

# **Civil Society Engagement Webinar**

**30th Sept 2015; 12:00 UTC**

# Multistakeholder Policy- & Decision-making

**“Stakeholder” refers broadly to anyone who has an interest in the Internet**

Within ICANN, stakeholders include:



**Large and  
small  
businesses**



**Technical  
community**



**Civil  
society**



**Governments**



**Researchers  
and  
academics**



**End users**

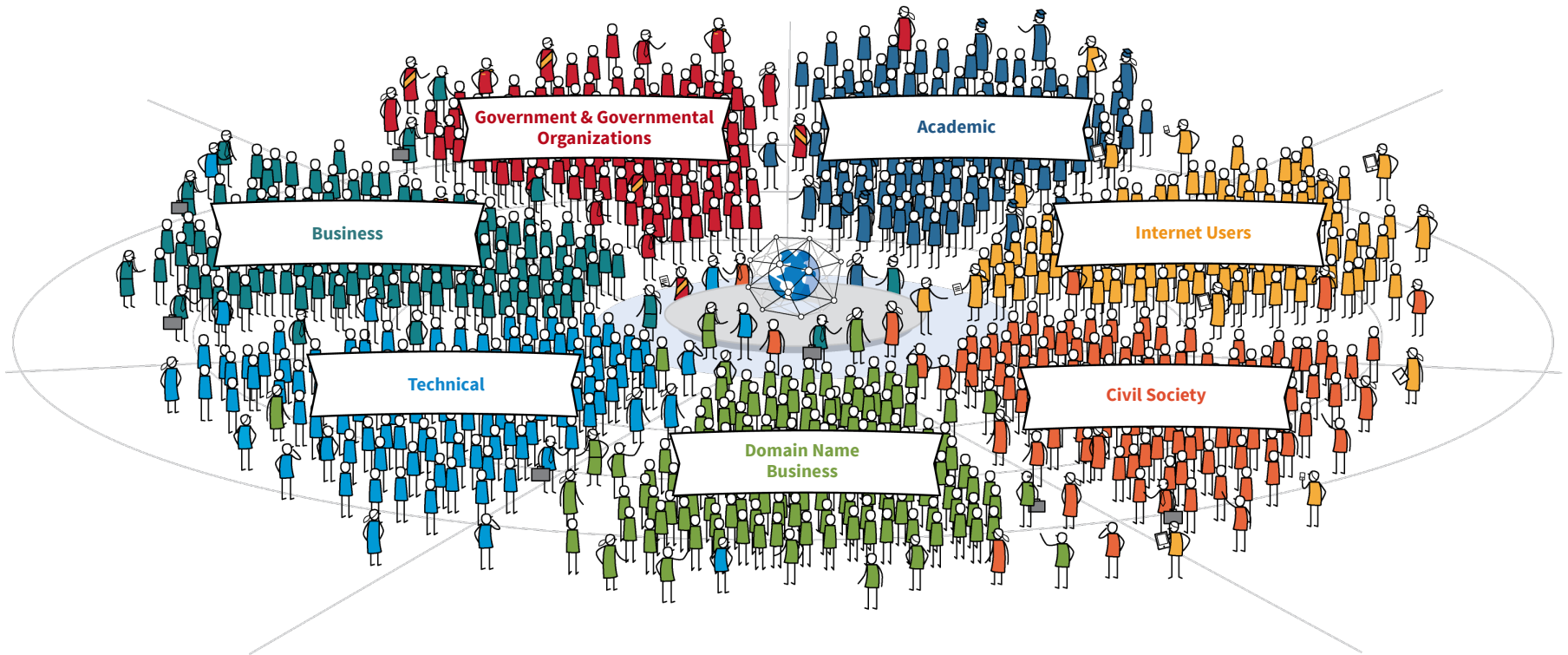
The multistakeholder community functions on bottom-up consensus building which, by design, is resistant to capture due to the openness, diversity and equal division of authority among participants

ICANN’s private sector-led multistakeholder community is directly responsible for the success of the Internet’s DNS

