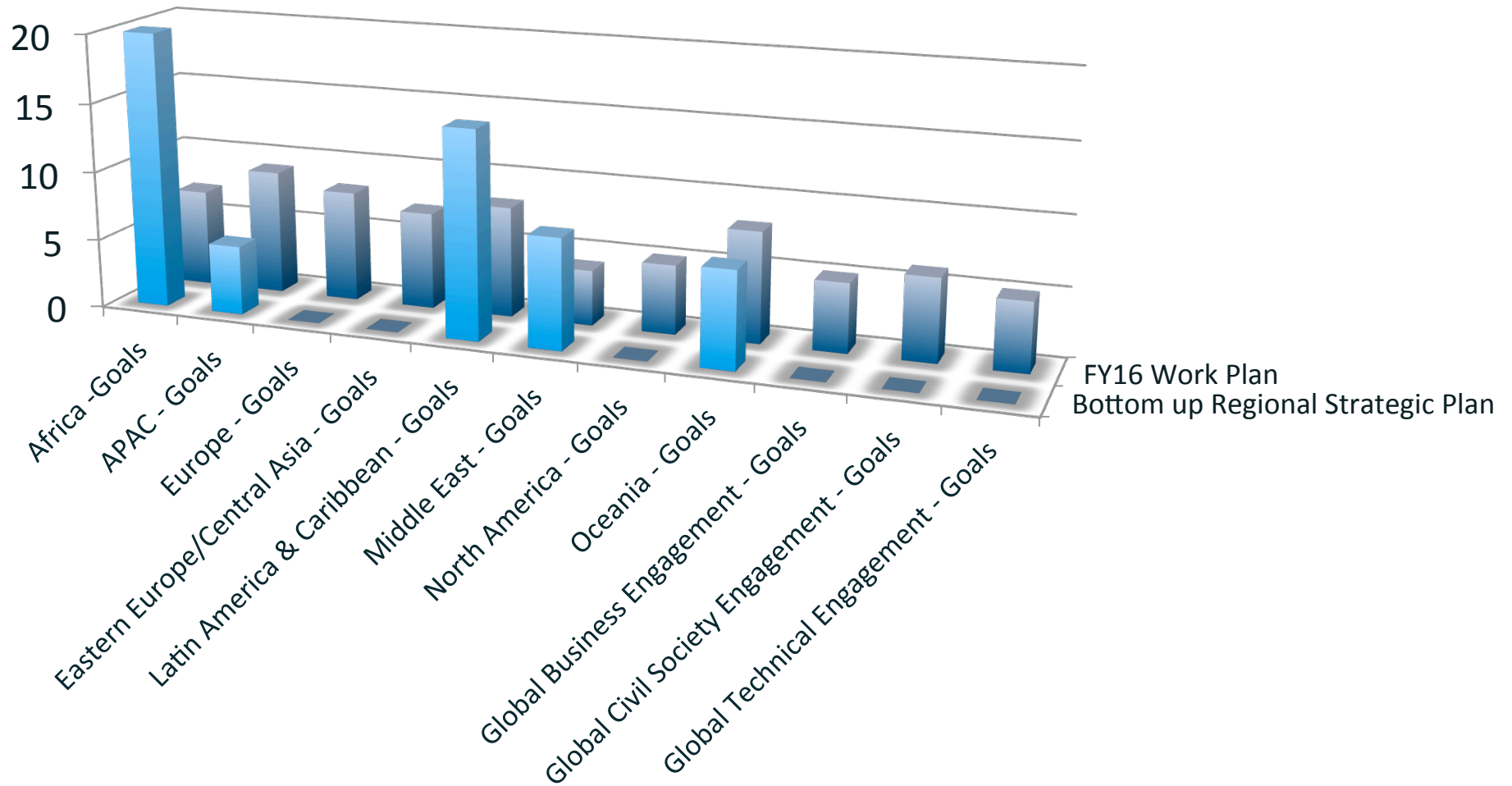
- Increased participation from the Oceania region in Regional and Global IGFs
- Newly established resellers and ICANN accredited registrars
- DNSSEC Metrics: Signed ccTLDs, ISPs validated

