
JEAN-JACQUES SAHEL:

Please bear with us. We'll wait a couple more minutes for people to join us before we start the call. Thank you. Okay, I think we can make a start. There are quite a lot of us on the call. Thank you so much for taking the time, wherever you are in the world. I know some of you are not far from the UN buildings in New York. Good luck with that later on. Before we start the call the call I wanted to briefly review the Agenda with you. I'll do a short introduction of what we've done in the last two months in terms of ideas and trying to agree on a common strategic approach on how we engage with civil society.

Then I'll pass onto Adam to take us through some of the key areas for implementation – first around content, then engagement activities, and then capacity building. Does anyone have a question or an Item they'd like to suggest, on top of these? Okay, if not then let's make a start. Could we have the slides up please? Could you load the PowerPoint please? Thank you. I think many of you will be familiar with the introduction I'll make, in the sense we've had a number of meetings to discuss on civil society engagement.

As many, of hopefully all of you know, as part of ICANN's work it's crucial that we broaden our engagement we have, that we make every effort possible to make sure that ICANN's work benefits from involvement from a diverse community, both in terms of the type of stakeholder groups, and also geographically. As part of making sure we engage with the right stakeholder groups and encourage participation, [unclear 00:13:29] engagement, and [unclear] of course is about focusing on engagement with civil society worldwide.

Note: The following is the output resulting from transcribing an audio file into a word/text document. Although the transcription is largely accurate, in some cases may be incomplete or inaccurate due to inaudible passages and grammatical corrections. It is posted as an aid to the original audio file, but should not be treated as an authoritative record.

In order to give a bit more input into this work and this engagement, we felt we should have as much of a structured approach as we could. So we presented some ideas and then circulated them for comment, starting with the Buenos Aires Meeting, and then we went through two rounds of comments and input into a short paper. Basically, we have four key areas to recap.

This is very much about raising awareness and knowledge of ICANN, the DNS, Internet governance, and of the relevance of those two civil society [regions 00:14:22] and to basically raise interest on civil society in the work we do, and raise awareness, build on capacity and [unclear 00:14:33] joining the ICANN work in our community. Part of that is to support the outreach and the [committee 00:14:40] itself, the current volunteers, in their outreach efforts, but also support current volunteers in bettering the work of ICANN, trying to help you as much as we can on a day-to-day basis, and help newcomers and encourage others to join.

I've mentioned already we have [particular 00:14:59] inputs coming from many different constituencies of ICANN, which is great. Many of you have contributed to the document on Google Docs and sent material, et cetera, so it's been a very fruitful exercise. Now we think this is an approach we should keep alive. This is not something that should be set in stone and never move. In fact, we should completely learn from what we're doing and update that approach and that strategy as we move forward, but it would be good to have a current version to start from and to start [unclear 00:15:33].

What we'd like to do today is review briefly where we're at and outline some of the key input that's been done, and try to work out basically our

worksheet, our [acts and sounds 00:15:47] for the next few months in partnership with everyone here. So if we move onto the next slide, just to sum up the key aspects of the approach of the current latest version [unclear].

In terms of long-term goals, where we're at is we seem to have broad agreement that it should be about increasing awareness and knowledge of ICANN and the DNS and of the relevance to civil society, and that we want to help enhance the effectiveness of the [unclear 00:16:20] in ICANN's work, and one way we'll be doing that is by informing civil society [unclear], raising the awareness, raising their interest, and in the end hopefully that will help them and encourage them and make them want to join our various constituencies representing civil society interests in ICANN.

In terms of how we do that, there are three key pillars, and again we've got very broad agreement on those – tailored content and communication, engagement on the ground, and capacity building. I might just stop here for a while to see if there are any immediate questions before Adam moves on and starts talking about the detail of the input we've received and the sort of actions we're considering for the next few weeks and how we should work together on those. Any comments at this stage, or any questions? Thank you. All right. Adam, would you be able to take the next slide and we'll move on?

ADAM PEAKE:

Sure. Thank you very much. Hello everybody. The slide before this is talking about some of the content that's already been produced by civil

society in ICANN. There's an enormous amount of work that has been done, and this is important, we think, for showcasing civil society's activities, the type of work that's attractive to other NGOs and not-for-profits and users and so on; people who should be attracted into ICANN and realize the value of the work being done.

At the top of the list there are examples of the work. There's too much to list through, but NPOC we know has been doing surveys of NGOs in the DNS – how they're using the DNS and how it's important to them. So far this work's been done on Europe and surveys in Latin America. The At-Large has been active for so many years, but the work that I wanted to highlight was ATLAS II and the work of the global Internet and the user perspective, which of course covered the future of multistakeholder models, globalization of ICANN, user perspectives, et cetera.