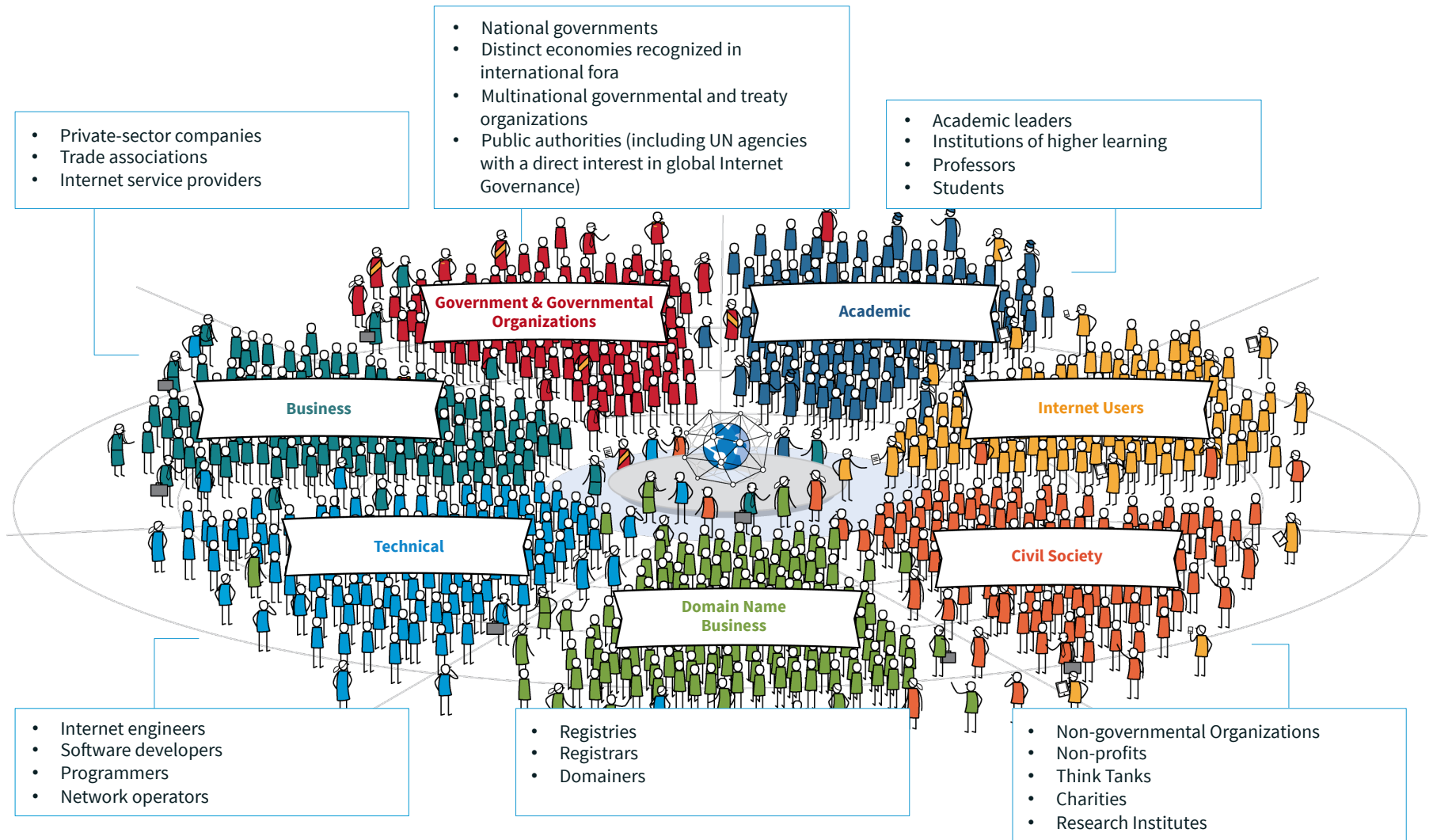
# ICANN's Global Multistakeholder Community

## Today's Community of Communities

In the same way the Internet is a network of networks comprised of computers and devices, the ICANN community is a community of communities comprised of people and organizations.



