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

BC – Leadership Development & Support especially from Developing Countries (enhancing business leaders participation in ICANN and promotion of the M/S approach) – Local Leaders

Community Requestor Name	Chair
Business Constituency	Chris Wilson
ICANN Staff Community Liaison	
Rob Hogarth	

REQUEST DESCRIPTION

1. Activity: **Please describe your proposed activity in detail**

Leadership Development and support for Local Leaders

BC managed initiative to identify and mentor selected business leaders from four regions over the next fiscal year, to develop a group of participants both within the BC, but also to support the Outreach Initiative activities. Our goal is to bring senior business participants from a range of countries to ICANN meetings, with an objective of 2 per meeting A & C and 2 BC leaders to Internet Governance (IG) meetings (e.g. IGF and or CSTD/WSIS) as part of business engagement in support of ICANN strategic objectives 1 (Evolve and further globalize ICANN) & 4 (Promote ICANN's role and multistakeholder approach). Participants will be selected based on criteria of the BC that there is a potential, or very new member with presence in that country via an association who can participate and a willingness to work as part of this project.

Participants would participate in ICANN's meetings and orientations, including potentially joining some of the ICANN Fellowship activities if suitable, but would be primarily focused on participation with the BC and relevant workshops and topics that support the Local Leader's ability to complete a small project back in their country. Ideally, each local leader would have funding to attend two ICANN meetings and an IGF & WSIS/CSTD meeting, where their focus would be around the CIR and related activities (with speaking roles) which are of relevance to business concerns of impact to ICANN's larger role and activities.

In particular, representatives from associations who can easily conduct an event for Business in their locale, or in conjunction with another conference or activity that they are already engaged in will be prioritized. This is a leaders program, so priority will be given to mature and capable participants, rather than young managers, although this group is also important in the longer run.

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

Travel Support /Outreach

3. Proposed Timeline/Schedule: **e.g. one time activity, r ecurring activity**

Coincide with each ICANN meetings and IGF/CSTD

REQUEST OBJECTIVES

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

This request is in line with ICANN strategic objectives:
1. Evolve and further globalize ICANN, and
4. Promote ICANN's role and multistakeholder approach)

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

BC membership and the unreached next billion global Internet users in Africa, Asia (including Arab States) & Latin America/Caribbean.

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

     Increased visibility for ICANN in the developing countries/regions; recruitment of associations and businesses who find value in joining the BC, or otherwise participating in ICANN's activities. Our goal is to increase the involvement and participation of business/representative associations from Africa, Latin America/Caribbean, Asia and Arab states over a two year period to approximately 1/3 of the BC's membership.

     Development of a meaningful participation within the BC and within ICANN more generally; and sustained articulation of the merit of the multi-stakeholder approach in wider and influential IG activities that affect ICANN both directly, and indirectly. .

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

- Identifying and gaining agreement to fully participate
- Actual attendance at least one ICANN meeting, participation in the BC [and other relevant supporting activities] during the ICANN meeting.
- Development of a short report about perspectives regarding issues of concern to their business community/nation/region which will be published on the BC website and via our BC newsletter.
- Development of a local/national event, or a panel of relevance to business at a national or regional conference that addresses BC's concerns. Increasing interaction with national government representatives as suitable.
- Increase in membership in the BC – initially, the local leader entity will all be in a special category within the BC, with a special membership fee; after the conclusion of the initiative, continued participation in ICANN and in the BC will be a major metric for the success of the program. Due to costs of travel, remote participation and remaining active in the BC's discussions will also be a measurement.

- Participation in policy and other relevant discussions within the BC's processes, or within other policy activities will also be tracked through self reporting and follow up by the BC Secretariat and officers.
- Promotion of the bottom up multi-stakeholder approach through voices from new frontier regions of Africa, Asia and Latin America at important government dominated events.
- If approved for IGF or CSTD participation, commitment to fully attend and join other BC members in attendance in engagement, including as possible workshop participant.

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Travel Support	Meeting # 57			
	Meeting # 59 11th IGF –Oct/Nov CSTD/WSIS 2016			

Subject Matter Expert Support:

N/A

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

N/A

Language Services Support:

None

Other:

N/A

Travel Support:

N/A

Potential/planned Sponsorship Contribution:

Mentoring support from experienced BC members, to include providing some background reading materials; guidance on useful workshops and sessions during the ICANN meetings and if approved for IGF or WSIS Forum, some guidance on program.