The NCUC, which has got a very long record of public comments and statements, and I think very useful event reports from both ICANN and from external Internet governance related activities, which are a valuable record, and also the member blogs, which are appearing more frequently.

This is the type of information we're seeing at the moment, and we'll try and bring this together – not taking it from their existing sites, but moving it over to somewhere that it can be centrally accessed through links and so on. I just wanted to introduce that we're fully aware that there is a good catalogue of information so far. We wanted to take questions at the end of any slide, but if you have questions then please raise a hand now.

JEAN-JACQUES SAHEL: Actually, Adam, I have missed that Bill raised his hand. Bill, do you want to say something?

BILL DRAKE: I was going to generally, A, say that I'm very glad we're doing this, it's long overdue, and congratulate you on the effort you're making here. I know a number of us for years lobbied both the Board and the CEO for Board-dedicated staff to support civil society engagement. So I think it's great you're now trying to get it together. I think now of course the challenge is ensuring that you are suitably sensitive to the diverse nature of the community, and the need for bottom-up self-organization to a certain extent.

We have to find the right balance between how staff are going to approach things, and understanding patterns that people with the community already have. When it comes to things like outreach, we are already growing, so that might not be the most important thing to work on and there might be other ways to think about this. I just wanted to start out by saying something positive, since nobody was saying anything. Thank you for doing it, and let's try and move forward.

JEAN-JACQUES SAHEL: That makes a lot of sense, Bill, thank you. Good points. Sorry Adam, anyone else?

FACILITATOR: Alan Greenberg and Sébastian have both raised their hands.

JEAN-JACQUES SAHEL: Thank you. Alan please?

ALAN GREENBERG: Thank you. Just to note that At-Large is a complex organization. Some parts of At-Large deem themselves to be civil society. Some parts of At-Large are vehemently against having that label put on them. So although part of what we do can be deemed to come under civil society, we have to be very careful in how we're sending the message, because we're going to alienate parts of our community by implying that we're simply another part of civil society, and our views very often are very different as a community from those that are often expressed by more traditional civil society.

I'm not saying we don't want to participate in activities and have an opportunity, but simply putting things into a single grab bag could lead to significant problems on our side. Thank you.

JEAN-JACQUES SAHEL: Thanks Alan. Before responding, I wonder if Sébastian's point is related, maybe? Sébastian, do you want to comment now? Go ahead.

SÉBASTIAN BACHOLLET: I want to agree with Alan. I really think that you didn't [unclear 00:24:50] some of us, and I was one for a long time. I think this title is

misleading. I know there are people who want to just be civil society, but within ICANN we don't need this type of organization. We are organized very differently than within the IGF or WSIS, and I don't see why we need to put the same wording inside ICANN that's in other arenas. If somebody wants that, it's their choice. I don't know if it will be the last time I say this, but please stop that.

It's not a good way to go to include all the non-governmental, non-commercial, non-something. We are end users and we gather voices of people who are end users. For me it's much more important to be called end user than civil society. If you still want to keep this wording, you will do it at least without me and maybe without the part of our organization. Thank you.

JEAN-JACQUES SAHEL:

Thank you. On that, on the last point on end users, in the latest draft that's been circulated, the current version, we still have [unclear 00:25:00] but still we have, in the title itself, "Civil society," and then in brackets a mention of end users. That's definitely something we can and should continue to do to discuss [nonetheless 25:18]. But more generally what I think is important, and certainly the way I'm looking at it, is that this is engagement looking outside of ICANN, not inside.

It's not saying that we are looking to do engagement on behalf of NCSG and ALAC. It's more that we are engaging with people outside who are in the civil society community out there, such as non-profit organizations, or parts of academia, and that's who we're talking to. So within ICANN, the constituencies that feel that this is their membership

or audience, if you will, then they should work through us. Other constituencies for instance think that the constituencies they want to talk to and reach out to outside in business, for instance, then they can get involved in business engagement.

So it's not trying to dictate where each of the constituencies fit. It's more for us as a community to have a tailored engagement with various communities outside of ICANN. I hope that's clear. In terms of policy, I don't think it's about debating policy. We'll be reaching, we might be creating policy – this effort is separate. This is about outreach and engagement. We will avoid as much as we can to mix it with policy, as such. That's not the point. Just generally, in terms of resources, which might have been raised by others, this doesn't involve extra or less resources, as such.

It shouldn't be to the detriment of any constituencies. I'll just leave it there. I think we have to think about it as [unclear 00:27:02] going to speak to certain audiences who are then trying to categorize our existing constituencies. That's not the point. I hope that answers the points raised. Any others? Okay, of course it's definitely something we should keep in mind and continue to...

FACILITATOR: Jean-Jacques, Sébastien has raised his hand.

