

Title of Proposed Activity		
At-Large Global Capacity Building at IGF		
Community Requestor Name	Chair	
RALO Co-Chairs (AFRALO, APRALO, EURALO, NARALO, and LACRALO)	Dev Annan Teelucksingh, Atlarge O and E Chair	
ICANN Staff Community Liaison		
Heidi Ullrich		

1. Activity: Please describe your proposed activity in detail		
<p>The proposal is for organizing an effective and coordinated At-Large activity during IGF _____ on _____ (No decision yet determined yet) which is a premier global event targeting global stakeholders in the Internet Ecosystem.</p> <p>The aim is an improved coordination of At-Large and other ICANN participants to promote and heighten brand awareness of ICANN-ALAC-At-Large with banners, posters, brochures and giveaways that help to raise general awareness but which also attract attention and invite people to ask questions about ICANN-ALAC-At-Large and their global and regional activities, as well as how they may get involved. .</p> <p>The request is for TWO ALAC and TWO RALO representatives who will not only be actively involved with Outreach and Engagement among the IGF community within the Booth Compound, but will also be participants in ICANN and MAG-accepted IGF workshop/panel sessions..</p>		
2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other		
Capacity Building, Education/Training, Travel Support, Meeting		
3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity		
<p>This is being proposed as a RECURRING ACTIVITY - involving:</p> <ol style="list-style-type: none"> 1. An At-Large Booth at every Global IGF, supervised by the At-Large Outreach and Engagement Sub-Committee co-Chairs 2. Participation by the co-Chairs and other O&E members in a collaborative At-Large IGF session, providing a global perspective over the five RALO regions of a high interest policy topic related to the IGF theme. 		

3. Distribution of At-Large and various RALO materials will encourage further engagement with various stakeholder groups at the 4 day event

Please note see IGF Geneva report

<https://community.icann.org/display/atlarge/At-Large+at+the+2017+IGF+-+Reports>

1. Strategic Alignment. Which area of ICANN's Strategic Plan does this request support?

The objective of this proposal is to coordinate an effective and sustainable At-Large IGF Outreach Strategy that incorporates relevant outreach objectives from ICANN's Strategic Plan - in particular, to:

- o promote ICANN's role within the context of At-Large, targeting global stakeholders within the Internet Ecosystem who are not yet engaged with ICANN and by coordinating a more proactive and collaborative approach to the outreach of other sections of the ICANN community.
- o take ICANN's multi-stakeholder model to the world by way of a heightened participation and engagement of a balanced representation of At-Large's diverse community, within an existing international Internet Governance ecosystem
- o enable At-Large participants to address Internet Governance issues within a global, trusted and inclusive multi-stakeholder Internet Governance ecosystem, by submitting successful workshop applications to enable their full participation in the IGF 2017 programme

2. Demographics. What audience(s), in which geographies, does your request target?

Our target group are global stakeholders and entities that attend the IGF and unaware of ICANN and not yet engaged in ICANN's activities. The purpose of the Five regions being represented in the At Large IGF Outreach Strategy is to provide that global coverage for any participants who approaches the Booth, and can be given personal attention from someone from their region who may be able to identify and discuss a specific IG issue relating to ICANN and At-Large, to start a conversation and invite them to enlist on the RALO mailing list.

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 which will enhance reaching out to potential individuals and/or organisations 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 about the RALO structures and activities of ICANN in order to engage more stakeholder interest in joining At-Large
- 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 SIDS session on some IG topic relevant to APC SIDS)
- Participate in five IGF Targeted Sessions accepted by ICANN and the MAG to increase the opportunity to build awareness and self promotion
- Build a long term sustainability plan

4. Metrics. What measurements will you use to determine whether your activity achieves its desired outcomes?

Recruitment via O&E Booth

- Target at least 15 organisations becoming potential ALSes
- Volunteer roster for ICANN booth from ICANN sponsored and non-sponsored At-Large members (average time commitment, 2 hours per day x 2 to 3 persons per time slot x 3 days)

IGF Workshops/ Panel Sessions

- Collaborate with Capacity Building WG to have a session for outreach and engagement
- Organize at least five panel sessions to build awareness and do cross promotion
- Although we don't know what is the focus of IGF2018 will be, we are suggesting sessions that:
 - include ICANN policy issues that have topical IG bases
 - have cross-RALO participation to provide a global context
 - involve IG perspectives of a topical At-Large policy issue that will meet the MAG focus once it is identified, provided by representatives of the 5 RALO regions

Literature

- Creation of a purpose made document on At-Large and an IGF Primer piece
- Well stocked multi-lingual brochures and mailcards
- At-Large Banners and posters

Collaboration

- Coordinate with GSE to increase opportunities for collaboration between volunteer community and ICANN Organisation staff
- Leverage relationships with other exhibitors who have a connection with ICANN e.g. Eurodig, NCUC, GIP etc

Sustainability

- Enhance the branding of At-Large at IGF, part of a multi-year strategy
- Encourage participation of O&E WG members to actively support the At-Large IGF Outreach Strategy and Sustainability Plan

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Promotional Materials - banners, brochures, posters, mailcards, giveaways				
Travel support				
Subject Matter Expert Support:				
No				
Technology Support: (telephone, Adobe Connect, web streaming, etc.)				
Adobe Connect for preparation purposes - pre-Event meetings				
Language Services Support:				
Translation of Outreach Materials to different languages				
Other:				
At the IGF Guadalajara (Mexico) 2016, 23 attendees from AT LARGE were present and did not have substantial reach out to the stakeholders who were present. Based on the experience at the IGF in Mexico, the Co-Chairs on the Outreach and Engagement S/C came up with the proposal to enhance outreach and engagement during global events such as the Global IGF. (These could be scaled down at regional events by each RALO participant who may have been involved in the global event booth and outreach activities.)				
At the IGF Geneva 2017, there were 31 known attendees from At-Large and ALAC (refer to 2017 At-Large O&E IGF report)				
Currently CROP 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 having more outreach and engagement during these global events that bring together participants from across the five regions of ICANN.				
Travel Support:				

Travel support is requested for At-Large Outreach and Engagement Committee RALO membership - to cover a minimum of the 4 days of the IGF (including Day 0)

Potential/planned Sponsorship Contribution:

Some participants who want to engage in the extra days of the IGF, are prepared to seek external sponsorship or pay for the extra nights accommodation themselves - to cover over and above the provision of the CROP fund.

Appendix

Topics

- **Blockchain and the DNS**
- **Connecting the Last Billion**
- **Building IT Capacity in Emerging Markets**
- **Into the Breach: Emerging Practices in Digital Security**
- **Multistakeholder empowerment in the Internet Ecosystem**
- **Best Practices of Community engagement**
- **Data on Purpose: The Promise and Pitfalls of the Connected World.**

Moderator and Speaker List

This list of speakers are existing resource persons approved by IGF and some are funded by various other sources (Indicated by *)

Olivier Crepin Leblond *

Glenn McKnight *

Maureen Hilyard

Judith Hellerstein *

Tijani Ben Jemmi

Satish Babu

Renata Riberio

Maritza Minano

Ali Almeshal

Olga Cavali *

Walid Al Saqif *

Lianna Galstyan *

Ali AlMeshal