



FY18 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.
Please remember that the deadline for FY18 Budget consideration is **30 January, 2017**.

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 proposes increase in CROPP coverage from 4 to 8 travelers which would be spread across all ICANN regions. This would encourage more outreach engagements in Africa, Asia, Latin America/Caribbean and Eastern Europe but not leaving out Western Europe and North America.

In FY18, BC plans to compliment the CROPP programme with its own Outreach budget funding for maximum impact. In FY17, 2 new members were added to BC through the outreach.

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

Outreach and awareness events. Experience has shown that in spite of ICANN's face to face meetings held on a rotating basis in different regions of the world, still a large percentage of Internet commercial and business users in Asia, especially in Central and South Asian island countries, Africa and Latin America/Caribbean are unaware of the BC and ICANN hence the imperative need to increase outreach scope. Experience as well has demonstrated that outreach in conjunction with professional associations/trade associations helps to both broaden ICANN visibility within an event, but also results in sustainable BC membership, where new members to the BC then become advocates within their large national or sub regional areas.

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 to contribute to the policy development activities of the Business Constituency [BC].

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 – Central and South Asia, Arab States/MENA, South America/Caribbean and Central/ 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/

A special possible focus for our outreach events includes the National and Regional IGFs – now over 76 in number, with 8 more under development, and adding in new opportunities to seek to advance and support awareness about ICANN, and the importance of the role of the business user community. As an example of this opportunity, during the AfICTA Summit in Namibia, NGO/ICT association, BC members engaged with the ICT Minister, resulting in a new IGF initiative, which is an excellent opportunity for recruiting membership from the Namibian ICT sector to join the BC.

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 the emerging countries in Europe, Africa, Latin America, and Arab states [MENA] over the life-span of the current ICANN Strategic Plan.

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 external to ICANN, that affect ICANN's stability. .

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 and in the activities of the BC involving ICANN governance within the BC's processes.

On the basis of the above, we're making progress but more need to be done. We also propose to work more closely with the regional V.Ps, and with Chris Mondini to enhance how awareness events can support the overall BC goals of increasing the diversity of the BC's membership and thus the engagement of more voices in BC overall activities.



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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Outreach Travel Support	FY18			

Subject matter Expert Support

Yes, in the area of Security, Stability and Resiliency and DNS Business models – Business executives respond well to fact based materials. Invited staff speakers from ICANN would particularly be effective if bringing SSR, expertise, or presenting expert studies that are customized to the region where the event is held.
Technology Support: (telephone, Adobe Connect, web streaming, etc.) in some cases may be needed for a particular event, and for planning, very useful.

Language Services Support:

Not applicable (N/A)

Other:

N/A

Travel Support:

Yes.

Potential/planned Sponsorship Contribution:

Matching funds from BC for Outreach events.