JEAN-JACQUES SAHEL: Okay, go ahead Sébastien.

SÉBASTIAN BACHOLLET: A very short follow up. If we're trying to reach to civil society, we're missing reaching out to end users. End users may not be organized, may be organized differently, and putting words in like that will be missing... It's not just the fact that we inside are organized in one way or another. It's that we want to be the voices of end users, and to do that we need to reach out to end users, and that's broader than anything else. Thank you.

JEAN-JACQUES SAHEL: Thanks. That's exactly why we need your input. I think [unclear 00:28:27] implementing this. If we're talking about the event, we're talking about content, how do we make sure we get end users, we go to the place we can speak properly to our users, how we have content that's accessible to them. So I hope we can put some practice to that. I don't think there are any more hands. Adam, would you...?

ADAM PEAKE: Hi everybody. If we could go to the next slide please? Thank you. We're talking about the new content and communications, and these were mentioned in the document, and you'll notice that they've evolved since the first document appeared in July. Really, as I think Bill was intimating earlier, we're stressing the point that this should be community-led content. Staff is very aware of our role here.

The first bullet is talking about supporting your content, and the ideas we heard about are things like e-books, pamphlets, how-to guides of various sorts, introductory guides and so on. So the question really is how best can we support you in producing work? Because we're here to

do that. And what is your priority as you think about these types of things?

I think some of the most obvious suggestions for a newsletter and regular information from civil society about civil society, and for this we're thinking that there would first be a digest to say some of the things that occurred in Dublin, and what were the important outcomes, and then the next issue would be something about what's the expectation, what's going to happen in Marrakech? So there's information both for your own communities but also for those who might be following and not participating in such a concentrated manner.

We're talking about civil society sections in the regional newsletters. You may have seen recent additions have included more civil society; articles and information. The regional newsletters are now coming out on a monthly basis, and one of the things we're asking for is for people to volunteer to start to contribute to this. It may be that we ask for dedicated volunteers from each of the groups if they wish to, and they would then flag important information about civil society and about flagging upcoming events. We're very aware about the flagging of events and an event calendar, which actually is the subject of a later slide.

We're talking about webinars and briefings, and particularly making materials available for download, rather than just streaming. But what are the topics that would be important to you? Are these webinars that you'd like to lead, as you already do? I know there's one on the NCSG. We'll be doing a review of the CCWG Accountability later, and there's one from the ALAC on the same subject very soon. But do you want

webinars on expert subjects that might have staff and volunteers working, or even outside people we can try and bring in to do webinars and more information?

We've talked about regular updates on ICANN policy processes, and this means probably a simple re-working of some of how the GNSO policy teams publish their information, trying to make it simpler and easier to follow, although they're doing a good job, there are ways we can think we can do that. Obviously a dedicated civil society webpage, a landing page on ICANN.org that would allow somebody to just find civil society easily. There is already a landing page for business, which is very similar, and we would probably try to mimic that.

Then moving onto use of social media and email lists, probably information lists announcing various topics. There's been discussion about using a journal and a call for papers on various subjects. This is turning out to be quite complex, and there have been some very good suggestions during the discussion we've had online in the Google Doc, and we'll be taking that for further discussion I think. But there's an opportunity here for people to create content of various types.

Then finally, a guide to civil society, which is actually the subject of the next slide. So before going there, are there any questions or comments about the type of information that we're mentioning here? Particularly, what's your priority, and how can we help? Alan?

ALAN GREENBERG:

Thank you. How do these things relate to other things that are going on within ICANN? For instance, the first bullet is supporting your content.

e-books, pamphlets. What type of mechanism are you talking about? At-Large has made budget requests and has had support from ICANN communications. We work with the ICANNLearn people, and that's all very structured. Is this something in parallel with it? Are you an alternate source we can go to if they're not being nice to us, or vice versa?

There seems to be a whole bunch of things that are being done in other parts of ICANN. Is this replicating it? Is it describing what's available through other parts? Because otherwise it looks like a grab bag of things that are happening in other parts in ICANN already. I don't know how they interact, or maybe they don't.

ADAM PEAKE:

Sorry, I got cut off on the phone. Alan, there will be some of that. In ALAC, At-Large, you've done a lot more work perhaps on some of these things than the other groups. But we're talking about supporting perhaps... An example was a pamphlet that the NCUC was talking about producing, which would highlight some of the work that has been done and is being done on a various set of topics so that people would better understand what the work is that they've been doing.

I believe the NPOC may wish to do something about operation of the DNS and how it's appropriate and useful for NGOs in particular. It's also spoken about how-to guides, how to participate for civil society and NGOs. Again, I know there's an extensive set of work being done for the At-Large, and that can be used first of all as a basis that we can learn

from, but it's also repurposing some of these things so that they can be used for slightly different groups.