Regional Strategic Planning and Development

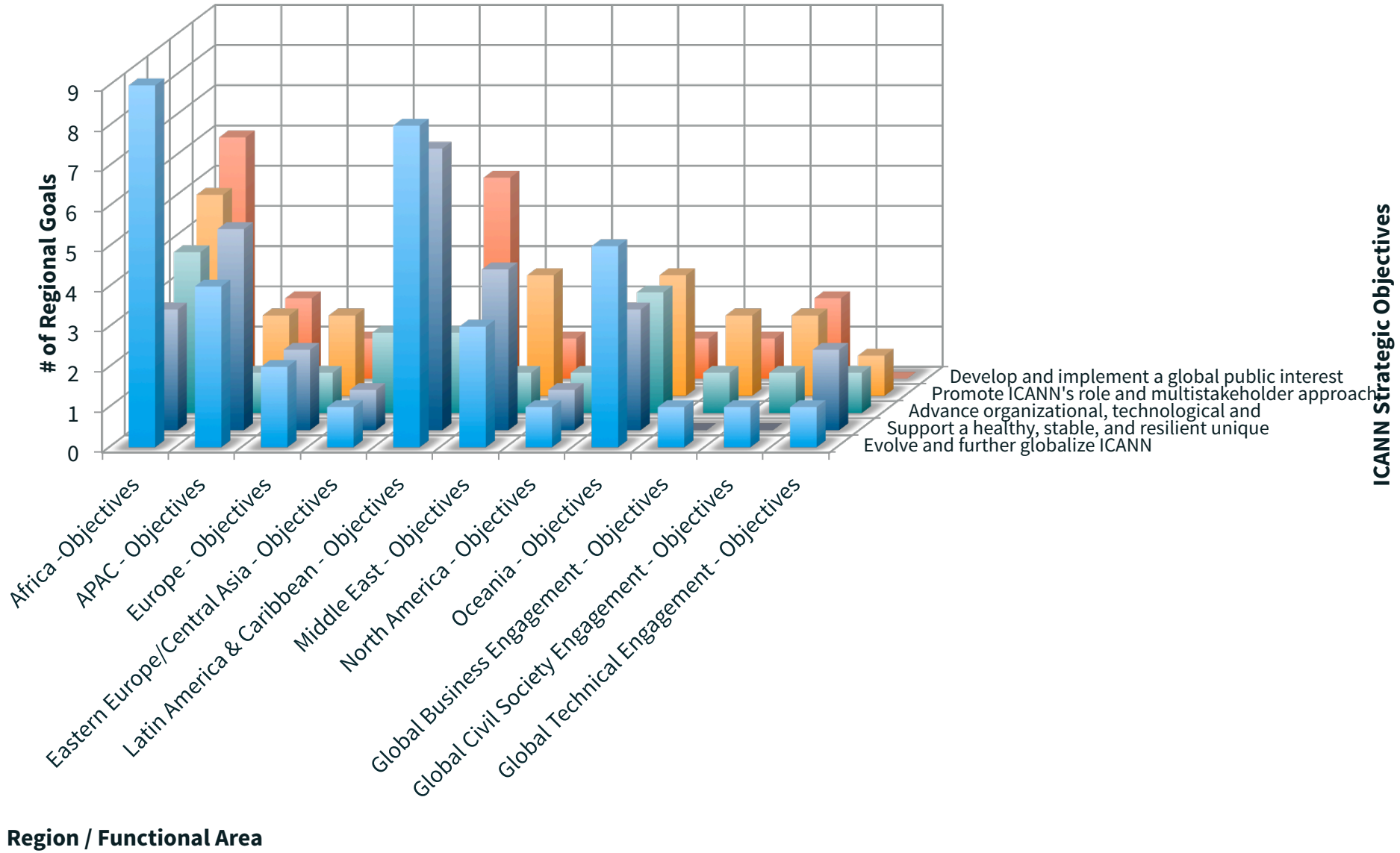
Regional Planning – At a Glance



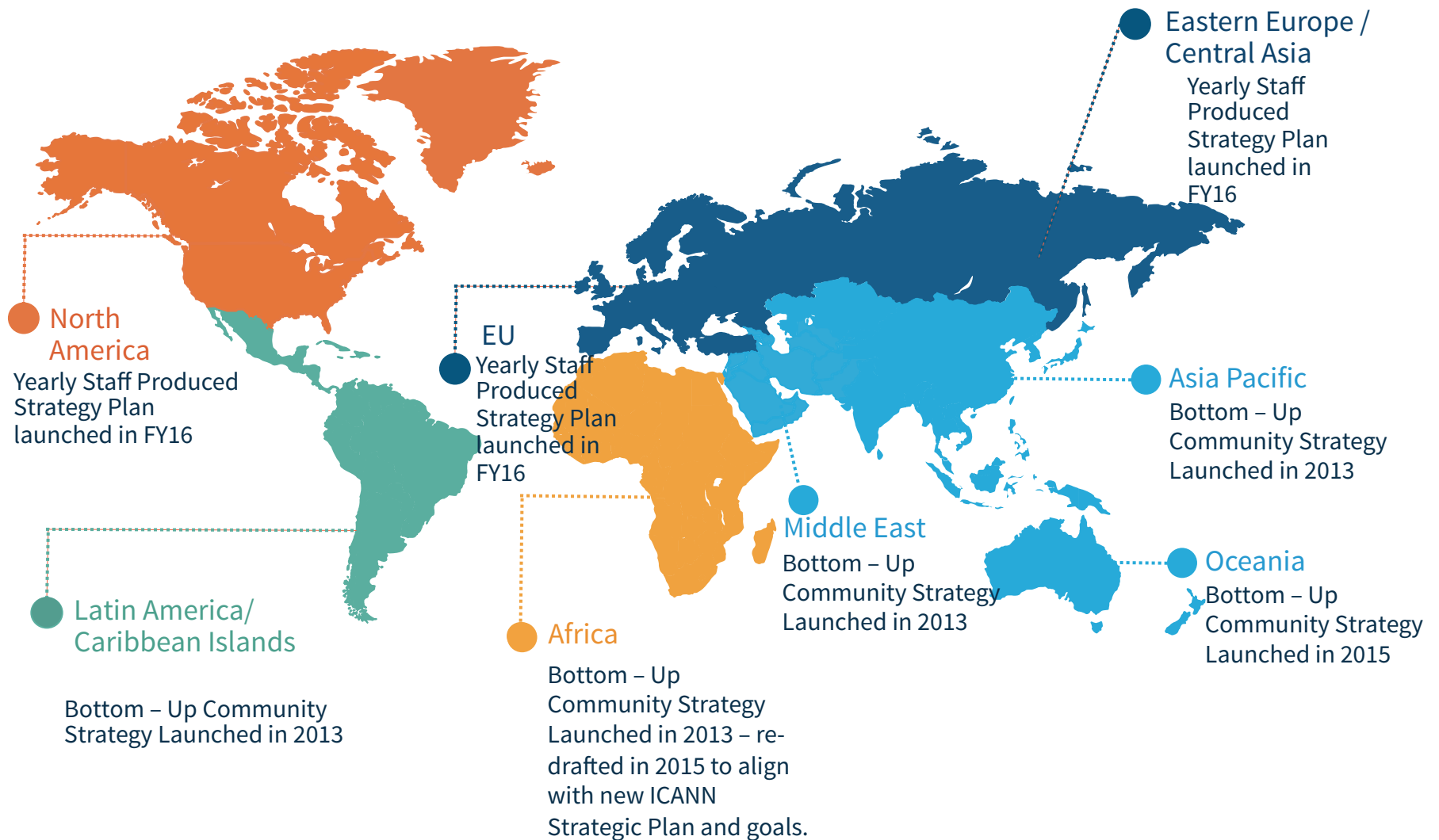
