MARIO ALEMAN:	Good morning, good afternoon and good evening to everyone. Welcome to the At-Large Capacity Building Program. Our third webinar of the At-Large, on the topic How ALS Members and individuals may contribute to the Policy Development Process. Wednesday, 26th April, 2017 at 21h00 UTC. We will not be doing the vocal as it is a webinar. But if I could please remind all the participants on the phone bridge as well as computers to mute your speakers and microphone when not speaking.
	Please do not forget to state your name before speaking and not only for transcription purposes, but also to allow our interpreters to identify you on the different language channels. We have English, Spanish and French interpretation for today's webinar. Thank you for joining. I will now turn it back to you, Tijani Ben Jemaa, the chair of At-Large Capacity Building. Thank you very much. Over to you, Tijani.
TIJANI BEN JEMAA:	Thank you very much, Mario. Good morning, good afternoon, good evening everyone. This webinar is important for us. It's about how to make our members involved in our work, especially in the [inaudible]. First of all, I will give the floor to the staff from some housekeeping. So Mario, go ahead please.
MARIO ALEMAN:	Thank you, Tijani. We'll be [inaudible] housekeeping right now.

TIJANI BEN JEMAA: We don't have—okay. You said every day. Because normally they have something to say after the introduction, okay? So our speakers today are—yes, let's go ahead.

MARIO ALEMAN: It's me, Tijani. It's Mario again. Let's take a quick look at the housekeeping presentation. It's currently displayed on the Adobe connect room. We will have a questions and answers during this webinar, and it's located on the left-hand side of the AC room. If you have any questions, we do encourage you to type them in there and they will be directed to the presenters. We also have a [inaudible] section and I just see it, it will be located in your right-hand side of the AC. And after the presenter speaker's presentations, please be ready to answer the questions posted on the poll chart. And finally, we will have a user experience part. There will be 3-question survey at the end of the webinar— I'm sorry, seven questions. So please stay around for an extra three minutes so to complete them. Back over to you, Tijani.

TIJANI BEN JEMAA: Thank you very much, Mario. Tijani speaking again. So as I said, this webinar is particularly important for us and we choose two important also speakers, people who are very skilled with this special gift, who are Alan Greenberg, chair of the ALAC and Olivier Crépin-Leblond, the chair of EURALO. I know that Alan will start, so Alan, please go ahead.

ALAN GREENBERG: No, actually I think Olivier starts.

TIJANI BEN JEMAA: Okay, sorry. Olivier, go ahead.

OLIVIER CREPIN-LEBLOND: Thanks very much, Alan, thanks very much, Tijani.   Olivier Crépin-Leblond speaking and this is a presentation with quite a few—we've got 29 slides on this. I was going to suggest that we can go full screen. I don't know whether you get full screen on this or not. There you go, you'll get at a little bit more of the view of the different slides. And this webinar might seem to be a little bit of a repeat from previous webinars, because we have actually taken a few slides from previous webinars. Various different topics being discussed and really what we're going to focus on today is how do ASL members and individuals contribute to not only just the PDP as such, which we'll be touching on in a moment, but the Policy Development Process in its wider sense.

So, first things first, we have to look at what happens in the At-Large. And the At-Large community is representing the interests of internet users or what some people call end users. We don't represent end users, it's very difficult to do that. There's so many billions of them out there, but certainly representing the interests is what the mandate is for this part of ICANN. And doing our best to represent this interest, we have to ask the At-Large structures and the different internet users that

we have, direct internet users that we have, to bring in their input into the ICANN policy processes. And that's one of the big problems is how do you do that and how do you do that efficiently. How can we get that input from everyone? So we really hope that through this webinar you're going to be able to take part more effectively in internet policy.

Now, ICANN bylaws, specifically say the role of the ALAC is to consider and provide advice on the activities of ICANN and so forth, that relate to the interest of individual internet users. So it's important that we keep that in mind when we look at the different policy documents that are out there and keep track of all of the work that is going on at ICANN, and for this we have various Working Groups. But we certainly have various people including our liaisons to the different component parts of ICANN that are able to relate back to us on this. But it's certainly in the ICANN bylaws for the ALAC to not only consider the input or spread the knowledge of this policy to our community, but to also bring advice on the activities of ICANN. And this advice can be made at any time, at any point, so that's important to note.

Today's webinar is going to be looking at just a few things. First, what is the Policy Development Process in its wider sense and also in its more focused sense. How does the ALAC write policy statements? What topics are particularly interesting to End Users? We often hear, well this is all Domain names and ICANN stuff, is not really relevant to our community and we hope that we'll be able to let the community—well, let you make up your mind and get maybe a different angle view of how policies are likely to affect you all together.

And we'll be calling on you and saying, "Well how can you get more involved in this?" And finally we will be looking at Current Policy Processes that would be of importance to End Users, and my goodness, there are so many out there at the moment. For an explanation of what the Policy Development Process is, let's go over to our master of Policy, Alan Greenberg. Before he was ALAC chair, he was generic organization called GNSO liaison and was neck deep in policy. I think by now he's actually more than neck deep in policy. But I'll hand the floor over to him to take us through the next few slides. Alan, you have the floor. [AUDIO BREAK] And you might be muted. [AUDIO BREAK]

ALAN GREENBERG: Oh dear.

OLIVIER CREPIN-LEBLOND: Now you're back.

ALAN GREENBERG: Okay. Now I'm back. Alright. My phone seems to have developed a problem. Alright. I'm assuming you can hear me. If I stop talking, you'll let me know. Alright. What is the Policy Development Process? Well, ICANN's job in life is to set policy largely for gTLDs, for generic top level domains, you know? Starting with dot com and dot net. And now there's another 1,200 of them or so. We do set some policy, but limited policy for ccTLDs, for country codes top level domains. We oversee the policy issues for RAR's that are global. In other words, if and when the

RAR's ever agree on global policy on how addresses are allocated, then that comes through ICANN. As long as it stays at a regional level, then it's not our business.