JEAN-JACQUES SAHEL:

If I can follow up? First, avoiding duplication and trying to make the most of the existing initiative has been something we've raised from day one, which was the first part of our consideration on content – cataloguing existing content or existing initiatives to develop content. That's where we're going to need to fill in. When we talk about the calendar, for instance, [unclear 00:36:09] some of the At-Large calendars that already exist, the idea is to build on those, to link to those, and not replicate them, not duplicate them. So that's where we need the input.

That's where we need to find [unclear] working, so that we streamline all this. Then in terms of what's being done elsewhere in ICANN by ICANN staff, that's a lot of what Adam and I do behind the scenes, which is trying to liaise as best we can with other teams in ICANN, such as the VPRD Team, which is in charge of things like ICANNLearn, or the At-Large, in relation to the Leadership Training Program – things like that. We'll be doing a lot of that, basically just to make sure we're up-to-date on what's happening and we piggyback on Dublin initiatives and we avoid duplication.

JEAN-JACQUES SAHEL:

I think Bill raised his hand. Bill Drake?

BILL DRAKE:

Just to Alan's point, I think that the At-Large does have a lot of things ramped up already that, as Adam and Jean-Jacques were saying, are not necessarily generalized to the whole community. Or to the extent that something is already taking place within At-Large, I'm sure the intent is not to duplicate, replicate or change what they're doing. I think the idea is to bring the same capabilities across the community, and if that's so, one question I have for you is, Jean-Jacques or Adam, for example NCUC needs to update its brochure now, okay? Because we've had a new election, et cetera.

Will you have resources to be able to do these things outside the constraints of the usual annual budgetary cycle? In other words, instead of waiting until March to submit a proposal and waiting for a budget to be approved, if the NCUC wants to get its brochure done before Marrakech, which is before the next budget request, would you have the capability to be able to provide resources for that? Same for NPOC, same for whatever else? Is there going to be a dedicated pot of resources that you're able to flexibly draw on from time to time to meet particular needs as they arise? That's one thing I was unclear on.

JEAN-JACQUES SAHEL:

Thanks Bill. The issue of budget is separate. I think there are existing processes. We don't want to replicate that, we don't want to [unclear 00:39:10] on that. If for instance we decide to produce content which is cross-constituency, which is aimed at civil society and therefore [unclear] elements relating to [unclear] or relating to parts of At-Large, that's certainly something we can take forward. But if it was constantly

[unclear 00:39:29] website as [unclear] cross-community, then we would need to [unclear] existing system.

I think we can probably be a bit more pragmatic that we take this forward and maybe speed a few things up through the cross-community groups. We're not going to replace the existing processes, I don't think. We don't have specific budget allocated to this. We draw from the Stakeholder Engagement budget, so we can maneuver, but it's not a massive new pot of money that's available for this. [unclear 00:40:10]. Okay. So we'll maybe move on if there are no more hands raised. Adam, please?

ADAM PEAKE:

Thank you very much. We can go to the next slide. This goes slightly to Bill's point, which is that one of the issues that's come up is we continually hear that people new to ICANN find it difficult to distinguish between some of the civil society organizations that we have. There's a confusion about whether they feel that their natural home is within At-Large, or their home would be part of the NCSG, and if the NCSG, would that be the NPOC or the NCUC? What you see there on the screen is a slide that's part of a standard deck that you may have seen used by ICANN staff and you may be using yourselves.

What we intend to do is break out from this into a more detailed examination of what the civil society parts are. This was one of the things that was suggested on one of the earlier Google Doc drafts, so that we can make a better distinction between the different groups and help people join you, so that they know where their peers are, they

know where there interests are being discussed within ICANN. We think this will be particularly important. It's quite a common issue that's raised, particularly by the Fellows and NextGen.

One of the things we'll be doing before Marrakech is having this new slide developed. It will be based on the existing text we have, describing the various organizations. I'll also be sending around some text. Most logical would be to send it to the Chairs to ask you to discuss and try and make that distinction clearer. Then in Marrakech we can perhaps try and finalize this, taking the slide or slides we'll have produced, and finalizing those. That's something we think will be important and useful for everybody.

If we can get people joining in the right place and knowing where they're comfortable, that could be important, we think. That's something that should be coming and something we'll need your advice on, certainly distinguishing between your different missions. Are there any questions on this particular part of the slide?

ALAN GREENBERG:

Yes. The problem I see in this slide is you're trying to sit civil society into what's already a complex organization, and the answer to the original question of where do I belong is implied already in that you have the term "civil society" in two places around that circle. In fact, it probably also goes into other places. There are people who participate in other activities within the community that may also deem themselves to be civil society and people have an interest there. I'm sure it's the case for the ASO and the groups that are behind them.

