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	
At-Large Global Capacity Building and End-User Policy Awareness Raising Program at the 2017 IGF in Geneva	
Community Requestor Name	**Chair**
ALAC Sub-Committee on Outreach and Engagement (RALO Co-Chairs (AFRALO, APRALO, EURALO, NARALO, and LACRALO)	Dev Anand Teelucksingh, Chair of ALAC Sub-Committee on Outreach and Engagement
ICANN Staff Community Liaison	
Heidi Ullrich	

REQUEST DESCRIPTION

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

The proposal is to organize and implement an effective, coordinated and sustained At-Large strategy to raise awareness of the end-user perspective and engage in targeted outreach and engagement program during the 2017 IGF to be held in Geneva 18-21 December 2017 which is a premier global event targeting global stakeholders in the Internet Ecosystem. The program will include awareness raising on end-user policy issues through 5 workshops, training activities and better utilize the ICANN information booth, thus heighten overall branding of At-Large and ICANN.

Note that this request is being submitted in addition to several RALO-based requests for IGF support. This is necessary because there is no Assurance that a global At-Large IGF request will be accepted, and the individual requests, even if accepted by ICANN, will be contingent on IGF acceptance. However, on the assumption that this request is dealt with favorably, and one or more RALO requests are accepted, it is understood that they will be reconciled and implemented synergistically.

Moreover, it is understood that a global presence of At-Large representing ICANN at an IGF, without a particular ICANN funded workshop, is a new concept, and it is expected that this will need to be phased in over a period of several years.

2. *Type of Activity*: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other
Policy awareness-raising, education and training; capacity Building, Outreach, Travel Support,

3. *Proposed Timeline/Schedule:* e.g. one time activity, recurring activity
This request is a pilot for a hoped for recurring activity for a more organized and collaborative effort between ICANN and At-Large. This includes an At-Large presence at future Global IGF meetings, shared supervision by Outreach and Engagement Co-Chairs, and collaborative participation in an At-Large workshop on a high interest policy topic related to the IGF theme focusing on the end-user perspective. The program also includes a training and outreach component consisting of distribution of At-Large and various RALO materials, engagement with various stakeholders at the event and training opportunities for interested end users.   The timetable would include events on each day of the 2017 IGF, including Day 0. The dates of the 2017 IGF are 18-21 December.

REQUEST OBJECTIVES

1. *Strategic Alignment.* Which area of ICANN's Strategic Plan does this request support?
Evolve and further globalize ICANN.   Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders.   Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive.   Promote ICANN's role and multistakeholder approach.   Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels.   Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.   Develop and implement a global public interest framework bounded by ICANN's mission

2. *Demographics.* **What audience(s), in which geographies, does your request target?**
We are targeting global end-users and other stakeholders and entities that come to the IGF and are not engaged in ICANN's policy development activities.

3. *Deliverables.* **What are the desired outcomes of your proposed activity?**
Enhance ICANN At-Large engagement within the arena of global internet governance Manage a booth, sharing with the ICANN booth is acceptable, which will enhance reaching out to potential individuals and/or organizations who will contribute to At-Large's bottom up approach to engaging key stakeholders in At-Large and the ALAC policy development process. Coordinate and participate in a directed capacity building program about the RALO and ALSes and activities of ICANN in order to engage more stakeholder interest in joining At-Large with the aim of increasing the volunteer pool. Participate in other IGF activities that will encourage wider specific regional outreach in the name of their RALO (for example the APrIGF session which happens at each Global IGF, or a session on some IG topic relevant to APC SIDS) Participate in five IGF Targeted Sessions accepted by the MAG to increase the opportunity to build awareness and promotion of end-users within ICANN. Build a long term sustainability plan

4. *Metrics.* **What measurements will you use to determine whether your activity achieves its desired outcomes?**
Recruitment -Volunteer roster for ICANN booth from ICANN sponsored and non-sponsored members (average time commitment (2 hours per day x 2 to 3 persons per time slot x 3 days) Sessions -Collaborate with Capacity Building WG to have a session for outreach and engagement -Organize and contribute to at least five panel sessions to build awareness and do cross promotion Literature and Promotional Items -Creation of a purpose made document on At-Large and IGF Primer piece -Well stocked multi-lingual brochures - USB drives with At-Large information on them. Collaboration -Collaboration with GSE, Government Engagement, Communications and At-Large staff on coordinated efforts -Leverage relationships with other exhibitors ie. Eurodig, GIP etc. -Organize a networking event-sponsored by others not ICANN Sustainability

-Enhance the branding of At-Large at IG, part of a multi-year strategy
-Sustainability Plan

RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Promotional Materials				
Travel Support				

Subject Matter Expert Support:

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

Language Services Support:

Translation of Outreach Materials to different languages

Other:

At the 2016 IGF in Mexico, 23 attendees from At-Large were present, many of them self-funded or funded by organizations outside of ICANN, and did not have substantial, organized out-reachto the stakeholders who were present. Based on the experience at the IGF in Mexico, the Co - Chairs on Outreach and Engagement S/C have come up with the comprehensive proposal to enhance raising of awareness on end-users issues, training, and outreach and engagement during the IGF..

Currently CROPP funds exist and cover outreach within the region despite this being a global event, the O&E team believes having the full team contributes greatly to have more effective awareness raising, training and engagement and outreach during these global events that bring together participants from all the regions.

Travel Support:

Travel support is requested for up to 5 members of the At-Large Outreach and Engagement Committee and RALO membership- who will participate in IGF Workshops and lead a targeted training and outreach program for the 5 days of the IGF (including Day 0).

As noted in the request description, this request will need to be reconciled with the RALO IGF requests, but it is essential that there be a formal ICANN-funded At-Large presence at IGF. This balances the other At-Alrge attendees who are either self-funded or funded by other organizations, but nonetheless represent At-Large while there.

Potential/planned Sponsorship Contribution:

We will approaching various potential sponsors for a social outreach event ie. Morning coffee or cocktails