But we as part of ICANN are interested in it. So every part of ICANN has its own policy development processes. The RAR's each have what they would consider and I consider multistakeholder processes within their own communities. The country codes are largely independent, but ICANN does set a number of policies for country codes and increasingly so with IDNs. But each country code TLD has policy development processes or may have policy development processes within their own jurisdiction. And of course there's generic name supporting organization, the GNSO, which looks at policy for GTLDs. And that of course since it's the largest area that ICANN actually has active jurisdiction over, it's the area where most of the work is going on within the ICANN context.

Next slide please. The next slideshow is a diagram of the GNSO Policy Development Process. And we're not gonna have a test on it, I'll tell you right now. It just shows that there's a lot of different steps to it and at several of the steps there is user involvement. When I say user, not just in the sense of internet users, but users at all levels, be they corporate users, registrants or other parts of the community that have an interest in it. It starts off with an issue report.

Now an issue report is a description written by staff of what is the problem, what is the thing that needs to be solved. Issue reports can be requested at a number of different levels and the ALAC has the right to

request that an issue be looked at by the GNSO. And this process deciding whether it will be approved or not. So far in our life we have initiated two PDPs and both of them were approved by the GNSO. But the GNSO has the right to refuse them. But supposedly our job is to make a good enough case that it will not be refused. And there's public consultation at a lot of different levels.

So when the staff writes the first report, that then goes out and says did we miss anything? Did we get anything wrong? Because the issue report will be used to scope what the policy development process will be about. The policy development processes in most areas of ICANN, perhaps all areas of ICANN are relatively open. In that certainly in the GNSO anybody who chooses can participate. In the ccNSO I think it varies depending on what the rules are it's working on. In some cases it will ask for specific nominees. But everything goes through open consultations, even if people are not involved in the specific discussions. And there's lots of opportunity for anyone who has an interest and applies the knowledge to get involved in the policy processes. They're often relatively long processes.

The GNSO policy development process can be short of a year, it can be longer. There are other processes within the GNSO which are more abbreviated and we're not looking at them here. But there's a lot of variation depending on exactly what the task is, to try and pick a process that fits the task. So it's just that document. This is not an adhoc thing. Lots of thought has gone into trying to make sure people can get involved at the right times.

Next slide please. And this essentially talks about what I was just talking about. There are multiple steps at which documents are published, people have an opportunity to comment on them but there are more— as I'll be going into detail later in the webinar. There's a lot of steps in which people can get involved, and more important, a lot of steps in which people can use to educate themselves on what the issues are.

Next slide. And this just gives an example of both the complexity and the strength of some of these processes. In general, ICANN works by a process of consensus. Now, consensus does not necessarily mean unanimity. Although some people within ICANN consider unanimity required to say we have reached consensus. Or certainly you require that no one objects to something. On the other hand, the GNSO has a softer definition of consensus and that is people can object, but you have to somehow gage how strong the support is.

Now, how strong it is may depend on how loud people are yelling, it may depend on how many people are yelling, but it's more subtle than that. Because if simple numbers were all that counted I can simply stack these committees with enough people to make sure the numbers were in my favor and I will always get my way. And in fact, the challenge of the multi stakeholder's policy process is to balance the competing needs and wants, so that we need up with a fair and reasonable compromise. And I think I pretty well covered that and I'll go back to Olivier now.

OLIVIER CREPIN-LEBLOND: Thanks very much, Alan. Olivier Crépin-Leblond speaking. And one thing you forgot to mention was consensus is defined by the Generic Name Supporting Organization, by the GNSO, is not the same as consensus in the ccNSO and in the ALAC and in the GAC. You did mention that some think that it has to be unanimous, but certainly the various levels here of consensus are sometimes just as clear as they— well, yes or no answer, and if not enough people—or if there's a majority of no's, then that means there's no consensus. The majority or plus one of the yes's, then you get the consensus. Anyway --

ALAN GREENBERG: Olivier, I have a whole talk I can give on the meeting of consensus and ICANN if you'd like me to go into that now. I'd be glad to.

OLIVIER CREPIN-LEBLOND: If we had a few years, we could do that. Maybe we could do that for a future webinar. If anybody is interested in this, please write in the chat and we might have a webinar on consensus if there's enough support. If there is consensus on that, let's say that. Why not?

Now, how does the ALAC itself write Policy Statements? Because you've seen in the GNSO policy development process, there's plenty of times when public commenting is required. And the ALAC of course, being a community, doesn't just have one person drafting a statement and then that's it, the statement is done and everyone has to say yes or no. We've got a rather more complex process which is there to specifically gain the input from those internet users out there.

There are a couple of links on this first page. Firstly, ICANN public comment page. That's where all of the public comments, all the consultation that ICANN has, puts on that page. When a new consultation appears on that page, it gets copied over to the At-Large Policy Advice development page, which URL is also on your screen. It's a web based platform for collaborative work. There is a webinar that Ariel Liang has given already about explaining how that platform works. And so perhaps it would be good to have a link to it maybe in the chat, and if you got interest in how it works and so, you'll be able to sort of see a lot more in detail on how you can contribute. We'll get into that a little bit later.

