



# FY19 COMMUNITY REQUEST FORM

The deadline for FY19 Budget consideration is **31 January 2018**. All questions and completed forms should be sent to [planning@icann.org](mailto:planning@icann.org).

## REQUEST INFORMATION

### Title of Proposed Activity

At-Large Global Capacity Building at the 2018 IGF

### Community Requestor Name

ALAC & RALOs

### Chair

Alan Greenberg

### ICANN Staff Community Liaison

Heidi Ullrich

## REQUEST DESCRIPTION

### 1. Activity: Please describe your proposed activity in detail

The proposal is for organizing an effective and coordinated At-Large activity during the 2018 IGF, which is a premier global event targeting global stakeholders in the Internet Ecosystem.

The aim is an improved coordination of At-Large and other ICANN participants to promote and heighten brand awareness and knowledge of ICANN-ALAC-At-Large with a series of workshops by all five RALOs as well as outreach materials such as banners, posters, brochures and promotional items 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.

This request is based on the extremely successful [At-Large 2017 IGF outreach activities](#) partly supported by ICANN. As the number of [reports](#) show, through coordination and planning, the supported travelers met their goals in terms of raising awareness and understanding of At-Large and ICANN.

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 workshops/panels

This request is part of a coordinated At-Large approach for the 2018 IGF, which include workshop requests from the 5 RALOs.

### 2. Type of Activity: e.g. Outreach - Education/training - Travel support - Research/Study - Meetings - Other

Policy awareness-raising, capacity building, Education/Training, Travel Support, Meeting

### 3. Proposed Timeline/Schedule: e.g. one time activity, recurring activity

This request is a 2nd pilot for a hoped for recurring activity for a more organized and collaborative effort between ICANN and At-Large. This includes an At-Large presence at future Global IGF meetings, shared supervision by Outreach and Engagement Co-Chairs, and collaborative participation in an At-Large



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workshop on a high interest policy topic related to the IGF theme focusing on the end-user perspective. It includes

1. An At-Large Booth at the 2018 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
3. Distribution of At-Large and various RALO materials will encourage further engagement with various stakeholder groups at the 4 day event.

## REQUEST OBJECTIVES

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

Evolve and further globalize ICANN.

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

Evolve policy development and governance processes, structures and meetings to be more accountable, inclusive, efficient, effective and responsive.

Promote ICANN's role and multistakeholder approach.

Encourage engagement with the existing Internet governance ecosystem at national, regional and international levels.

Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.

Develop and implement a global public interest framework bounded by ICANN's mission

### 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 global coverage for any participants who may wish to attend workshops based on topics impacting their region as well as approach the At-Large booth. With At-Large regional representatives on hand, we will be able to provide personal attention by an At-Large representative 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 or consider becoming more involved.

### 3. *Deliverables.* What are the desired outcomes of your proposed activity?



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- 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 organizations 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 organizations 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 yet know the theme of the IGF2018, 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 Organization 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

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):



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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, including ES, FR, RU, ZH

**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 for two ALAC Members and two representatives of the Outreach & Engagement Subcommittee to cover the full IGF period including Day 0 (if scheduled).

**Potential/planned Sponsorship Contribution:**



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Many At-Large participants in IGF are funded by other organizations or self-fund. This request is explicitly for ICANN-funded participation.