Latin America and the Caribbean Strategic Plan

LAC Strategy
2018 -2020

Final Version

December 2017

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Background

A little more than 3 years ago ICANN assumed the commitment to become a more global organization, decided to have a change in the way on engaging with the regions, incorporating in its activities Strategic Plans that would allow to approach and to work with the different regions.

Following the ICANN meeting in Toronto, a Steering Committee was created to work on the preparation of the Strategic Plan for Latin America and the Caribbean also known as LAC Strategy.

This Working Group, made up of representatives of the different communities and regional organizations that participate in ICANN, presented the LAC Strategic Plan at the ICANN meeting of Beijing 46, 2013, which was divided into 5 areas of interest, 22 objectives and 75 projects.

In September 2015, after a couple of years of implementation of the Strategic Plan, it was decided to join the Working Group at the Internet House in the city of Montevideo, in order to review the plan and evaluate the progress made up to this moment.

At this meeting, LAC Strategic Plan objectives were aligned with the ICANN Strategic Plan (2016-2020) and we have a renewed 2016-2020 Strategic Plan, which includes previously planned and several new projects.

These projects were associated with 10 concrete objectives, which are in line with our four key areas of interest defined above:

• Political aspects
• Dissemination and participation
• Technical and operational aspects
• Economic issue

Mission

The goal of the LAC strategy is to bring ICANN closer to the Latin American and Caribbean Region and support regional stakeholders to achieve their goals as they pertain to the development of the DNS in the LAC region according to ICANN's mission.
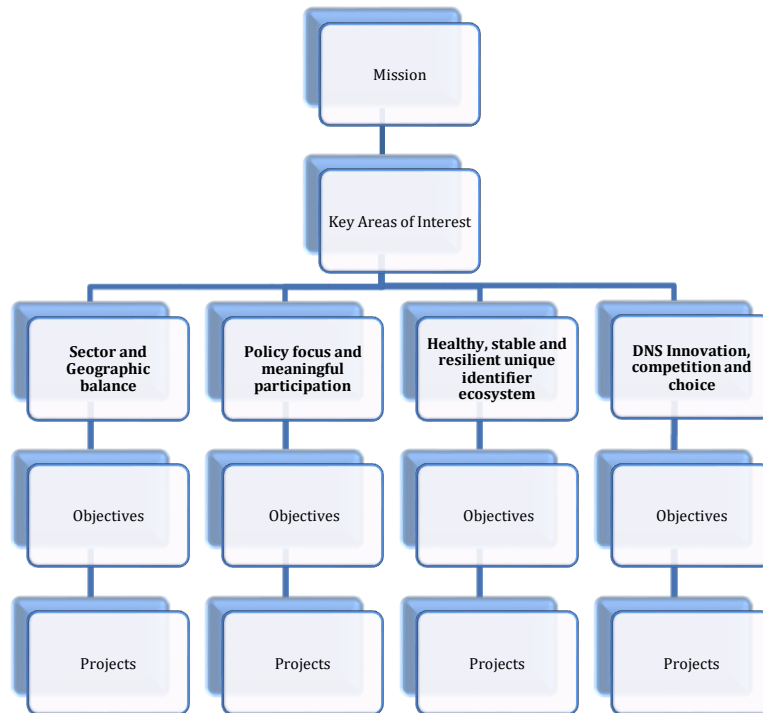
Comparison Chart

The following chart compares the Key Areas Interest, the objectives and the numbers of projects of the two previous LAC Strategies and the new proposed strategy

LAC Strategy 2013 - 2016	LAC Strategy 2016 - 2020	Proposed LAC Strategy 2018 - 2020

Key Areas of Interest	Key Areas of Interest	Key Areas of Interest
Political Issues	Political Issues	Sector balance and geographic balance
Capacity Building and Outreach	Capacity Building and Outreach	Policy focus and meaningful participation
Operations	Operations	Healthy, stable and resilient unique identifier ecosystem
Economic Issues	Economic issues	DNS Innovation, competition and Choice
Objectives	**Objectives**	**Objectives**
• Security, Stability and Resiliency of ccTLDs • Engagement with Regional Organizations. • Strengthen the Multistakeholder Model. • Accountability of organizations with ICANN funding.	• Foster the Multi-stakeholder Model (MSH) in the LAC region. • Get regional stakeholder groups especially Governments engaged in the discussions on the future of IANA Stewardship Transition and Accountability implementation. • Support the diverse and meaningful Regional participation in the IANA Stewardship Transition and Accountability implementation.	• Identify participation gaps on sector and geographic levels • To bring new people and organizations from the Lac region into ICANN's Multistakeholder model.

