



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

Outreach Event

Community Requestor Name

Business Constituency

Chair

Chris Wilson

ICANN Staff Community Liaison

Rob Hogarth

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

BC managed initiative to hold three or more outreach events during FY17 as experience in FY16 called for more outreach engagements in Africa, Asia, Latin America/Caribbean and Eastern Europe. Similar request was approved in FY14. In FY16, BC sponsored two such events in Africa and Asia. It involved sending BC members to these events to speak at a BC sponsored luncheon which also provided for 2 or 3 local executives (with potentials to be BC members) to be sponsored to the event. Up to 5 new members have been added to BC through these outreaches. Expenses include travel, sponsorship of lunch or similar, possible special printing of program, etc.

The requirement to pick one of the two approved options in FY16 was very limiting. While the US\$10,000 support served a BC Outreach, at least three events need to take place in other ICANN regions (continents) for us to keep pace with strategy expectations. The five BC member CROPP support option was quite limiting such that in Latin America and Asia where membership is virtually non-existent, the opportunity for members in that region to do Outreach was near zero. Membership has to first be grown before members are able to do outreach with CROPP in those regions.

The approach we are proposing instead is in line with BC Outreach Strategy and in sync with overall ICANN regional strategies to increase ICANN awareness and grow participation in its global mission. The BC believes that in order to be successful the event has to be stand alone or at prime partner programme schedule in order to ensure the focus is on outreach and the attendees are largely 'newcomers' to ICANN.

Experience of previous events teaches us that the event must be carried out with a local partner organizations who have access to advising their membership and the local business of the opportunity to learn about the activity of the BC and ICANN and to limit the overall organizing demand to actually organize a full event

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

Outreach and awareness event. Experience has shown that a large percentage of Internet commercial and business users in Asia, Africa and Latin America/Caribbean are unaware of the BC and ICANN hence the imperative need to increase outreach scope

Past experience in both Africa and Latin America in the past has shown that taking advantage of such opportunities requires predictable availability of funding, and in a timely manner, so that needed commitments of sponsorship can be made.

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

Recurring activity



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REQUEST OBJECTIVES

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

This request supports the following ICANN strategic objectives:

1. Continuing role in Internet Governance,
2. Stakeholder Diversity, attracting new & diverse community members,
3. Increased participation in multi stakeholder model of ICANN and other directly relevant IG ecosystem events/activities
4. Widening international engagement of businesses from developing countries in particular

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

Stakeholder Diversity, attracting new & diverse community members, increased public participation in multi stakeholder model, widen international engagements

Outline plan is to hold possible events in Africa, Asia, Arab States/MENA, South America/Caribbean and Eastern Europe. We intend to collaborate with Chris Mondini VP of Business Engagement and with the regional VPs for Africa, Asia, Arab States/MENA, and Latin America/Caribbean

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

Increased visibility for ICANN in the 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 Europe, Africa, Latin America, and Arab states [MENA] over a two year period to approximately 1/3 of the BC's membership – as well as increase the number of US businesses who work within ICANN.

Development of a meaningful and relevant event specific to each region that serves the needs of business, as well as supports their interests within the BC

Increase in materials that are broadly relevant to business in explaining ICANN and why and how business can become involved, as well as providing clear and easy to understand materials relative to key policy actions or initiatives.

Increasing the participation of more businesses in feedback on policy issues and ICANN activities

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

Participation by 'new faces' will be an initial metric.

Increase in membership in the BC as a longer term goal

Participation in policy discussions within the BC's processes.

On the basis of the above, we're making progress but more need to be done.

RESOURCE PLANNING – INCREMENTAL TO AC COMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Outreach Event1	FY17 Q1		US\$7,500	
Outreach Event2	FY17 Q2		US\$7,500	
Outreach Event3	FY17 Q3		US\$7,500	
Outreach Event4	FY17 Q4		US\$7,500	

Subject matter Expert Support

Yes, in the area of Security, Stability and Resiliency and DNS Business models

Technology Support: (telephone, Adobe Conner t, web streaming, etc.) N/A



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Language Services Support:

Note applicable (N/A) at this time but may be required in the future.

Other:

N/A

Travel Support:

Yes.

Potential/planned Sponsorship Contribution:

Matching funds from BC for Outreach events.