North America Stakeholder Engagement FY17/18

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Why Engagement? ICANN Mission/Strategic Plan

Engagement Defined

"The process by which an organization involves people who may be affected by the decisions it makes or can influence the implementation of its decisions".

From ICANN's Mission, Commitments and Core Values

ICANN's action must employ open, transparent and bottom-up multistakeholder policy development processes, led by the private sector, including business stakeholders, civil society, the technical community, academia, and end users while duly taking into account the public policy advice of governments and public authorities, that (i) *seek input from the public*, for whose benefit ICANN shall in all events act, (ii) promote well-informed decisions based on expert advice, and (iii) *ensure that those entities most affected can assist* in the policy development process.

Why Engagement? ICANN Mission/Strategic Plan

From the ICANN Strategic Plan

Strategic Objective: Bring ICANN to the world by creating a balanced and proactive approach to regional engagement with stakeholders.

Key success factors
- Broad and effective participation from around the world in ICANN's programs and initiatives demonstrated by an increase in engagement of countries and stakeholder groups worldwide.
- Successful implementation of, and reporting on, regional engagement strategies across all relevant ICANN regions.
- More geographic diversity of accredited Registries and Registrars.

How North America Differs from Other ICANN Regions

***Relative to other regions*:**

⊙ North America has a larger proportion of well-informed, active, and outspoken ICANN stakeholders.

⊙ ICANN GDD and technical staff are largely based in North America and already have direct links to stakeholders.

⊙ Government stakeholders in North America are already strong supporters of ICANN and the multi-stakeholder model.

⊙ Language and culture barriers are somewhat lower.

Global Engagement Goals

1 **Build awareness to grow and diversify ICANN multistakeholder base (and pipeline)**

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

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

North America Engagement Objectives

1   **Encourage greater cross-stakeholder dialogue**

2   **Foster greater intra-regional balance (broaden geographic participation)**

3   **Increase stakeholder balance by category (engage with all categories)**

4   **Partner with ICANN community and outside organizations on outreach**

5   **Focus on proactive outreach; increase predictability on when/where ICANN is engaging**
https://features.icann.org/events-near-you

Tactics

1 **Support or organize cross-community dialogues/ roundtables**

2 **Join conferences and speaking engagements**

3 **Promote access to ICANN experts in target markets**

4 **Develop content on technical and policy matters**

5 **Diversify communications vehicles**

Looking ahead – Engagement Focus

- Strict adherence to the mission, bylaws and technical DNS remit of ICANN
  - The content we cover is more technical and DNS policy development focused.

- The concept of "active participation" versus simply diverse representation
  - Need to deepen participation and structure work in a way that encourages participation

- Capacity Building to help train active stakeholders
  - Need to give people the skills they need to participate
  - Need to educate on technical matters and policy development

- "Supply Side" – Efforts to make the work easier, onboarding faster, etc.

Examples of Topics / Content in demand

Key Signing Key Rollover
https://www.icann.org/resources/pages/ksk-rollover

Transition to IPv6
https://www.icann.org/news/blog/ipv6-the-future-is-now-more-than-ever

Internationalized Domain Names
https://newgtlds.icann.org/en/about/idns

Universal Acceptance
https://www.icann.org/resources/pages/universal-acceptance-2012-02-25-en

The next round of new gTLDs

Rights Protection Mechanisms
https://newgtlds.icann.org/en/reviews/cct/rpm

WHOIS/RDS
https://gnso.icann.org/en/group-activities/active/rds

Existing ICANN Support for Community-led Engagement

- Community Regional Outreach Pilot Program (CROPP)

- Sponsorship of individuals or organizations (e.g. ALS's)

- Providing speakers for events

- Supporting the development of engaging content

- Providing support for the development of printed materials

- Supporting the designing of engagement materials

How to help NARALO meet its responsibilities?

Sample List of NARALO aims

⊙ Keeping the community of individual Internet users informed about the significant news from ICANN;

⊙ Developing and maintaining on-going information and education programs, regarding ICANN and its work;

⊙ *Participating in the ICANN policy development processes and providing input and advice that accurately reflects the views of individual Internet users*;

⊙ Establishing mechanisms and processes that enable two-way communication between members of At-Large Structures and those involved in ICANN decision-making

Questions? Comments?
Ideas?