The real answer is the groups that you have around the circle have different mandates and different interests and focuses. The middle of the circle I do not believe is just policy advice. The middle of the circle is just ICANN. It's an overall composite. If you have an interest just in the gTLD space, then the GNSO and its civil society component is a reasonable place to be. If you have an interest that focuses on either wider things or more narrow things, you, as a person who considers himself civil society, may well fit somewhere else. There is not going to be a definitive answer. The definitive answer comes from identifying what these groups do and where you feel at home.

JEAN-JACQUES SAHEL:

I think that's exactly the way we should approach it, in terms of the conversation with someone who's from this community and are aware of the [unclear 00:44:58] potentially within ICANN. It's being able to [unclear] according to their particular interests or skills, where they may fit best. That's where we really need input from you. Say, for instance, we think that some people in the ASO would [unclear 00:45:15] civil society, what can we say to potential newcomers in terms of why they may be interested in that track? Who are the civil society interests that may want to be represented in ASO, for instance?

ALAN GREENBERG:

If I can continue for a moment, another one of the problems is you're using mixed terminology in this chart. ICANN uses that mixed terminology on a regular basis. The GNSO is a super-set of the GNSO Council. At-Large is a super-set of the ALAC. You really want to be

representing, if you're trying to look at how people participate, you don't participate in At-Large by saying, "I want to be an ALAC Member." That's a small number of people who get picked from within the larger At-Large community to be on ALAC.

The same as how the GNSO and the ccNSO Council are organized, and the ASO Council. Someone coming is not going to say, "I want to be part of the ASO." They're going to be part of the addressing community, which is a much larger group with lots of edge activities going on. It's very well suited for an incoming fellow, but not the ASO. Just like the GNSO Council is not the home that someone's going to immediately drop into. You have to make sure your terminology fits, otherwise it's going to be really hard to answer some of these questions.

JEAN-JACQUES SAHEL:

That's really useful. It's exactly the sort of stuff we need to try and address when we develop content. So we can be as precise as possible. Absolutely. Any others at this stage? Bill, go ahead.

BILL DRAKE:

I don't want to keep agreeing with Alan, but I will, in the spirit of harmony. I think this slide is problematic and I think it's confusing probably. If I looked at this through the eyes of a newbie, I'm not sure it conveys the most pertinent information. When we have our meetings with the Fellows, and the first question I'm sure to Rafik and Rudi and [Tatani] and me and Alan is always, "What's the difference between these different places?" I always find that if you start by saying that ACs

and SOs perform for different functions and provide for different types of engagement, number one – and that’s not really captured by this.

Number two, yes, as Alan said, the captions are a little misleading in terms of super-set and sub-sets and whatever. Then also within NCG for example it’s not that hard to say NPOC works more on these sorts of issues, more on those sorts of issues, but we collaborate together on these sorts of umbrella situations. I think those can each be visualized on different slides, with different graphics in a way that would address this fairly clearly.

These pictures that have really a lot of visual clutter, I understand what you’re trying to do there, but I don’t think this one by itself would leave people with a clear idea of what their options are. Maybe what we could do is have some sort of a text that spells out those distinctions in bullet point fashion, as to what the different functions of the different groupings are. Hence what the elements for engagement are.

Can I also say that I generally have a problem with – this is not directed at you specially, it’s an ICANN issue – the way ICANN staff often are presenting these slides that say “the multistakeholder model” as if there’s one single model in ICANN that embodies it. That to me is inherently problematic, and I think to many others as well. Just a small point there.

JEAN-JACQUES SAHEL:

Yes, on the last point on that slide, I made the decision often when I speak... There are different types of multistakeholder models, that’s a fair point. Another useful suggestion you made in terms of maybe

starting from the text, and if we want to put regionals, we can make the regionals fit with the text, with the specifics that you're suggesting in wording. We can [live with 00:50:30] that. Absolutely. I know Adam is thinking about putting in some ideas and then trying to collect feedback, so we can definitely address that.

[unclear] then translating visuals [unclear]. Any others? I don't think there are any raised hands. Okay. Next slide please Adam?

ADAM PEAKE:

Yes, the next slide, just quickly, to explain a little about that slide – it is part of a deck of slides and in context it does perhaps make a little more sense. I'm sorry if people weren't as familiar with it as I expected they would be. It might not have been shown as much as possible. We'll try and make sure you get a link to some of those slides so you can see the context better. We are actually in that effort to make the distinction and responding to some questions we hear very commonly at the end of meetings, where people are unfortunately saying they are unsure where they belong in ICANN. If a Fellow says that after five or six days then we really do have to work on this.