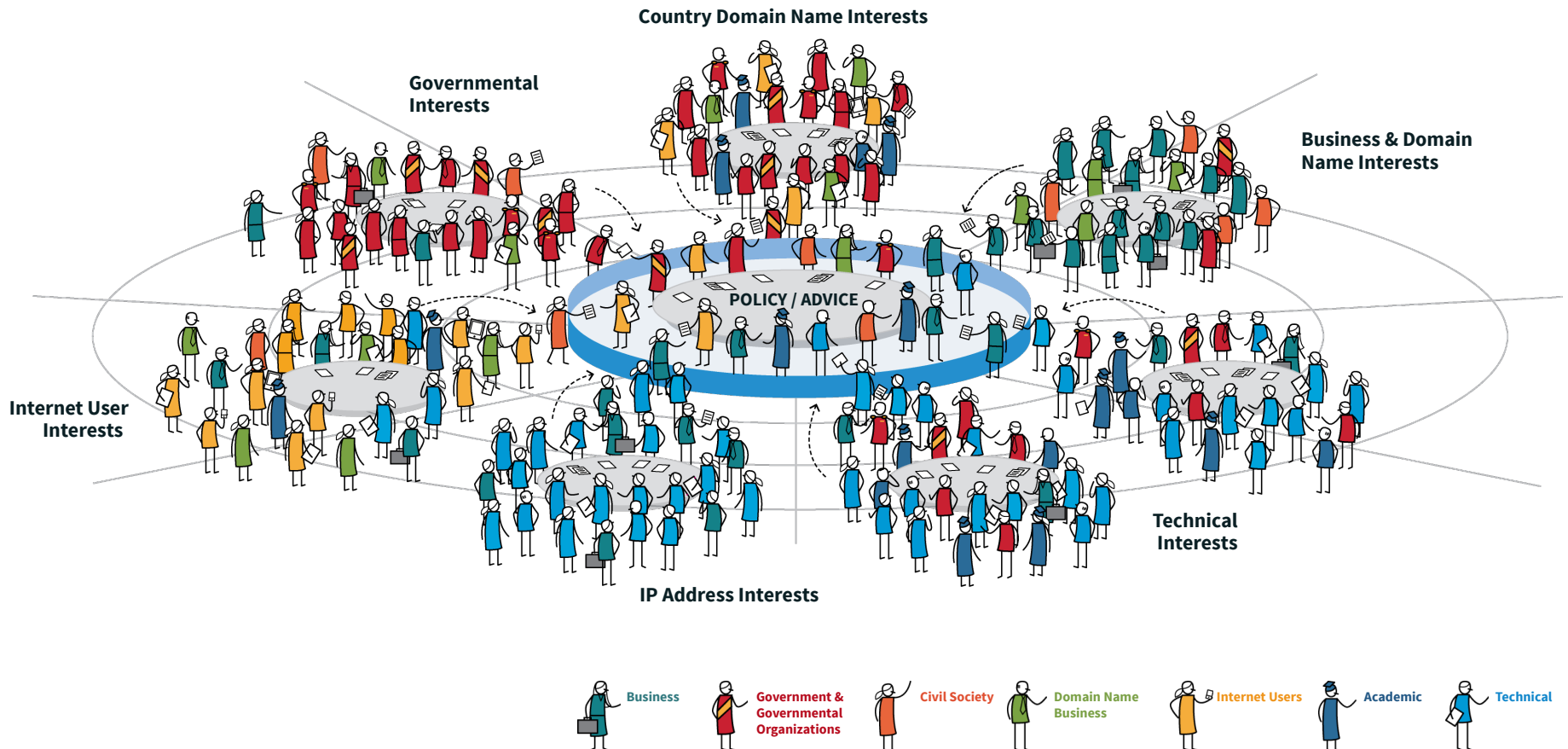
# ICANN's Global Multistakeholder Community