of Strategic Goals by Plan



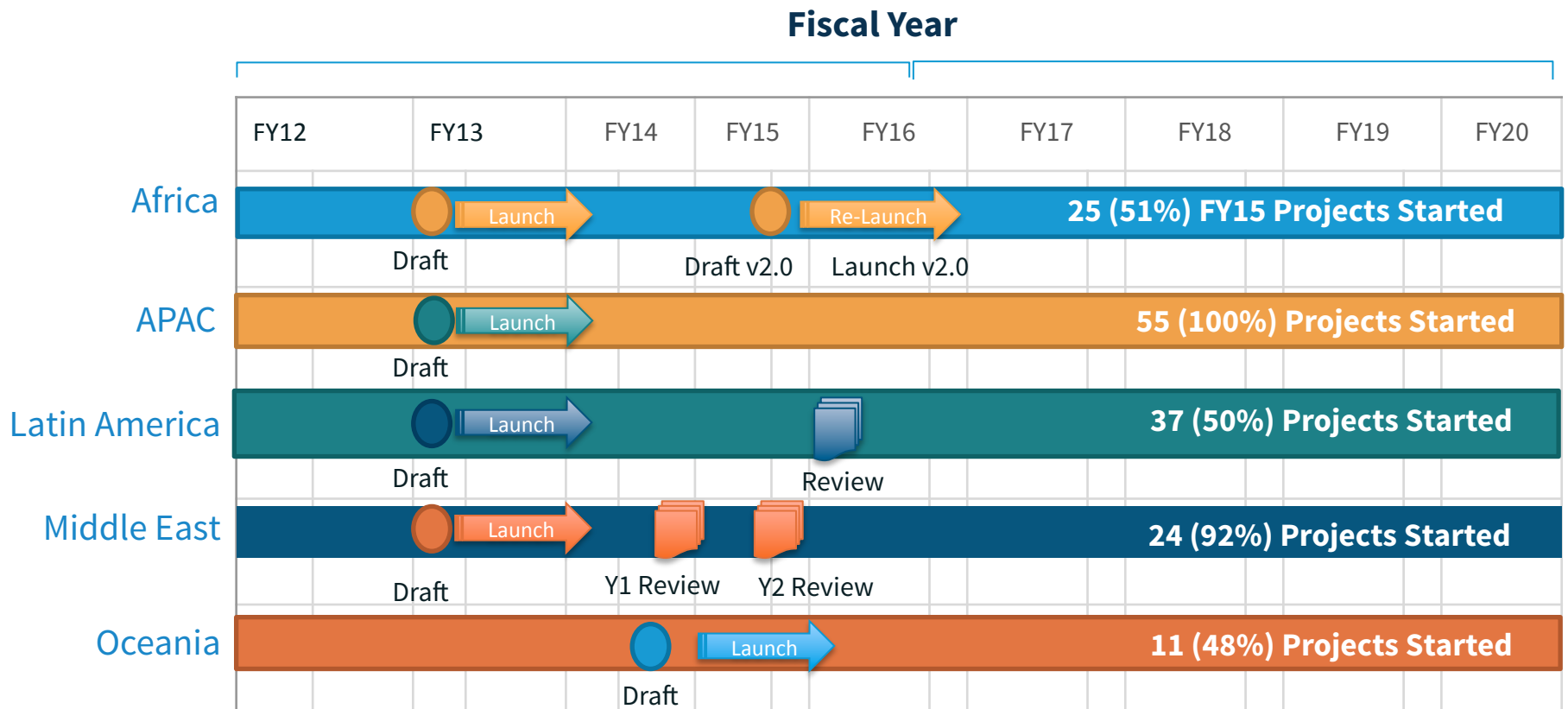
ICANN Objectives and the Regional Plans



Bottom – Up and Staff Led Plans



Timelines – Bottom Up Strategies



All Projects are considered ongoing ▲

▲ Goal of most regional strategy initiatives is operationalization of projects and initiatives