• Regional Capacity Building Programs • Capacity Building for Governments • Capacity Building for Users • Capacity Building in Technical Aspects of the DNS • Participation Schemes • Strengthen Regional Participation • Participation of Corporations and Organizations • Participation of Academia • Participation of Other Stakeholders	• To increase and improve engagement initiatives to existing members of ICANN's multistakeholder community (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business) regarding issues related with ICANN and the DNS. • To bring new people and organizations into ICANN's multistakeholder community through ongoing and new outreach mechanisms/activities. (Governments, end-users, Civil Society, Technical Community, Academia, Private Sector and Business).	• Raise awareness about ICANN's policy development processes PDPs • Support regional participation in ICANNs processes and working groups
• Security, Stability and Resiliency of the DNS • Adequate deployment of IPv6 • Operational Capacity of ccTLDs • Implementation of the new gTLD program	• Support operational development of registries and registrars from the Region Contribute to a Secure, Stable and Resilient DNS in the Region. • Contribute to a Secure, Stable and Resilient DNS in the Region by partnering with regional/national organizations. • Support the promotion of an adequate deployment of IPv6 accelerating the adoption in the region	• Making the DNS more secure and resilient • Awareness Raising and Capacity Development
• A better design of ICANN meetings • Reduce participation barriers • Registries and Registrars • New Related Services • Sustainability model for ccTLDs • UDRP regional supplier	• Support the development of the LAC DNS Industry. • To promote stable partnerships with Regional and National Organizations for the development of the domain name industry in the region via Capacity Building initiatives	• Raising awareness to business and entrepreneurship community about opportunities of the DNS Industry. • Build Capacity that empowers organizations from the LAC Region to become active participants in the DNS Industry
# of Projects	**# of Projects**	**# of Projects**
75	39	30

Proposal
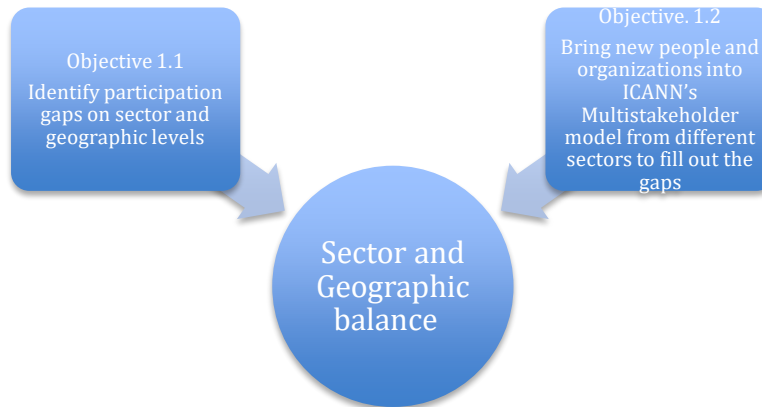

Key areas of interest

To fulfill the objectives of the LAC Strategic Plan, we have identified the following key areas of interest:

1. **Sector and Geographic balance**
2. **Policy focus and meaningful participation**
3. **Healthy, stable and resilient unique identifier ecosystem**
4. **DNS Innovation, competition and choice**

1. Sector and Geographic balance

In reference to ICANNs Core Value II, it's important that our outreach initiatives seek broad participation from all sectors and geographic balance when targeting people and LAC Organizations to become active participants in ICANN's community.