I'll send the text around, and if the text is the way we can go forward in making this distinction then we shall do that. Let's try and finalize this in Marrakech and overcome the problem. The next slide is talking about what's next and particularly ICANN's engagement activities. There are various things we're doing and we want to continue to do. We're already, as I'm sure you're aware, supporting and partnering with civil

society's own events. In particular here we're talking about some of the NPOC pathfinder work, and the NCUC's outreach events.

There are also ICANN own events and sessions and staff engagements. For example recently we were invited to put on a session or hold a session at a Council of Europe meeting on the future of democracy and we've found some civil society participants and also business participants to join that session. We're participating in regional events. One of our policy staff, one of the GSE staff recently spoke at the Middle Eastern Region Workshop on policy, working with civil society organizations there, prior to the Arab IGF, which is going on at the moment. There's also the South East European IGF. So we're invited to these events, and we want to coordinate better with civil society organizations and your ideas on these.

We also think that holding outreach events, which could include webinars, in the run-up to each of the ICANN Meetings would be important. Jean-Jacques organized one about... Holding a briefing meeting in the region so that prior to Dublin, Jean-Jacques organized a meeting about three weeks before so that people were able to get an idea in the local area of what was coming to them when the ICANN Meeting arrived a few weeks later.

This is something we think should continue to happen, and we would want civil society to be involved in that. We think there should be a more consistent participation within the national and regional IGFs. ICANN does participate in these, and many of you do as well. Something we'd like to consider is how to increase involvement and contributions

to the various Internet Governance Schools, often called summer schools. That would be helpful.

I'd like to talk about the shared calendar, and we'll come to that in a moment, but again, if there are any questions about this particular slide we can stop there for a moment, if there are any hands raised. If not then the shared calendar and events is relevant to this. I don't see any hands raised, so if we can move on? This has been something that's been mentioned a great deal – that we need better calendaring of the events that are coming up, and thank you for the contributions that have been made on this. They've been quite substantial, and particularly on events that are going to be occurring over the next six months or so.

One of the things that will be happening, as I mentioned, there are now regional newsletters, which are published on a monthly basis. One of the things we'd like to add to this are events that are happening in the region, probably 6-8 weeks out, so that the monthly newsletter is tracking what's going to happen in the near future. You need to know of course that an event is happening, for you to even be able to participate in whatever way, and so one of the questions we have is does your constituency or group already have an events calendar? How can we synch into that?

One of the things maybe is simply that I go and look at that every two weeks and make sure we have an updated calendar as a generic civil society engagement tracker. The other is we also think it would be helpful if we could have volunteers who participate in these regional newsletters. As I mentioned before, people who'd actually provide information, but also provide the event occurrence... Something we've

thought about is there is a lot of local civil society expertise. These are people who are potential speakers, but also just people who may want to be in the audience and participate.

So there needs to be better coordination between the GSE Teams and civil society, not as civil society going the other way to the GSE Teams. So when you see there is a meeting occurring in the region, you're able to contact the local representative and say, "Hey, I'm in that city and I can speak on this topic," or they may be able to identify you as being in that particular region and go to you in the other way. We don't have an enormous amount of money for this, and so local expertise is going to be helpful rather than expensive airfares.

Also it's bringing in local expertise, which is one of the keys. You also want to be able to report. Something that was also mentioned is we do see a lot of event calendars around on ICANN, and very often you see that an event has occurred and it's not clear what happened – there's a lack of reporting. So if we are attending these meetings then there should be some way to link into reports of what happened at the meeting so that people can actually gain the benefit and share the benefit of this.

That's where we're at with the engagement activities and the calendar. One thing is that there will be a new constituency. This is for the NCSG or the NCUC components. They will be having new membership management systems, which should have some form of calendaring. We want to move ahead with this before relying on those systems, but there should be new systems available to use and for you to update as

well. Any questions on this particular aspect? I know that events have been important to many of you.

It seems not, so we can move onto the next slide, which is talking about capacity building. This is an area we're really looking for your advice on and what would be helpful to you. The first part is to assess what the existing capacity building programs are, what's being offered both by ICANN and by the constituencies. This is something we're examining both as staff, but it's also something that you can help us understand what's working well and what's working less well. We've spoken about various types of programs that may be useful – whether they be tutorials or mentoring or other training tools.

It's also certainly how can we help you run your own outreach programs better and more effectively. We speak about inreach and the ability to have ICANN-specific training. The examples we've given and people have mentioned have been help with chairing skills, chairing of Working Groups and organizing Working Groups, skills in policy development, and even how to use ICANN technology. Some of the tools we use, particularly AC, are not particularly easy at times, and it can be useful to know that there may be training available.

