



FY17 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org. Please remember that the deadline for FY17 Budget consideration is **15 February 2016**.

REQUEST INFORMATION

Title of Proposed Activity

NPOC Ambassador Program

Community Requestor Name

Not for Profit Operational Concerns

Chair

Rudi Vansnick

ICANN Staff Community Liaison

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REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

The NPOC Ambassador Program is designed to fill a perceived need in the mission of NPOC. Not for Profit organizations (NGOs) and civil society community groups (CSOs) impacted by policies within ICANN's remit are for the most part different from the existing individual and organizational non-commercial stakeholders who gravitate toward engagement in ICANN. Unlike, for example, ISOC chapters, the missions and work of most NGOs and CSOs are not focused on Internet DNS policy, but on issues of social justice. In-reach, to existing NPOC members, and out-reach to NGOs/CSOs requires going further than just exposing them to ICANN, its mission, and its opportunities for engagement. The Ambassador Program is designed to create a team of individuals who can both work within the internal needs of ICANN's remit and, much as ambassadors do, negotiate a win-win relationship between support for ICANN's remit and material benefits to the NGOs/CSOs as citizens of the Internet ecosystem, as stakeholders within ICANN's remit, and as members of NPOC and NCSG. The purpose for this activity is to create a pool of knowledgeable community based engagement ambassadors to educate NGOs and CSOs about the DNS and its operational impact on their organizations, and about their stake as citizens of the Internet ecosystem

The proposed activities, including training, on going personal engagement, webinars, and group collaboration, are designed to achieve the following goals:

1. To create, and to refine existing educational materials for Ambassador Program purposes;
2. To create a team of skilled community based ambassadors to promote NGO/CSO win-win engagement in both the ICANN multi-stakeholder model and a self-interest in Internet ecosystem citizenship;
3. Refine promotional and educational materials based on community feedback, and ultimately foster NGO engagement in DNS operational issues, and strengthen NPOC/NCSG support for



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ICANN's remit;

4. Bring material benefits to NGOs/CSOs as citizens of the Internet Ecosystem and, as Internet stakeholders and members of NPOC and NCSG engaged in policy development within ICANN's remit.

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

Adapting content, Ambassador training for in-reach and out-reach education, Ambassador lead training and orientation for NGOs/CSOs at local/regional meetings, travel support

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

This is a recurring activity to build a team of skilled individuals for the ongoing NPOC Ambassador Program.

REQUEST OBJECTIVES

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

Promote the ICANN multi-stakeholder approach and explain the importance of its role to globally diverse NGOs and CSOs; strengthening their engagement in ICANN policy development and strengthening their roles as citizens of the global Internet.

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

The identifiable global constituency of NGOs and CSOs missed by current outreach efforts, with a focus on developing countries especially in Africa and Latin America.

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

The project will deliver the following:

- 1) Increase ICANN's visibility and greater clarity with regard to ICANN's mission, vision, scope and remit.
- 2) Better ground NGOs and CSOs in their understanding of the layers of Internet policy, from the ICANN global to the national local, and their understanding of their citizenship in the global Internet ecosystem.
- 3) Enhance NGO/civil society engagement within ICANN, NCSG and NPOC, and greater involvement in ICANN dialogue and working groups.
- 4) Engaging in monitoring, evaluation, and learning to better understand how to promote greater awareness and engagement by NGOs/CSOs in issues of Internet governance, both within ICANN's remit and as citizens of the global Internet ecosystem.
- 5) Working in cooperation with ICANN staff, sharing ongoing efforts, and sharing lessons learned with ICANN staff and the rest of the ICANN multistakeholder community

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

The desired outcomes are:



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- 1) Recruiting and training 6 NPOC Ambassadors per year
- 2) Active ongoing Ambassador activity at the regional and local level
- 3) Proven evidence based educational materials for Ambassador in-reach/out-reach
- 4) Increasing the number of NPOC/NCSG memberships by 10% annually.
- 5) Increased NGO/CSO NPOC/NCSG member participation in ICANN working groups.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Revised and enhanced in-reach out-reach document content for non-traditional NGO/CSO target groups	Ongoing collaboration over the year	NPOC lead here in collaboration with ICANN staff. All collaboration within the work agenda will be by mutual consent.	The initial design phase of this effort will build on existing material and is initially, adapted for the context. This will likely identify future needs for Ambassador program materials with funding requests to within and without ICANN.	NPOC sees this as a flexible NPOC/Staff collaborative relationship, where resource limitations are always a consideration. NPOC will look for collaboration opportunities beyond ICANN. Examples include the 50 regional NGO offices in the City of Knowledge campus in Panama City, and as a contribution to existing events in Africa, Latin America and elsewhere.



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Subject Matter Expert Support:

At some subsequent point audio-visual production technical support will likely be needed.

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

Any/All of the above as needed, sometimes provided by ICANN and at other times provided by collaborating organizations. (For example: an NPOC related event for the ICANN meetings in Buenos Aires was video-conferenced across Argentina on Consejo Federal de Inversiones (CFI) facilities.)

Language Services Support:

Occasional Spanish, French and (maybe) Swahili

Other:

Budget Proposal: First Year Project Expenses: \$20,000

- 6 Recruited Regional Ambassadors: \$12,000
 - o Average of \$1,200 - \$1,500 for outreach at local and regional events.
 - o Remainder for one or two Ambassadors at major events (ICANN, IGF, etc.)
- 2 NPOC participants at IGF (or similar) @ \$3,000: \$6,000
- Materials production costs: \$2,000

Travel Support:

Travel support is envisioned at two levels. One level is support appropriate presence, and presentations, at IGF events. The other is also support for Ambassador participation in local and regional events. All travel would require approval by NPOC with support and conditions according to ICANN community travel guidelines.

Potential/planned Sponsorship Contribution:

In addition to on-line collaboration, much of the face-to-face local and regional out-reach will be in collaboration with existing consortia of NGO and civil society organizations, and at their events. This will both reduce costs and increase effectiveness. This includes already, as possibilities, the meetings of the Society for the Advancement of Science (SASA) in Nairobi, in August, where NPOC will be present under other funding. It includes, at some point, the facilities of the "City of Knowledge" in Panama where there are regional headquarters for about 50 Latin American and Caribbean NGOs (as well as dozens of regional Internet technology companies). For this Ambassador Program to work collaboration with new partners, and new partnerships, beyond those already within the ICANN orbit, are essential for success.