Objectives

Objective 1.1
Identify participation gaps on sector and geographic levels

Objective. 1.2
Bring new people and organizations into ICANN's Multistakeholder model from different sectors to fill out the gaps
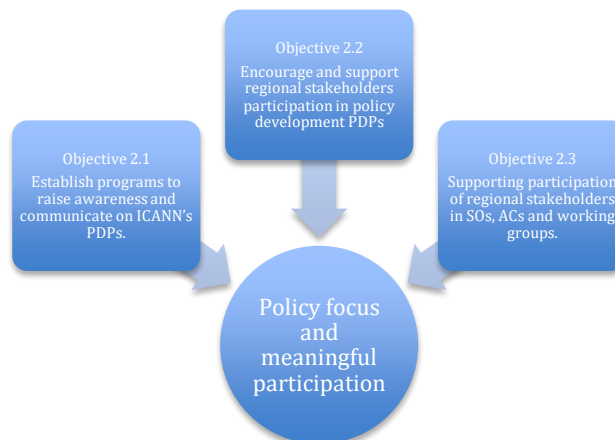
Sector and Geographic balance

2. Policy Focus and meaningful participation

ICANN as an organization has grown in the past few years, the number of participants, including those from the LAC region has increased. However, this has not necessarily resulted in a growing pool of active volunteers from the region nor have we experienced a greater number of contributions from our regional stakeholders in the various ICANN Policy Development Processes (PDPs).

It's important to support our regional stakeholders by providing the necessary tools in order for them to become active and meaningful participants in ICANN structure and PDPs.

Objectives

Objective 2.2
Encourage and support regional stakeholders participation in policy development PDPs

Objective 2.1
Establish programs to raise awareness and communicate on ICANN's PDPs.

Objective 2.3
Supporting participation of regional stakeholders in SOs, ACs and working groups.

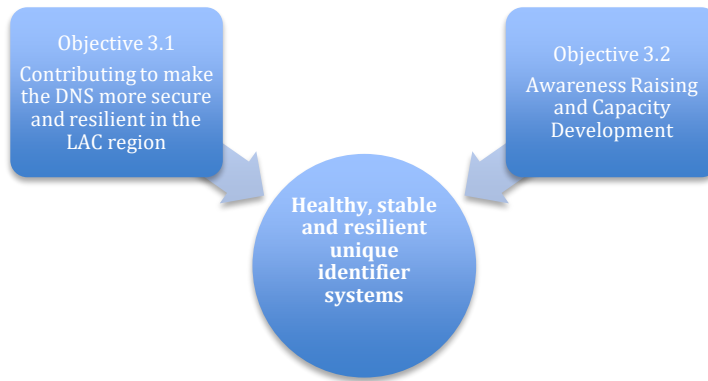**Policy focus and meaningful participation**

3. Healthy, stable and resilient unique identifier ecosystem

It's with in ICANN mission to ensure that the Internet's unique identifier system remains secure and interoperable.

We need to ensure that regional stakeholders are aware and have the technical skills to preserve and enhance the operational stability, reliability, security, and global interoperability of the Internet. At the same time we need to contribute to have a more robust and resilient DNS in the LAC Region.

Objectives

Objective 3.1
Contributing to make the DNS more secure and resilient in the LAC region

Objective 3.2
Awareness Raising and Capacity Development

Healthy, stable and resilient unique identifier systems
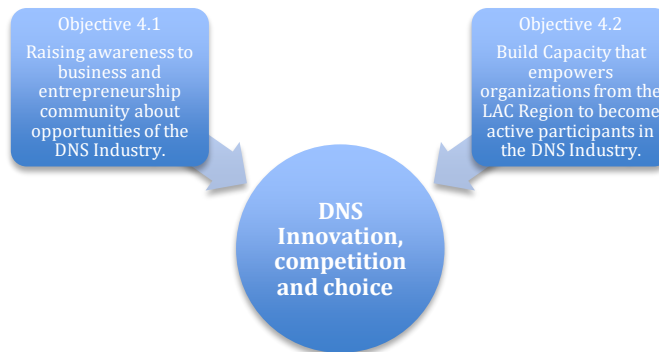
4. DNS Innovation, competition and choice

The DNS Industry in the LAC region is low in numbers compared to other regions, particularly in some sub regions such as the Caribbean and Central America. Competition, innovation and choice can help develop the domain name marketplace and can potentially incentivize active participation of new stakeholders from the region.

This strategy should consider that there are countries in the Caribbean and in Central America that will require a different approach in the implementation of the projects under this Key Area of Interest.

Objectives

Objective 4.1
Raising awareness to business and entrepreneurship community about opportunities of the DNS Industry.

Objective 4.2
Build Capacity that empowers organizations from the LAC Region to become active participants in the DNS Industry.