So what are the skills that will be most helpful to you? It may be things that actually help you in other aspects of your work, if you have these opportunities. So what would be useful to you? Lastly I think is this notion of improving our newcomer engagement. As civil society, what can we do? There are very extensive newcomer programs at ICANN, and they're very well run. I've participated in some and spoken at some

before, but what can we do to improve these and make them more relevant to the type of participant that you want to join your groups?

What can we do to inform them better about your work and to get them more engaged with you? Whether it's the At-Large constituencies or those ALSes. Any comments on this slide? I think this is something that for the future we want to engage with very much, particularly on the skills that would be most helpful – what can we do in this particular area? Any comments or hands up on this?

JEAN-JACQUES SAHEL:

I think this is important from our perspective. We look at the journey of our stakeholder [unclear 01:02:17] wanting to get experience in ICANN, but eventually maybe getting a leadership position. There's clearly room for helping them journey through things like training, so I'd be very interested in [unclear 1:02:30] some of the recent training organized, like the leadership training, has been well received.

It would be great to see how we can use the same sorts of tools to make sure this community has all the right capacity to be effective in [Marrakech 01:03:00]. I really look forward to a little bit of input from you on that. I think it's going to really help a lot.

FACILITATOR:

Jean-Jacques, Bill Drake has raised his hand, and there's also a comment from Mr. Caribe in the chat room.

JEAN-JACQUES SAHEL: We'll start with Bill please?

BILL DRAKE: Unfortunately the chat flies by, and I don't know if you see what people are saying there. One thing I'd point out, as I said in the chat, is the term of art these days is capacity development, not capacity building, and if you don't want to look too retro you might want to consider changing that. On a general point, outreach issues always tend to get a little complicated because then people can feel like they're trying to attract engagement, and that puts them in some sort of competitive position. I don't feel like it's that way, but sometimes people construe it that way.

But I think inreach is something that cuts across the community, and I think it's something that ICANN has really not mastered at all. I don't know if you guys are aware that we have had in this SO/AC and now SG and RALO Chairs' process that goes on at every ICANN Meeting, over the past year and a half, a series of discussions and initiatives that didn't really go that far, but one of them was on volunteer engagement. I was involved in that. I'm going to pop the URL here and see if you might want to look at that some time.

There might be some ideas there that are relevant. I'm no longer involved with this because I'm not a Chair anymore, but there might be some stuff there to take away, such as notions of chair support and so on that we talked about and never acted on. I think a lot of the business folks might have faced the same needs that people who are working with users generally do, and civil society users in particular would recognize as being problematic.

Some of that stuff could be useful to your efforts. I just wanted to emphasize capacity development and engagement, inreach, as some of the things you could probably help with a lot here. Thanks.

JEAN-JACQUES SAHEL:

Thank you. Bill, we've talked around some notes on these training programs that are already or about to be launched. There's quite a lot happening. We're not doing this in a vacuum just in civil society. We [unclear 01:06:35] across the Board. We want to plug into that and make sure it works. We're getting quality comments on the chat. We've been looking at them. I think I agree with [unclear].

The important point by Joao in particular around prioritizing or going step-by-step in terms of how we produce content, clearly we're not going to do everything in three month's time, so we'll give you what we can in the time we have. We'll progress as much as we can in terms of [unclear 01:06:48] on some content that we can then discuss [unclear] in Marrakech. That's an important point. If there are any particular views on prioritization, which topics, which kinds of content do we need to focus on first? Please share. That's it from me. No more hands raised.

ADAM PEAKE:

The next slide please. We're coming to the final slides, which is quite good, as we're at the top of the hour. I just want to review here some of the things that we'd like your support on and your ideas on. The first is on the idea of content creation and supporting particularly the newsletters and information we want to broadcast out about civil society's work.

Any of the ideas we've had for whether it's a pamphlet or how-do documents, et cetera, then we're looking for your input on that. We've spoken about a call for volunteers from the community to work with staff on implementation of what we're talking about here – people who can help monitor what we're doing, who can make sure that things do happen, and perhaps it should be on monthly calls, if people are willing to join on that basis. Perhaps if it's not monthly then it could be regular calls, but what would be suitable for you.

We're looking about things there. On the calls we'd also be talking about how the liaisons with the regional teams would be supporting the regional newsletters. That would be something we're looking at. Those volunteer teams may be slightly different in that the regional newsletters, we're looking for people who are from the region of course, the five regions, so that they can feed directly into that respective newsletter. We also have this issue of populating the events calendar, which is one of the priorities, I think.

As we go forward and look at Marrakech, we would like a working meeting to talk about the engagement strategy generally, and it would be NCSG, At-Large and staff talking about how the program is going and what we can do to improve as we move forward, finalizing this initial content, including the description I mentioned about how we explain civil society in ICANN. You've had some good ideas on this call, so we're learning about this at the moment, but if we can finalize that by Marrakech then I think we have something that's been a bit of a problem and we can actually try to solve, which would be good.

