



## FY19 COMMUNITY REQUEST FORM

All questions and completed forms should be sent to [controller@icann.org](mailto:controller@icann.org). Please remember that the deadline for FY19 Budget consideration is 31 January 2018.

### REQUEST INFORMATION

Title of Proposed Activity

Development a Game for the Social Game Challenge, to be used as a Teaching Tool about the DNS

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**

Development of a board game/card game centering around the Domain Name System and Human Rights — specifically, how the DNS is important to safeguard freedom of speech and how censorship over the DNS is damaging to society and the internet. The game is to be used as a teaching tool and to be submitted to the Social Games Challenge a competition of Cybersalon Festival in the UK, organized by Middlesex University, as discussed at NCUC members mailing list. (<https://lists.ncuc.org/pipermail/ncuc-discuss/2018-January/043510.html>)

#### **Guiding Principles**

The game should be developed according to specific principles, so it can fulfill efficiently its purpose as a learning tool and as a competitor. The end product should be:

1. A teaching tool by which the value of freedom of speech can be conveyed, and by which people can experience the systemic consequences of censorship and limitation of freedoms;
2. Cheap and easy to produce, so it can be printed with minimal supplies in remote and



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underserved regions. Additionally, a large quantity of units could be produced with a minimal budget and then distributed in ICANN events.

3. Made available under a Creative Commons License, so it can be printed at home by teachers;
4. Be easily modifiable, so teachers can adapt the game to their specific cultural contexts and circumstances;
5. Be mechanically simple, so it can be used to teach children and teenagers under a restricted time schedule, while allowing for emergent complexity so it is replayable and can stand on its own as a game;
6. As much as possible, be available free of charge, and
7. Be easily understandable and have minimal text, so little efforts are expended in translation to other languages (which thus contributes to it being accessible)

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

Other: Development of a Teaching Tool

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

One time activity, to deliver a version of the game in time for the Games for Social Change Competition.

### REQUEST OBJECTIVES

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

We understand it addresses objective 4.3 ("Participate in the evolution of a global, trusted, inclusive multistakeholder Internet governance ecosystem that addresses Internet issues.") by supporting the Civil Society stakeholder group in the creation of new teaching tools.

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

The game should target an audience of kids 10 years and older, thus being usable by teachers, while also being entertaining for adults, in all ICANN regions.

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

1. Main Deliverable: Online documents in multiple languages with all the game assets and instructions, under a Creative Commons License, and



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2. Secondary Deliverable: Printed units of the game, to be distributed in ICANN events.

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

Number of downloads of the game assets and its placement in the Games for Social Change competition.

## RESOURCE PLANNING – INCREMENTAL TO ACCOMMODATE THIS REQUEST

Staff Support Needed (not including subject matter expertise): Designers for illustrations.

Description	Timeline	Assumptions	Costs basis or parameters	Additional Comments
Graphic Designer	Late April/Early May	Successful prototyping stage.	1.000 - 1.500 USD	Financial support can be cut down if ICANN provides a graphic designer from its staff.
Printing	Post-July	Finished game assets.	Undefined.	Printing costs will depend, above all else, how many units are intended for distribution and printing location. Impossible to define now.

Subject Matter Expert Support:

No

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

No.

Language Services Support:



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Yes, for translation of finished product.

Other:

While prototyping and development can be done with little financial costs (since it mostly depends on our voluntary work), designing the final game assets (such as card designs) would require the hiring of a professional. Should ICANN possess human resources to conduct this (aka, a graphic designer who can deliver us the assets once prototyping is done) then the amount of financial support required is drastically reduced.

Travel Support:

No.

Potential/planned Sponsorship Contribution:

No.