Regional Engagement & Policy Development

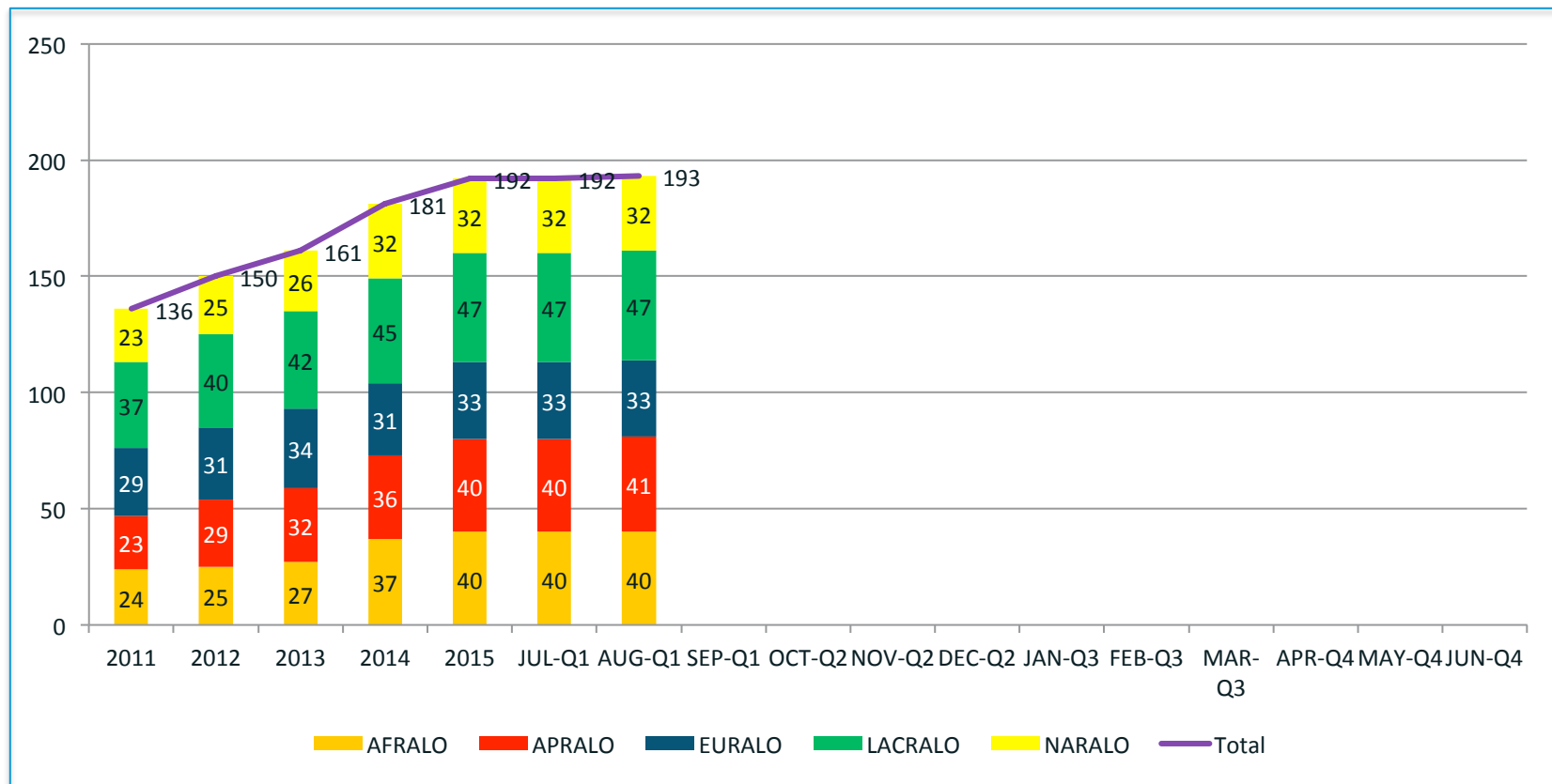
SO-AC Representation

1

Representation

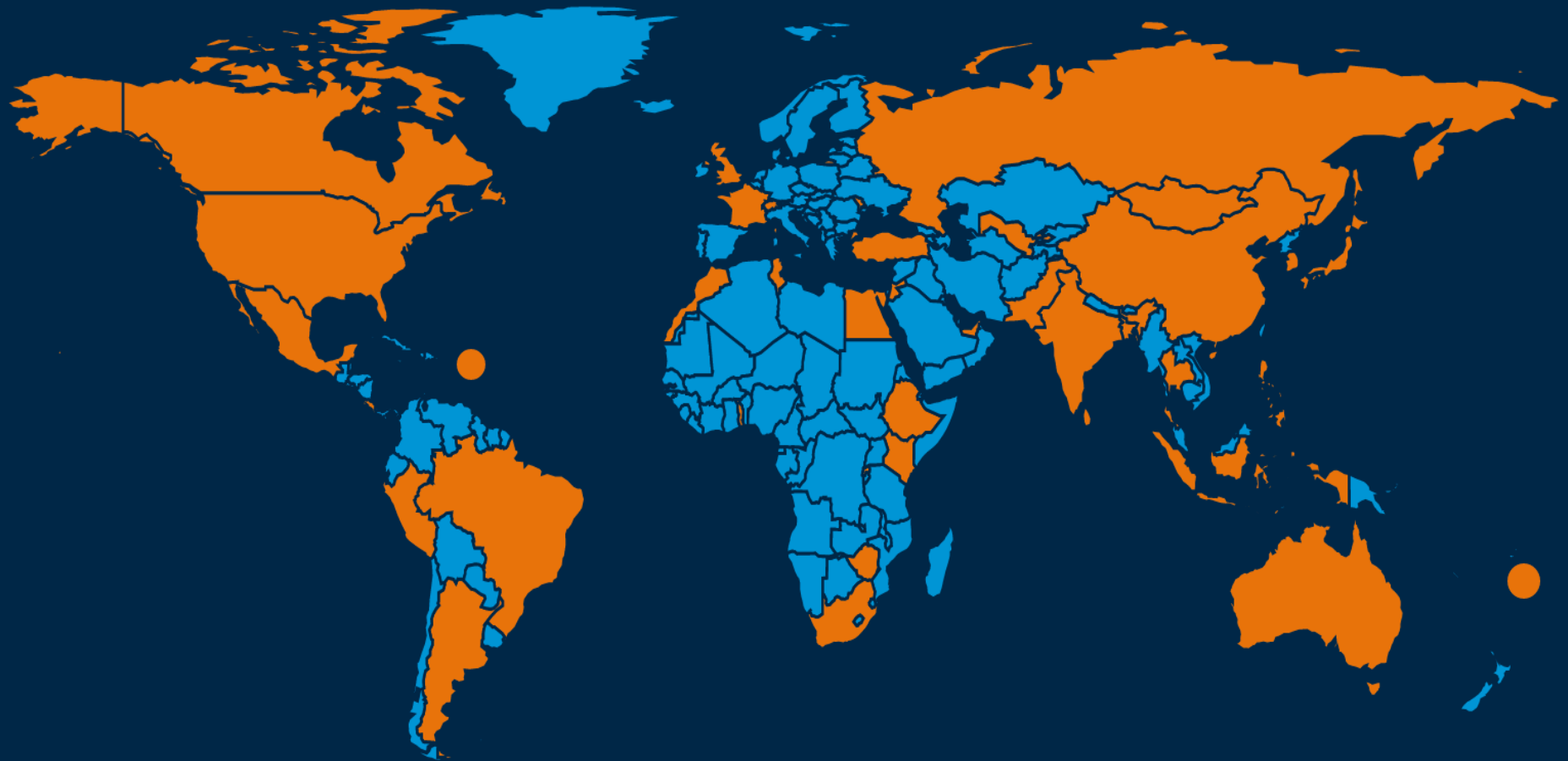
At-Large

<http://atlarge.icann.org/>



Outreach and Engagement Metrics

Outreach Events



ICANN attended, or held, over 100 events in more than 35 countries around the world between 1 April 2015 and 30 June 2015.

Community Engagement

Increased Regional Representation and Stakeholder Diversity at ICANN Meetings - ICANN 53