Then finally, meeting with ICANN's regional civil society leads on this, the project team for civil society engagement, I think it would be helpful if the NCSG and At-Large side could have a meeting of that type. I don't think there are any hands up here, so if we move along to the last slide, this is really where we're looking at for... The mailing list is actually alive and working at the moment, at civilsociety@icann.org. You should get a response, or if you're not asking for a response you won't get one, but we will receive it. The website, I hope, will appear some time soon for civil society on the ICANN.org site.

At the moment we're not thinking about specific Facebook or Twitter. We'll be using the links that are existing at the moment. Hopefully there will be some YouTube channels. We can produce some more videos; either interviews with you or the results of webinars and information sessions, and there's always photographs. Thank you very much. Any questions?

FACILITATOR: Yes, Miguel Perez Subias has raised his hand.

JEAN-JACQUES SAHEL: Please go ahead.

MIGUEL PEREZ SUBIAS: Hi. It's Miguel from the Spanish Internet Users Association. Do you understand me? Okay. It's just to share with you something that we had last year in Spain. We had a lot of activities regarding the civil society. We took a date, and it's the World Information Society day, the

17th of May, and we organized a lot of activities around this day. We have parties, we have something that we do with the schools, with the universities, and then we manage the invite for different organizations to do something around technology.

I think the idea around the ICANN purposes or ICANN objectives is to invite society to do something. Then each one decides what to do, and it's only to have a technical secretariat to organize all that people do for this date. This is my proposal – in order to have an excuse to demonstrate it, we must do something internationally for the Internet day. We call that the Internet Day in Spain. I think it should be done all around the world. Thank you.

ADAM PEAKE:

I think on working with local communities on Internet days and other activities is not only something we're interested in from the civil society engagement point of view, but it's also relevant to regional engagement. So it's something I'd very much like to follow up with you on after, if that's possible? We can get in touch, certainly. I think unless there are other questions, Jean-Jacques, do you have any concluding comments you want to make?

SUNISH:

I'm [Sunish Bladel 01:14:00] from Boston, Massachusetts. I wanted to bring up an issue that's been a [unclear 01:14:10]. I represent the disability and the blind community. I wanted to bring up a lot of websites that are being developed all around the world are not accessible, many of them, so they don't many times follow the code.

They are not ever – developers, as well as the organizations and programmers, they're not completely aware of the accessibility guidelines. It's not just a good thing to do – it's the law. How can we bring this to their attention and engage them so that they increase accessibility of various websites and web properties?

JEAN-JACQUES SAHEL:

I'm happy to provide an answer, but I thought maybe somebody else in the community might want to comment? Okay. There is of course work being done on accessibility, with a dedicated Working Group within ICANN, so there is a space to discuss that. I don't know if there are particular ideas in terms of outreach from that perspective, but we can all discuss that. I'm really keen to try and make sure we're clear on next steps, so maybe if we can just go back to the next slide, Renate?

We were proposing, or Adam was talking about, maybe having monthly calls for volunteers. I just want to make sure that you're happy with that proposal, and if we can start planning a call maybe some time in late January or something, just to keep things moving? Does that represent the mood of the room, that we should go ahead with monthly calls? This is monthly calls in terms of [unclear 01:16:15] and meeting together, taking this all forward. Okay. Thank you.

In preparation for [unclear 01:16:40], what I think we'll try to do is circulate some of the more detailed input and suggestions that have been made [unclear 01:16:50] initial drafts for some of the content. We've mentioned the catalogue of existing content. I think we'll share some of that with those of you who are interested and hope to have

some comments or at least some discussion at the next call. One thing I'd like to make sure of – and we'd like to make sure it's volunteers – so far we've emailed documents to not only the people who registered for this call, but also all the communities.

I don't know if maybe we can start by sending the information to just this group or registered people? Then as we see fit you might pass it onto the respective community experts. I'm happy either way. Or we just send it all to the various mailing lists? I don't know if anyone's got a particular view on that. I don't want to start spamming everybody. I'd rather email those who are particularly interested in being volunteers. Am I being clear?

SPEAKER: Sure, it sounds clear.

JEAN-JACQUES SAHEL: Okay. All right, any further comments, any questions anyone or suggestions? Thank you very much. We'll be circulating a transcript and then a summary of the key aspects of the call, together with some documents for everyone to [unclear 01:18:42], and we'll organize a call in about a month's time. Thank you very much all. We've had great input, both during this call and in the last few weeks and months of working on this approach. I'm really grateful for all that. Until we speak next, good luck with everything, have a good break, and all the best. Thank you. Goodbye.

[END OF TRANSCRIPTION]