What's important is that the first thing that happens, and maybe it's easier to look at it using a graphic, but first thing that happens is that the Wiki page is set up for the public comment and the ALAC—so the 50 member At-Large advisory committee and anyone else who is interested reviews the public comment and together decide if a statement is necessary. Somebody can put their hand up and say, "Yes, a statement is necessary on this." And the first thing of course that needs to be done is to identify a or several penholders to draft a first statement, a first draft of the statement after having read all the details. So decide if a statement is necessary. If it isn't, the process ends here. If it is, then a penholder is identified and hopefully, when a penholder is identified or a set of penholders are identified, the first statement is drafted and it's put on that Wiki page.

On that Wiki page there is then a call for comments only in the At-Large community. So it's a call for comments about the call for comments

basically.   And if comments are received and the response to the comments have to be made on the Wiki page itself as comments at the bottom of the Wiki page, you have to log in and then put your comment; if comments are received, they are integrated and incorporated into the statement by the penholders.   One set is done and this might be repeated a number of times if we have enough time to devote to that statement.

And there are a lot of comments, which it has happened in some cases, there could be a second version and a third version until the time when all the comments and all of the discussion around the statement has reached some kind of a broad consensus of some sort.   And then the statement itself needs to be ratified by a vote of the ALAC or using a formal way of ratification.   When that is ratified, when the statement is ratified, it's all formatted, then it's sent over to the public comment and sent there by a designated staff member.   Or sent over to the public comment with a copy to the designated staff member.

There have been some cases where some of the statements have also been copied to the ICANN board, but that's not the case for most of our statements that have happened more recently.

What topics are particularly interesting to end users? And this is where it might not be totally obvious at the beginning that some topics are very, very interesting for end users, they're very pertinent because they have an effect that is immediately perceived by the millions of internet end users out there including people that register domain names, but also people that use the internet.

So we've selected a few—we've taken from a document and you've seen the link over to the document on the page just before that, to the link here. And that's an advice statement that we have provided that the ALAC has drafted a few months ago and has sent over to the board.

So the board is aware of the topics that are particularly interesting to end users. And hopefully if you have time you can read through that and you'll know also a bit more about the topics that are interesting for end users. We've selected a subgroup. The first one is of course about the new Generic Top Level Domains. You must have been living in a cave somewhere far away from the internet if you haven't noticed new Generic Top Level Domains, so the ones that are not like .com, .net, .biz, which are sort of like the legacy ones, but the more recent ones that are used out there and have been recently launched; I think we're looking at over a thousand more new gTLDs and end users of course are deeply affected by this.

On the one hand, the new Generic Top Level Domains offer greater flexibility, for registrants to create memorable innovative names. When you only had the few choices before, very often it was the case that your name or your desired first choice for a domain name was already used by someone else. So with all of this new influx to TLDs it's really overcrowding in the legacy Generic Top Level market. And of course some new opportunities have been opened for new Registries and new Registrars. These are the people that sell domain names to you. They have followed new business models as well. So some domain names are sold at a very modest cost, in fact lower than the legacy, the previous bunch of domain names. Some are reserved for brands and some are

actually used for clubs and societies and these things. So just a wide range of new users that have been brought by these New Generic Top Level Domains.

But there's also been widespread confusion. There's been fraud, counterfeiting identity theft that has happened, and criminals have taken advantage of this added confusion, even if it might be a temporary confusion, but it might be a long-term confusion to create hostile sites with the new gTLDs. So it's a process that is ongoing. There are several groups that are currently continuing the work because there are discussions on perhaps having a new round, another round of new generic top level domains.

And with the issues being so wide, it's particularly important that we get more people involved in bringing their input to this. Because this is a process that is, as I said, ongoing and it's going to take several years to reach a point when we might have answers for all the questions that have been raised in this current round.

Let me just turn this over to Alan Greenburg for the next one. A huge topic as well, WHOIS, the Registration Directory Services. Alan, do you wanna take this one?

ALAN GREENBERG: Thank you, Olivier. Anyone here ever registered a domain name? Let's see some checkmarks. Nobody has ever registered a domain name. Okay, we have a few checkmarks. Well, if you ever registered a domain name and that's whether it's a gTLD or a ccTLD, the entity, typically a

registrar, although they're called different things in different places, will ask you some questions. They'll ask you among other things who are you? And how do I reach you if there's a problem with the domain? And what happens with that information?

Well, depending on what kind of TLD it is, the Registrar or the Registrt, the ccTLD may keep that information secret and not tell anyone. They may on the other hand publish it. Currently, the rules within ICANN for gTLDs are whoever registers a domain name, the information must be made public. Now, you could ask someone to register it for you and ask them pretty please not to tell anyone who you are, and there are services that will do that for you. But whoever officially registers it, is identified.

Now, why? Well, if you go way back in the history of the internet when you had a domain name, you're identified, so that typically if you worked at a university or a research center, and if someone at another place had trouble getting to your domain, then they knew who to call. And they'd make a phone call. This is in fact before the days of email in some cases and they would contact you. The world is a little bit larger now and the theory however is still the same. If someone needs to contact you because of a problem, then the WHOIS information will tell. And the information is called WHOIS because it tells you who is the owner of a domain.

And more important however these days, if the domain is being used for some malicious purpose, you know, whether it's spam or fishing or distributing malware, then knowing who it is who owns the domain if it's

accurate, if it's true may in fact help you track down who is doing the nasty stuff. And in fact even if it's not accurate, it will often help people track down because sometimes criminals are rather—and malicious people are rather lazy and they don't always hide themselves well enough. So I could make a marvelous case saying every time a domain is registered all the information must be made public.

On the other hand, if you are registering a domain name for your personal use, you're not doing anything nasty, you may not want your home telephone number and your home address published. And certainly you probably don't want your email published because that's a good source of addresses for spam. There are also privacy rules, so privacy rationales that might motivate you to not want your information made public. And that's at a purely conceptual level.