# The ICANN Community At Work

## The Bottom-Up Multistakeholder Model

The collective efforts of the ICANN community culminate in a common shared goal:  
*A single, interoperable Internet supported by stable, secure and resilient unique identifier systems.*

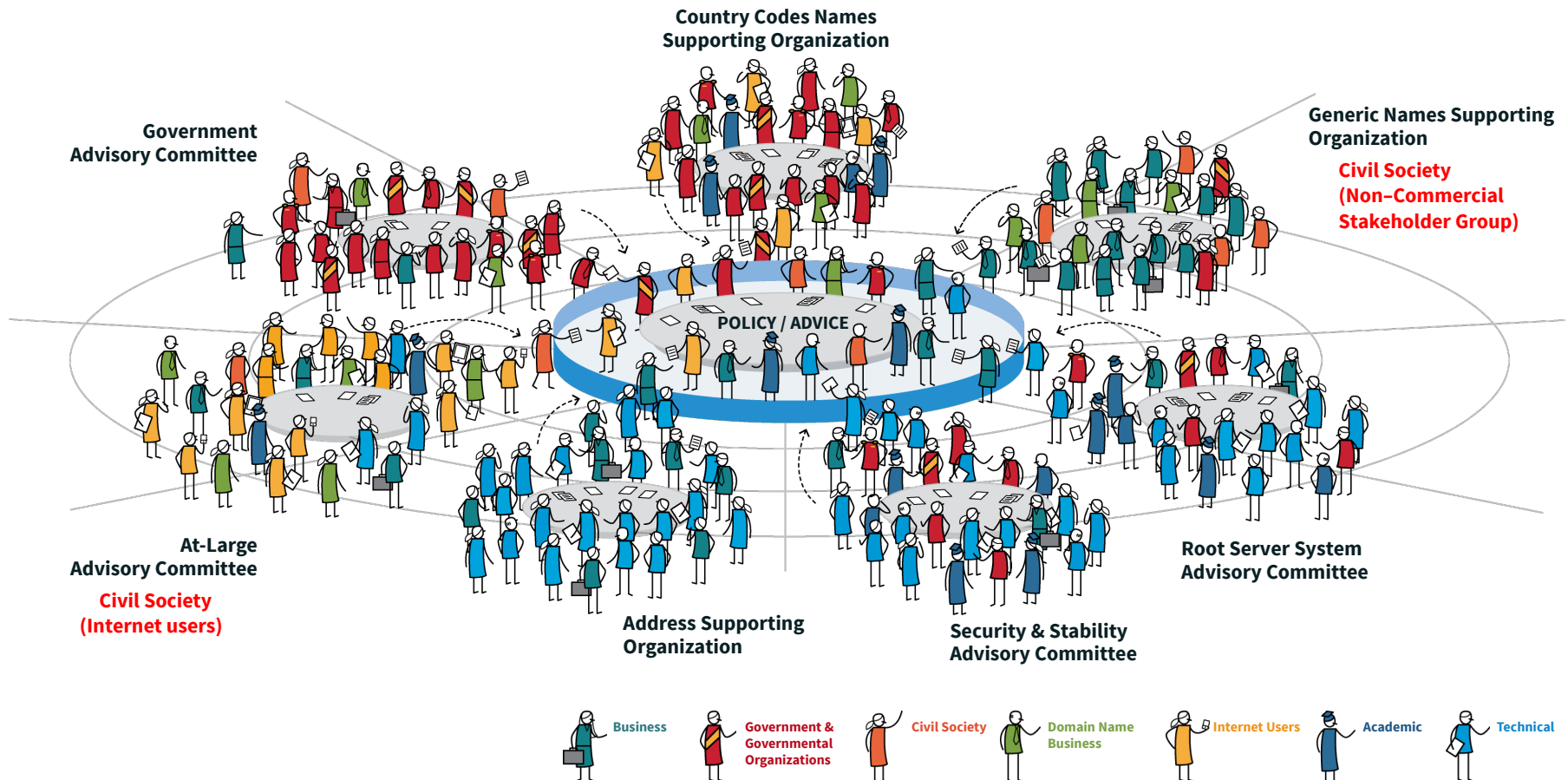


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# Civil Society At Work In ICANN (draft – example only)