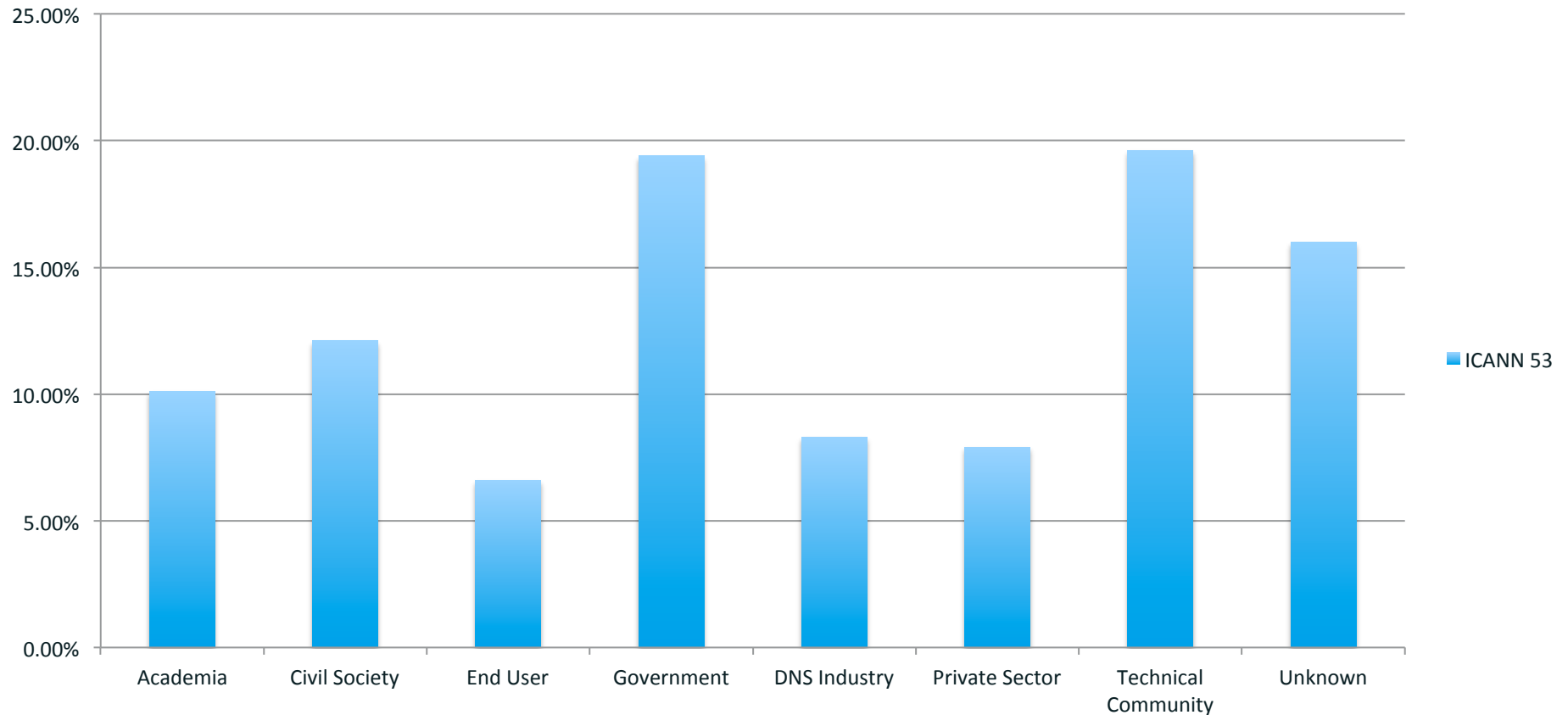


Stakeholder Participation at ICANN meetings

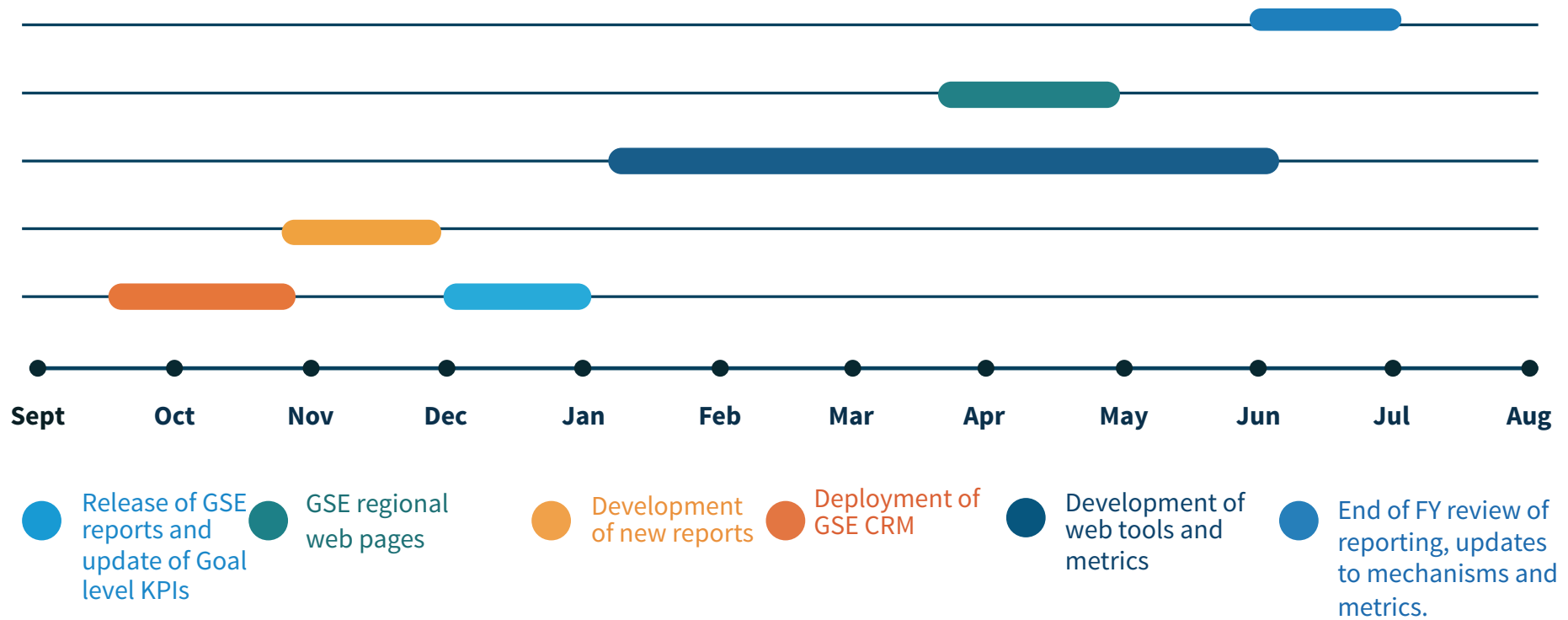
| ICANN Meeting – Stakeholder Category by Region | Africa | Asia | Oceania | Europe | Eastern Europe/ Central Asia | Latin America & Caribbean | Middle East | North America |
|---|---------------|-------------|----------------|---------------|---|--|--------------------|----------------------|
| Academia | 9.33% | 11.11% | 6.67% | 1.87% | 25.00% | 11.18% | 11.76% | 1.82% |
| Civil Society | 14.67% | 8.89% | 11.11% | 9.33% | 25.00% | 11.76% | 0.00% | 6.15% |
| End User | 6.67% | 3.33% | 4.44% | 2.99% | 0.00% | 5.10% | 11.76% | 8.66% |
| Government | 36.00% | 25.56% | 13.33% | 14.93% | 0.00% | 19.22% | 23.53% | 2.96% |
| DNS Industry | 12.00% | 13.33% | 13.33% | 23.13% | 25.00% | 5.69% | 5.88% | 17.08% |
| Private Sector | 2.67% | 5.56% | 4.44% | 6.72% | 0.00% | 10.98% | 11.76% | 14.58% |
| Technical Community | 13.33% | 17.78% | 22.22% | 14.93% | 0.00% | 16.08% | 17.65% | 16.17% |
| Undeclared | 5.33% | 14.44% | 24.44% | 26.12% | 25.00% | 20.00% | 17.65% | 32.57% |

Stakeholder Participation at ICANN meetings

Percentage of Participation at ICANN 53 by Stakeholder Category