DNS Innovation, competition and choice

Projects

KAI 1 - Sector and Geographic balance

Objective 1.1

1.1 Identify participation gaps on sector and geographic levels

(1.1.1) Systematic mapping of LAC community in ICANNs ecosystem   (new Project)

Objective 1.2

1.2 Bring new people and organizations into ICANN's Multistakeholder model from different sectors to fill out the gaps

(1.2.1) LAC –I Roadshow   (outreach Track - ongoing)

(1.2.2) Additional funding support to CROPP program for outreach in the LAC region (ongoing)

(1.2.3) Support community initiatives in the LAC region   (new)

(1.2.4) Outreach Webinars for different sectors about funding programs at ICANN Fellowship, NextGen   (ongoing)

(1.2.5) ICANN Wiki regional community initiatives (translations to Spanish and Portuguese) (new)

(1.2.6) Government outreach throught ELAC

(1.2.7) Repository for articles, regional events with contacts, videos and other material

5. KAI 2 - Policy focus and meaningful participation

Objective 2.1

2.1 Establish programs to raise awareness and communicate on ICANN's PDPs.

(2.1.1) Policy Briefings for the LAC Region (new)

(2.1.2) What is happening using current communication platforms:

- Special Reports

- Newsletters   (new)

(2.1.3) Read out Sessions (new)

Objective 2.2

2.2 Encourage and support regional stakeholders participation policy development PDPs

(2.2.1) Systematic monitoring of LAC community participation in PDPs. (new)

(2.2.2) Webinars on PDPs with fix and variable topics (PDP Track - ongoing)

(2.2.3) e-learning courses fix topics (PDP Track - ongoing)

(2.2.4) LAC sessions on PDPs @ICANN meetings (new)

(2.2.5) ICANN Wiki regional community initiatives translations to Spanish and Portugues (new)

(2.2.6) Support ccTLDs participation and involvement in ICANN's PDPs activities

Objective 2.3

2.3 Supporting participation of regional stakeholders in SOs, ACs and working groups.

- (2.3.1) LAC Space (ongoing - redefine)

- (2.3.2) Caribbean Working Groups (ongoing)

- (2.3.3) Contest and Awards (ongoing - redefine)

- (2.3.4) Coaching/Mentorship new community members (new)

KAI 3 - Healthy, stable and resilient unique identifier ecosystem

Objective 3.1

3.1 Contributing to make the DNS more secure and resilient in the LAC region.

- (3.1.1) LAC L Root Deployment Program (ongoing)

- (3.1.2) Support DNSSEC deployment in the LAC Region

- (3.1.3) Establish a regional measuring point for technical protocol parameters of the Domain Name System, "DNS" (LAC DNS Observatory ongoing)

Objective 3.2

3.2 Raise awareness and provide Capacity Development on key DNS infrastructure and SSR topics across the region

- (3.2.1) Technical awareness program in key topics of DNS infrastructure (Roadshow technical track - ongoing)
- (3.2.2) Training Workshops in key SSR topics   (new)
- (3.2.3) Train the trainer's workshops (new)
- (3.2.4) ccTLD Internship program (ongoing)
- 3.2.5 Identify content creators in the region and create IPv6 informative material (ongoing)

KAI 4. DNS Innovation, competition and choice

Objective 4.1

4.1 Raising awareness to business and entrepreneurship community about opportunities of the DNS Industry.

- (4.1.1) Sharing with TLD registries, registrars, and other relevant groups in the LAC region experiences and best practices. (LAC –I Roadshow business Track)
- (4.1.2) Promote activities focused on business opportunities in the domain name industry (ongoing)
- (4.1.3) Youth engagement and Promoting registrar accreditation and reseller model (Roadshow business Track)
- (4.1.4) LAC DNS Forum (ongoing)

Objective 4.2

4.2 Build Capacity that empowers organizations from the LAC Region to become active participants in the DNS Industry

- (4.2.1) CEILAC and branches (new)

- (4.2.2) Contracted parties and operational support (technical help desk - new)

- (4.2.3) Mentorship program utilizing resources and experiences from successful DNS industry actors to assist the emerging DNS sector in the LAC region

- (4.2.4) Technical specification guide to become an ICANN accredited registrar