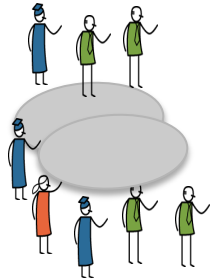
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### At Large Advisory Committee (ALAC)

### & At Large Structures (ALSs)



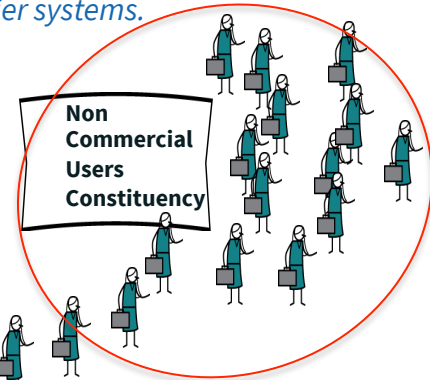
- ALS are the constituent bodies of the At Large Advisory Committee. ALS consist of Internet user organizations and unaffiliated users, they should be organized so that participation by individual Internet users predominates. ALS can be not-for-profit organizations, technical or academic groups, or entities representing business user interests, many ALS self-identify as civil society organizations. ALS support and promote individuals' understanding of, and participation in ICANN.

### Generic Names Supporting Organization

### Non Commercial Stakeholders Group



### Non Commercial Users Constituency



### Non Profit Operational Concerns



# Civil Society At Work In ICANN

## **At Large Structures (ALSs)**

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## **Non Commercial Stakeholder Group (NCSG)**

The NCSG provides a voice and representation in the GNSO and other ICANN policy processes to non-profit organizations and individuals who are primarily concerned with the noncommercial, public interest aspects of domain name policy. NCSG has two member constituencies representing different noncommercial interests.

## **Noncommercial Users Constituency (NCUC)**

NCUC advocates positions on domain name-related policies that protect and support noncommercial communication and activity on the Internet. NCUC members are involved in civil liberties and human rights, Internet freedom, consumer protection, education, research, development, and many other areas of public policy advocacy. The NCUC focuses on issues such as freedom of expression, privacy and human rights, as they relate to the domain name system and the policies that govern it.

## **Not-for-profit Operational Concerns Constituency (NPOC)**

NPOC focuses on the impact of DNS policies on the operational readiness and implementation of non-commercial missions and objectives. It aims to represent the operational concerns of not-for-profit and non-governmental organizations who have registered an Internet domain. Operational concerns include domain name registration, expansion of the DNS, fraud and abuse, using the DNS to provide and collect information and how the DNS can best serve their members and communities.



# Civil Society engagement strategy: comments

## Content and communications

### 1. Supporting the work of ICANN volunteers

### 2. Providing information for organizations not fully engaged

- What exists: NCSG, NCUC, NPOC sites
- Inventory of past contributions, ICANN PDP, meeting reports, member's blog posts, etc
- New content: dedicated civil society "landing page"
- Social media: dedicated civil society mailing list, twitter (facebook?)
- Newsletter: for civil society (generic), section in each regional newsletter, post-ICANN meeting review
- NCSG Newcomer Handbook
- Guide to ICANN and the DNS
- Regular updates on ICANN policy processes, plain English, concise
- Webinars: pre-ICANN meeting (what to expect), issue specific

# Civil Society engagement strategy: comments

## Engagement activities

- ICANN stakeholder engagement teams contributes to / participates in most national and regional IGFs. As appropriate, consider a consistent civil society message for the IGFs?
- Outreach pre-event involving local civil society in the ICANN host city (some weeks prior).
- In-reach (ICANN academy), develop relevant ICANN-specific training (chairs skills, policy development, how to use ICANN tech