Roadmap – Stakeholder Engagement Index and Reporting



To Summarize

As new tools and methods for data collection are rolled out, the more robust our data warehouse becomes and the more we are able to add to our index to better gauge not just outreach but also stakeholder engagement with ICANN.

Stakeholder Engagement Index Components and Indicators*

1

Virtual Engagement

- Newsletter Reach
- Remote Participation
- ICANN Learn
- Web stats
- Social Media

3

Outreach

- Speaking Events
- Meeting Surveys
- Engagement Surveys
- Audience Reach
- Lanauge Toolkits
- Travel Support

2

Active Engagement

- Working Group Engagement
- SO/AC involvement
- Meeting Attendees
- Fellow Alumni
- Coaches/Mentors

4

Newcomer Engagement

- New Fellows
- Newcomer Program
- Newcomer Surveys

*These lists are non-exhaustive

Overview of CEP Team

Further Information on Regional Initiatives



Thank You and Questions

[ICANN Quarterly Reports](#)

[Middle East Workspace - Regional Updates](#)

[Ongoing Africa Workspace - Regional Updates](#)

[Oceania Workspace - Regional Updates](#)

[APAC Workspace - Regional Updates](#)

[Language Localization Toolkit](#)

[LAC Workspace - Regional Updates](#)

[CROPP - FY16](#)