



# North America Stakeholder Engagement FY16

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# How North America is Different

- ⊙ North America already has a large group of well-informed, active, and outspoken ICANN stakeholders;
- ⊙ ICANN GDD staff and services are still predominantly based in North America and have healthy, direct links to Registries and Registrars;
- ⊙ Government stakeholders in North America are strong supporters of ICANN and the multi-stakeholder model.

# Goals

1

**Grow and diversify stakeholder base**

2

**Grow the knowledge-base of current and potential stakeholders**

3

**Grow stakeholder support of, and active participation in, ICANN**

# Objectives

1

**Encourage greater cross-stakeholder dialogue**

2

**Increase regional balance (e.g. beyond New York, Washington, and Silicon Valley in the U.S.; Canada; Puerto Rico; other Island Territories in the region)**

3

**Increase stakeholder balance**

4

**Partner with outside organizations, and ICANN constituencies, on outreach**

5

**Focus on proactive outreach; increase predictability on when/where ICANN is engaging**

# Tactics

1

**Organize cross-community dialogues/roundtables**

2

**Join conferences and speaking engagements**

3

**Be more strategic with communications (promote access to ICANN experts in target markets)**

4

**Social Media (bolster Twitter feeds; use regional hashtags; be more “conversational”; use “social friendly” content such as infographics, blogs, newsletters, outside content, and videos)**

# Best Practices

- ◉ What We've Learned

- ◉ It is much easier to engage stakeholders by subject-matter interest than trying to attract them to a particular ICANN structure (e.g. joining the Business Constituency).

- ◉ Remaining to Learn

- ◉ Best methods for engaging the Registry/Registrar community.
  - ◉ Successes from other regions with stakeholder surveys or other stakeholder research.
  - ◉ How to replicate ICANN Meeting Prep and ReadOut sessions that are successful in APAC.
  - ◉ How to encourage ALS's as "active community hubs" (e.g. entities that convene local stakeholders regularly to raise awareness around ICANN and issues related to the DNS).
  - ◉ How to convert followers of the IANA Transition into long-term stakeholders.

# Looking ahead

- Spring 2017 “refresh” scheduled for North America engagement strategy
- In the post IANA transition era: Strict adherence to the mission, bylaws and technical DNS remit of ICANN
- The concept of “active participation” versus simply diverse representation
- Capacity Building to help train active stakeholders



Questions ? Comments ?