Now we're in a world where there are increasingly in many countries in the world legislation regarding to what extent you must keep information private. And it's not even an option to make certain types of information public. It used to be that if you wanted to make some information public, you could ask someone and they could say, "Yes, I allow you to." There are now instances where you're not even allowed to ask them if you can make certain information about them public. So the world is much more complex than it was and we're still dealing with a WHOIS system within the gTLD world that is essentially the one that was developed several decades ago. Is says that if the information is going to be published then anyone can get to it.

Maybe we don't want anyone to get to it. Maybe we only want law enforcement to get to it. Maybe we need to define how do we recognize law enforcement. Do you want law enforcement from a country you don't trust to get to your information? It's a really complex issue and it's an issue that's being debated in ICANN right now and it's going to affect, the results will affect everyone. It will certainly affect registrants because their information may or may not be public. But it will affect anyone who's ever gotten a spam message, a phishing message. Anyone who is potentially subject to identity theft. Because how we decide who can get access to this kind of information will end up influencing whether law enforcement and various other people who try to control negative things on the internet are successful in doing their job. So it is a very, very complex issue.

On the other hand, the basic principles of why you might want to reveal information and why you might not want to reveal information are not particularly complex, they're understandable by pretty much everyone. And the impacts of the decisions that will eventually be made are going to affect pretty much everyone. So that's as good an example as I can come up with as to why something might be of interest to users.

Next slide. Another one of the things that we get involved with, and it happens with some regularity, is contracts. Now, ICANN has contracts with everyone who runs a generic TLD. So, whoever runs dot com, dot net, dot museum, dot travel, or dot whatever, is in fact going to have a contract with ICANN and that contract stipulates exactly what that organization is allowed to do, and what they must do for that matter. And periodically these contracts are revised and it is usually, or always,

at some point open for public comment, and certainly for ALAC comment to comment on whether we think the changes that are being made, what is being proposed, is a good thing or a bad thing. And typically the contracts, as I said, are with registrees and with registrars, the people you go to to get a domain name.

Now, these things are all connected together. If the WHOIS PDP comes up with certain results then some of those results will end up altering the contract. And the contracts we use in ICANN are interesting in that, even though, typically if you sign a contract, that contract stands, you know, the terms of the contract are set. Within ICANN there's a certain level of flexibility that is, if we decide on a new policy, such as WHOIS policy, then those contracts may be immediately changed. Policies that can change a contract are in fact called, as you might guess, Consensus Policies.

Another use of the term 'consensus' that we use. Once they are policies then they impact the contract. But contracts are also changed by negotiation. These are standard business contracts and they always have terms in them saying the two parties that are involved in the contract may negotiate changes. But even though they negotiate changes, they still come out for the rest of the community to look at them and say, is this something that we in fact think is going to be good? Not only good for the registree/registrar or the ICANN corporation, but is it good for users? And it's an interesting situation, because like many things in ICANN, our challenge is to balance the various needs. You know, we can't simply side on one side on anything because although we obviously are dealing with businesses who have, you know,

legitimate rights to have a business that can work, we're also a public interest organization that needs to consider what will serve the internet best as we go forward, not just the parties who are making money off the internet.

Next slide. The next slide I think is back to Olivier.

OLIVIER CRÉPIN-LEBLOND: Yes, thanks very much, Alan. Olivier Crépin-Leblond speaking. And the next slide is another topic. Another real hot topic and that's the Internationalized Domain Names. Up to a few years ago all of the domain names were only available in one script and that was what's commonly known as the Latin script. The one that most of these slides are written in. But then with the globalization of the internet it was absolutely felt that there was a need for other scripts to be used in domain names. And so ICANN has, in the last round of generic top-level domain launches, has launched quite a large number, an increasingly large number, of internationalized domain names and IDN and different scripts under which domain names could be written.

And you can see a few examples underneath on that page including some, here there's a mix between one script and another, you could have a domain name that's fully in one script. Some of the discussions now taking place are going around the label generation rules, because in some scripts there are several ways to write the same word and if you write the word in a different way does that mean it's a different domain name even though it means exactly the same thing?

A big question mark and the label generation rules are there to try and put some order to this, and they have to be done for each case, for each script. There's also a lot of work going on on universal acceptance. Would a domain name in Arabic display well on a Chinese computer? And vice versa. I'm just taking this as an example, but of course, these days it's not even computers, it's to do with tablets, mobile phones, devices, all sorts of devices. You know, different types of browsers that you use, different types of applications, apps.

And so far, universal acceptance has not been that great in quite a few places. Even if you go on a website and you register your name and surname and so on and then your name has got an accent and your domain name that you want to put in there is also an IDN, an internationalized domain name, would that website actually accept it or would it crash? Would it just reject it and say, that is not a domain? So these are some of the issues at the moment in the IDN's and we've had a lot of people, in the At-Large community, primarily from regions that have different scripts, that have been very active with this. And the topic is so vast yet again that there's plenty more work in the future.

And finally one other example is the Public Interest. This is something that's pretty important because ICANN's Bylaws and also ICANN's Articles of Association. So this is the paperwork that they have filed with the United States government mentioned an organization that is a not-for-profit organization that will act in the public interest. However, the public interest in itself is not really defined. If you want to act in the public interest you have to know what this is about and so there's been some discussion going on about the public interest. It's been going on

for many, many years and we need more voices in that and more points of view. So, if you're interested in this it's strictly maybe not policy per se, but it does have an angle in policy in that it does touch on the public interest commitments, the PIC's, which are an essential part of the contract that Alan has been speaking about. The contracts between the contracted parties and ICANN. So, when a new generic top-level domain is being offered out there, you can register your domains under that generic top-level domain. The registree and the registrar might be constrained by the public interest commitments that they have signed up to. And so there's quite some work going on in that as well.

