



FY19 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to controller@icann.org.

Please remember that the deadline for FY19 Budget consideration is 31 January 2018.

REQUEST INFORMATION

Title of Proposed Activity		
Promoting the use of ICANN Data for informed engagement by non-commercial stakeholders at ICANN Learn		
Community Requestor Name	Chair	
NCUC	Renata Aquino Ribeiro	
ICANN Staff Community Liaison		
Maryam Bakoshi		

REQUEST DESCRIPTION

1. Activity: Please describe your proposed activity in detail

The goal

The goal of this proposal is to promote engagement with ICANN information resources by ICANN's non-commercial community. The NCUC includes a broad network of academics, researchers and civil society advocates, all of whom are active in the global Internet governance discourse. As ICANN seeks to boost its transparency and open data offerings, uptake among the community will be a key ingredient to the success of this programming. This program will train NCUC members in open information standards and, specifically, in how ICANN's information may be useful to their research and advocacy, and to promote the utilization of ICANN's information resources. This in turn should enhance buy in among the ICANN's community for enhancing open data, in a virtuous circle whereby robust demand for information creates an incentive for improvements to supply, and positive experiences in seeking information lead to stronger demand for more.

The application: This proposal is to develop a course for NCUC members on the utility of open information systems, with a specific focus on how the information made available through



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ICANN's Open Data Initiative, Information Transparency Initiative, and Documentary Information Disclosure Policy (DIDP) can be useful to their engagement in ICANN processes, as well as to their broader advocacy and research programming.

Experience suggests that strong transparency programming requires both supply side and demand side support. On the supply side, institutions must work to streamline and improve their information delivery mechanisms, including through expanding the volume of information available, but also through enhancing searchability, findability and accessibility. ICANN is currently working towards these goals through its Open Data Initiative and its Information Transparency Initiative, as well as through planned improvements to its DIDP system.

However, the value of these reforms to promoting robust accountability and boosting the policy debates that ICANN facilitates depends on this information being effectively utilized by ICANN stakeholders. Better practice among public sector institutions that are seeking to boost transparency is to combine reforms to information delivery mechanisms (supply side intervention) with demand side intervention, typically in the form of training and outreach to key stakeholders in order to inform them about the options for accessing information and to promote demand for the system.

This proposal will develop and implement a training for key stakeholders on what information ICANN makes available, on how this output is being enhanced through the Open Data Initiative and the Information Transparency Initiative, and how this information can be effectively utilized to support research and advocacy, particularly in terms of informed engagement with ICANN's decision-making processes. This will not only promote uptake for ICANN's transparency systems, but will also lead to enhancements to the systems themselves, since stronger engagement will lead to higher quality community guidance for how transparency could be further enhanced.

We request funding in order to support the development of this course, as well as to bring one trainer from the NCUC to ICANN63 to deliver the training. The course will also be published on <http://learn.icann.org/courses>, creating a permanent resource for interested parties, which will be distributed among the NCUC and NCSG and will be integrated into the NCUC's standard welcome package for new members.

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

Education - training

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

Pilot activity



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REQUEST OBJECTIVES

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

This relates to 5.2 of the Strategic Plan (Promote ethics, transparency and accountability across the ICANN community) since enhanced demand for ICANN's open data and transparency initiatives will boost the quality of stakeholder feedback received, improving them further in a virtuous circle.

It also relates to 5.3 of the Strategic Plan (Empower current and new stakeholders to fully participate in ICANN activities) by equipping community members with the tools to utilize ICANN's open information programming, which in turn will help them engage more effectively in ICANN's decision-making processes.

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

All ICANN regions

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

1. A written training course on open information at ICANN
2. A training for non-commercial participants on open information at ICANN

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

The primary metric for success will be registration for the course. We will administer a survey at the course's conclusion to assess participant satisfaction with what they have learned.

A longer term metric will be engagement with ICANN's open information resources. We will follow up with participants six months after the conclusion of the course to see whether ICANN's information resources have been integrated into their research and advocacy, and how. This will also be useful as an avenue for assessing which of ICANN's open information systems people are finding most useful.



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RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise):

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Travel for ICANN63	October 2018			
Resources for course development	June – September 2018			

Subject Matter Expert Support:

Yes – the course should be developed by someone with expertise in transparency, open data, data journalism, and ICANN's data processes specifically.

Technology Support: (telephone, Adobe Connect, web streaming, etc.)

Yes – for the course itself.

Language Services Support:

No – the course will be carried out in English.

Other:

Travel Support:

Yes

Potential/planned Sponsorship Contribution:

No