Now, what are we doing? We're calling on you because really, ICANN wouldn't be ICANN without it's multi-stakeholder bottom-up input from everyone and we have to do our job as well. Only, we're not that many people. Well, there's 15 people on the At-Large Advisory Committee itself. That's pretty hard, they can't just do all the work for everyone. So we're basically calling on everyone else to get involved and you don't have to be an ALAC member, you don't have to be sitting on the ALAC itself or have an official position to be involved in this.

So, for this I think I can turn it over to Alan Greenberg again since he's the Chair.

ALAN GREENBERG: You're a Chair, too.

OLIVIER CRÉPIN-LEBLOND: I'm a Chair of one region, let's speak to the world.

ALAN GREENBERG: Yeah, but you used to be Chair of ALAC so you're a Super Chair. Thank you very much, Olivier. As we said, the ALAC does a number of things. Way back when, Olivier talked about the multi-step process to create a statement or advice and we'll go back to that in a moment. So, we do a lot of that. We also participate in the processes. As I mentioned earlier, most of the policy decision processes in ICANN and most of the non-policy decision processes allow people to be involved. Rarely do these things come down from on high as fait accompli, as something that's already done and we just have to rubber stamp. So, we get involved in both aspects of the policy decision, that is, we get to build the policy and then we get to comment on it. And sometimes it's a interesting situation where we're commenting on something that we helped build. Now, sometimes we end up saying, yeah, it's good. And sometimes we say we disagree with it. Because although we were part of the process we may not have got our way and we may think it's important to identify where there are differences.

So, ways to participate. Next slide, please. And I'm treating these all as equal but they're not equal, and we'll see why as we go forward. As we've mentioned, the GNSO, the ccNSO, there are cross-community working groups, because although some policy decisions are within the domain of one particular area, other ones cross different areas, and we have cross-community working groups that talk about those. So you can join one of those groups. You can join an At-Large working group.

Unfortunately the two key ones right now need to be reactivated because the people who had been running them got involved in other things and we need to re-staff those. But they will be back relatively shortly. One is a very active one, it's the ICANN Evolution Group, and it's the group that looks at things like ICANN accountability. As ICANN itself changes how do we need to do it? And these working groups within At-Large essentially shadow the external ones.

So, although you may not have the time commitment, or the interest, to get involved in a GNSO or PDP or a ccNSO or a cross-community working group, that meets maybe weekly, maybe several times a week, but you might be interested in the subject. And one of the ways to get involved and understand the issues are to participate in the At-Large activities that shadow them, that talk about what's going on in these other areas. At times when there are public comments, as Olivier mentioned earlier, we have an opportunity to say whether we agree with something, whether we disagree with something, what do we think about it. And people actually have to write those, people have to supply the input into them, people have to read it and say, do we agree. And usually we have often two or three people drafting the statement and then hopefully we have lots of other people commenting on it. And again, I'll go into details in a moment. But part of the process is to actually formulate what it is we think.

Next slide. Now, all of these things imply you know something and sometimes you need to know a lot, sometimes you need to know a little, but all of this information is somewhat obscure. You can go through an lead a very good life in this world and not understand

anything about ICANN policy, and you'll survive and you'll do well. But somebody has to care about these policies because they end up, as we've mentioned before, with IDN, with WHOIS, and all sorts of other areas, you end up as a user being impacted by the decisions are made. And someone has to be looking out for the user as we're making these decisions.

Now, we do a lot of things within At-Large and ICANN to try to help you. We have webinars. This is a webinar telling you about the process. But we also have webinars on particular subjects. ICANN periodically has webinars on particular subjects. Before each ICANN meeting there are briefings, teleconferences that will give you some detail of what are the hot issues at this moment. Within ICANN meetings, most ICANN meetings have sessions where every active group, a PDP group or other groups doing active things, have public sessions where they bring the community at large up to date. And every ICANN session has remote participation so although it may be at an awkward time, you can probably follow along and you can even ask questions. If you can't follow it along as it's live, all of these things are recorded, so you can look at them after the fact.

So, plenty of opportunities for introductory briefings on pretty much every topic that is being looked at in ICANN. You can actually join a group and not say anything. You can just dial into the teleconferences or listen to them after the fact and absorb things and try to learn what's going on. If someone is interested in a particular subject in a working group, my recommendation is, join the group and listen, and don't speak until you actually understand what's going on. Some people don't

bother waiting and usually the rest of us can tell. ICANN distributes regularly monthly briefings on a lot of these things. Now, admittedly, a lot of these are difficult to get into.

ICANN has an infinite number of acronyms and we use them continually without regard to people who may be new, and it's sometimes pretty difficult to get up to speed, because just understanding the words are difficult. And of course, we then have a problem that not everyone speaks English and almost all of the actual development processes are in fact in English. So, that's a problem that we're aware of and we're looking at what to do about it and we've come up with a plan which we hope will partially address it.

Next slide. We are starting to develop special purpose, I won't call them briefings because we're looking at doing them via email document distribution to start with. They will be focused on particular subjects that we think will be of interest to users and where we want additional people contributing and participating. The intent is that we make them understandable, that means presume minimal prior knowledge. We will be doing them in multiple languages so that English itself is not the prerequisite. And hopefully we'll find that more and more people are actually intrigued by the subject and are willing to start getting involved in other aspects of it. And of course, our challenge is not to have 300 people writing a statement. You know, collaboration in writing statements is rather difficult.

But we do want lots of people giving us initial ideas into them and we do need lots of people looking at our work products and commenting on,

do you agree with it? Doe this match what you need in your country? Because although you will end up getting any single statement written by one or two people, that's simply the only practical way to do it very often. We really want to make sure that even though they're speaking from their perspective, that the words match what is needed in other countries and other societies and other cultures. And that's the whole challenge.

Next slide. And that summarizes it. It's only with wide contributions can we really be sure we're representing the needs and interests of end users. Now, I'll give you a particular example that is current right now. There was an hour and a half webinar on it, two of them actually, yesterday, I think it was yesterday. There is a current public comment that is open, or I think it's just closed. There's going to be several hours of presentation and discussion on the subject in the ICANN meeting in Johannesburg in June. And again, with remote participation. And there's an ongoing PDP that will be discussing it.

And all of these things are about, how should we be allowed to use country names and geographic names at the top-level. So, in other words, under what rules should someone be able to use dot Canada, dot US, dot China, in a top-level domain? And one of the hottest ones, of course, that's currently actually before the courts, is dot Amazon. Clearly we all know there's a company called Amazon. That company has a registered trademark in many countries. But there are certain countries in South America that believe the Amazon region is a geographic and cultural significance and they do not believe that one should have a dot Amazon which is representing a company. It should

represent the geographic region and they should have precedence over that.

And as you can imagine, it's a rather interesting discussion. There have been other ones that have been addressed in interesting ways. You know, there's a city in Switzerland called Spa, S-P-A, and obviously spa has other meanings that other people have an interest in and they came to an agreement on how it would be used. In other cases, and Amazon is one of the examples, they have not come to an agreement. So, lots of discussion. Geographic names are a great import to, certainly, national governments and local governments, but they're also of interest to people who live in those areas. And it's an opportunity where there's going to be lots of discussion and lots of opportunity for people to voice their opinions. And there are many different opinions. And that's all I have to say. Thank you.

OLIVIER CRÉPIN-LEBLOND: Thanks very much, Alan. Olivier Crépin-Leblond speaking. You mentioned dot Amazon, you mentioned dot Spa. There was also a discussion and there was a fascinating webinar the other day about this, a discussion on Swiss, and Swiss watches and Swiss cheese. And the fact that was told to us or the point that was made was that, well, you could say that something is Swiss cheese but it's actually a generic type of cheese that has holes in it that is seen in some parts of the world as being Swiss cheese, it doesn't need to be necessarily Swiss. Goodness, when you start looking at things at that level and it looks like there will be, indeed, plenty of discussion, and plenty of discussion that affects not

only the few, it will affect everyone. Because I think that everybody has an interest in geographical names one way or other, we all come from one part of the world or another. So, it's a good example and thanks for bringing this up, Alan.

ALAN GREENBERG: Ariel has posted a link to the slides and I presume the whole recording and Adobe Connect session is also available.

OLIVIER CRÉPIN-LEBLOND: That's great. Super. So, there's the posting, there's a link in the chat to the slides about the geographic top-level domain. There are also two links on your screen about the current policy advice development. You've got the advice that is currently being drafted which is the Wikipages that I mentioned a little bit earlier in this webinar. And then there's also a fantastic and amazing repository of all of the advice that the ALAC, and all of the statements that the ALAC has submitted in the past. And you can search through it, you can put keyword search and so on, and it's quite an interesting tool. And you can see there's quite some history in this and quite a few people have been involved over the years in policy advice.

So finally, what have we covered today? Well, we've explained to you the Policy Development Process at ICANN. I hope that it's been clear enough. And one of the things is that the GNSO processes for the PDP are open to all the end users, so you encouraged to take part in those, you really are. Secondly, the ALAC writes Policy Statements and you can

write them as well. You can comment, you can contribute to them and you're really very much encouraged to this. And thirdly, many topics affect end users directly and offend end users as well. And you can influence Global Policy directly, and that's something which we can't repeat enough times. You are able, yourself, for your At-Large structure or if you're an individual user, just yourself, are able to influence Global Policy directly. Because the input that we bring both as participants in the GNSO PDP, Policy Development Process, but also in the At-Large and ALAC comments, does affect the outcome of what's going on over within these walls.

So, without any further ado, I see that we've spent about an hour, just a little bit less than an hour on this, and I guess that Alan and I are now ready for any questions or comments that one might have. And we've also got a number of links over that are on the page about ICANN At-Large, if you have no comments or questions. I don't know who's going to run the queue? Do we hand it back over to Tijani?

ALAN GREENBERG: I think Tijani's trying to speak, but Cheryl has her hand up. Cheryl, why don't you go ahead.

TIJANI BEN JEMAA: Do you hear me now?

ALAN GREENBERG: We can hear you.

TIJANI BEN JEMAA: Okay, very well, fantastic. Thank you very much, Alan and Olivier. Thank you for this wonderful presentation. Before giving the floor to Cheryl and any other one who has questions to ask to the two presenters, I would like to give the floor to the staff for the pop quizz questions related to this presentation. And then I will give the floor to Cheryl. Mario? Mario? Gisela? Okay, Cheryl, you go ahead please. Cheryl?

CHERYL LANGDON-ORR: Thank you, Tijani. Sorry, it took me a moment to come back off mute. Cheryl Langdon-Orr for the record. I just wanted to briefly follow up on the example that was just given in terms of the dot Swiss as a gTLD. And it's a good example to look at and if you do listen to and explore the transcript from the link that Ariel kindly put up, you will need to look at the chat to find the details on what we were referring to in particular from the first of the two calls that was run. It's a clever example because it's an example where the government has taken a very smart way of looking at it. They have a support for dots, providing that what it is used for is related to Swiss activities.

So in fact, in Olivier's example, which was discussed, about cheese with holes in it, what that does is actually allows strengthening of what's called geographic indicators which has to do with products and trademarkable items. And so one would find that if you wanted the real Swiss cheese, made at least somewhere in Switzerland, you would in fact be well advised to buy it through a store that was linked to a gTLD

that was, you know, dot Swiss. But that's a clever way of going towards it. What I'm saying here is that it's because of community input and your voice, voices like yours, that these types of outcomes are possible. So, do get involved in policy. You can actually have a whole lot of fun and meet a lot of amazing people along the way. Thank you.

TIJANI BEN JEMAA: Thank you very much, Cheryl. Thank you for this remark. I can speak about the geographic names also. I know that dot Africa has been one of the subjects of discussion, especially inside the GAC, because some want to use it as a commercial name, they said it is not a geographic name. But finally it was considered that it's a geographic name and now it is delegated. Thank you all. Staff, are you ready for the pop quizz questions?

MARIO ALEMAN: Yes, Tijani, thank you very much. And apologies, there was an issue earlier, and we're actually moving forward into the next topic of the agenda, which is the pop quizz questions. And I'm going to be basically just running the first one. And I'll be reading the question out and then I'll give some time and then ask for the correct answer.

So, the first question is: Who can participate in GNSO Policy Development Process? Answer, letter A) GNSO Council members only. Letter B) GNSO Working Group members only. Letter C) Supporting Organization members only.   Letter D) Anyone who registers to

participate. May we please have the correct answers. Either one of our speakers, Olivier or Alan?

OLIVIER CRÉPIN-LEBLOND: The Policy Development Process in the Generic Name Supporting Organization is for everyone. The only thing is you do need to register and you need to submit what's called an SOI, a Statement of Interest, which gives a basic description of who you are. But yeah, anybody can put one in. The only thing that might block you from doing so is if you are a government as such. I'm not sure, I don't know if a government in itself is able to directly influence things going on in the Policy Development Process. Maybe Alan would be able to let us know on that, but I don't think that a government can.

ALAN GREENBERG: That's up to the government. People can be on a working group representing their government or can be on a working group with the clean understanding they're speaking on a personal behalf only. That's up to the rules their own government sets. There are no rules at ICANN related to that.

MARIO ALEMAN: Thank you very much for the excellent answer. And moving to the question number two: Do you need to be an expert in a topic to participate? And the answers are the letter A) Yes. The letter B) No. Back to you, Olivier or Alan.

ALAN GREENBERG: We do recommend, however, people not talk a lot when they don't know anything. But asking questions is fine.

OLIVIER CRÉPIN-LEBLOND: Well, it's Olivier here, I think it's a good thing, if you get to participate in these and if you do follow a number of calls, before long you will become an expert. I mean, there are of course some people that have been around for many, many, many years and there are also a lot of other people that have started and within a matter of a handful of weeks sometimes, if they take an interest in something, have managed to learn so much, so quickly, because one of the things is people are quite approachable in this community.

ALAN GREENBERG: We have several of those people on this call.

MARIO ALEMAN: Thank you very much. Moving forward to the next question which is number three and the last one: Who can get involved in (inaudible) ALAC statements? We have six different options. Letter A) ALAC members. And letter B) RALO leaders. Letter C) ALS representatives. Letter D) Anyone who has an interest. Letter E) Some of the above but not all. And letter F) All of the above. And it seems like we're pretty much getting the final results. It's back over to you, Alan and Olivier.

ALAN GREENBERG: Alright. The answer that I was planning to say is the right one is F) but in fact D) covers it as well. So, anyone with an interest, is everyone of the above. So I'm happy, everyone got the right answer.

MARIO ALEMAN: Excellent, thank you very much, Alan. This is the end actually of our pop quizz, and we can now move forward to the next item on the agenda, which is questions and answers.

TIJANI BEN JEMAA: Thank you very much, Mario. And thank you, Olivier and Alan. Cheryl, you have the floor.

CHERYL LANGDON-ORR: Thank you, Tijani. Cheryl for the record. And I'm sorry, I'm going to be a pedant. It's usually Alan's job in these things. But you can't have 'all of the above', by the way, which I picked as the correct answer, because it's 'all of the above' excepting the one that was immediately above it. The one that was immediately above it basically said, not everybody.

ALAN GREENBERG: I consider myself chastised.

CHERYL LANGDON-ORR: Perhaps if we just reorder those smartly next time we use them, that's all. Sorry, I couldn't help myself, Alan.

TIJANI BEN JEMAA: Ao I need other people asking questions.

ALAN GREENBERG: Anyone with substitive questions, as opposed to simply criticizing the presenters. We have one of the presenters that's going to criticize one of the presenters.

TIJANI BEN JEMAA: Olivier, go ahead.

OLIVIER CRÉPIN-LEBLOND: Thanks very much, Tijani. Olivier Crépin-Leblond speaking. And actually, I'm not going to criticize the presenters, I thought they were great.

ALAN GREENBERG: Especially the one with the British accent.

OLIVIER CRÉPIN-LEBLOND: I'd like to ask participants on the call, you know, today's participants, what stopped them from getting involved with policies? You know, if there is any barrier? You know, we have, obviously, the people in this webinar are interested in policy, so what is seen as a barrier to getting involved with policy? And you can answer either on the call or you can type it in the chat. It would be interesting for us to also know. I mean, we've been in this policy bath for a while but it's always interesting to see, sort of, points of view from other people who might have their first brush with policy perhaps during this webinar, and it might seem like a lot but yeah, I'd just be interested in hearing those. Thank you.

TIJANI BEN JEMAA: Thank you, Olivier. Anyone to answer this question?

OLIVIER CRÉPIN-LEBLOND: It's Olivier. There's some answers that are coming onto the chat. I don't know if you want to ask any of these…

TIJANI BEN JEMAA: Yeah, I saw that. One says, time. The other says, mailing list overloaded.

OLIVIER CRÉPIN-LEBLOND: Tijani, it's Olivier speaking again. If I may jump in, because the mailing list overload is something that we all face. And in fact, I get hundreds of emails a day, and I was quite surprised by some people who have joined working groups and so on, and receive their email all in the same mailbox, which then of course ends up being absolutely flooded because I can certainly imagine having all the different mail in the same mailbox, including personal mail and business mail, etcetera, makes it quite a difficult mailbox to deal with. I use filters using the mailer that I use.

And most modern mailers today, including Gmail and Yahoo and, you know, those sort of web based ones, Hotmail and so on, have ways to use filters that will look at the header, maybe even the body of the email or usually the subject topic, and that will classify this in a separate folder. So then you can take your ten minutes to read all your ICANN

related stuff or your working group related stuff. And then it doesn't flood your main mailbox. I think that we have some document and some webinar about this. Maybe we can share this maybe more widely so as to let people know how to set up their mailboxes so that you get less affected by the flood of emails. I realize that's something that's really a hindrance for a lot of people. I've heard that many times. That's all. Thanks.

TIJANI BEN JEMAA: Okay. Olivier, most people speak about time. But there is an interesting point, it's by John Laprise, saying that on the At-Large website there is no easy way to see the policy groups. So, there is a problem of information organization. And Amal Al-Saqqaf said that, yes, time, plus a problem of knowledge. If you don't know the subject you are not encouraged to participate. So those are the main reasons. And I see Alan Greenberg wanting to speak. Alan, please.

ALAN GREENBERG: Thank you very much. We know we have a problem with the website that we have to make it clear for people to find their way into these processes. And we're learning a lot, as we give these presentations, to what the impediments are. And you can look for changes that will be coming. Getting into the overall process is potentially difficult. But my advice typically is, number one, pick a topic that you think you have an interest in. Probably not one of the more complex ones. If you look at

WHOIS which now is called RDS, the Registration Data Services, that has so many aspects you're likely to get lost.

And if not lost then the discussions go on for so long that you may get bored. But pick something that's a bit easier to chew off and just register for the working group and start listening. Or listen to the calls for a few weeks, even if you're not doing it in real time, and get a feel for it. You may well find the first one you pick really is not your piece of cake, so to speak, it's not really of interest to you. But there's enough going on that you'll likely find something that's of interest, and just try it. And if you're at the stage where you think you'll be interested but need some help, there's plenty of people around. You know, simply ask me, ask Olivier, ask whoever is identified as one of the subject experts and you'll find plenty of people who are willing to help and talk to you to try to get you over some of the difficult parts. Thank you.

TIJANI BEN JEMAA: Thank you very much, Alan. Holly?

MARIO ALEMAN: Excuse me, Tijani. This is Mario for the record. I just wanted to remind you that we would have five minutes as additional time after the end time. And so we have one more item on the agenda. Thank you.

TIJANI BEN JEMAA: Okay, no, but I have a question from Holly. Holly, please. Holly?

HOLLY RAICHE: Hello.

TIJANI BEN JEMAA: Yes, go ahead.

HOLLY RAICHE: Okay. Just to repeat, the actual items up for policy are actually on the GNSO page and maybe that's where to start. But I agree with Alan, we have been working hard on our website. On the ALAC page there is a chart that has all of the statements we've made on every single topic, and maybe that's the place to start just to see the range of issues. But there are really two places to start to be involved in policy. And certainly, when there's a new policy statement, what comes out is everybody gets a—by the way, this is a page, that will let you straight into the particular policy page for a particular policy issue. As to, sort of, who's holding the pen, the background, the report, the whole process to go through, and I think we could just walk everybody through it next time, just to show how it all happens. Thank you.

TIJANI BEN JEMAA: Thank you very much, Holly. Now we will go to the last point on the agenda which is the questions of the evaluation. Mario, please. I have Dev. A moment please. Dev, please go ahead. But quickly please. Dev? Dev, I don't hear you. Dev? Okay, Mario, go ahead please.

MARIO ALEMAN: Thank you very much, Tijani. I will run right now through the survey that we have, a set of questions. And again, I'll be reading the survey actually for you and (inaudible).

The question number one says, how was the timing of the webinar, 21h00 UTC? Letter A) Too early. B) Just right. C) Too late. Thank you. We have all the topic answers.

For the second question of the survey we have, how did the (inaudible) for this webinar? A) Very good. B) Good. Letter C) Sufficient. Letter D) Bad. Letter E) Very bad. Answer right very quick.

Move forward to the next one which is question number three. Did the speakers demonstrate mastery of the topic? Letter A) Extremely strong. Letter B) Strong. Letter C) Sufficient. Letter D) Weak. And letter E) Extremely weak.

Moving next to the other question. Are you satisfied with the webinar? And letter A) Extremely satisfied. Letter B) Satisfied. Letter C) Moderately satisfied. Letter D) Slightly satisfied. And letter E) Not satisfied.

For the survey, question number five. In what region do you live at the moment? A) Africa. B) Asia. Letter C) Europe. Letter D) Latin America. Letter E) North America.

And survey question number six. Any final comments? If you have you can type your answer in the text bar.

TIJANI BEN JIMAA: Okay, thank you very much, Mario. If you have any comments you can put it here. If you have comments that you don't manage to put on the Adobe Connect, you can send an email and it will be considered. So, thank you very much everyone. We are almost on the top of the hour, not on the top of the hour, almost at 30. Yes, well done, exactly. We are okay with time. And thank you Olivier and Alan for the presentation. Thank you for the interpreters, for the staff. And thank you all who attended this webinar. This webinar is now adjourned. Good night.

[END OF TRANSCRIPTION]