



Post-ATLASIII Survey Analysis & Recommendations

ATLASIII Reporting Group

9 June 2020

Acknowledgements

This report was developed by the Post-ATLASIII Reporting Working Group.

<p>Data Manipulation and Initial Analysis</p> <p>Alperen Eken (Staff) Daniel Nanghaka (AFRALO) Dev Anand Teelucksingh (LACRALO)</p>	<p>Analysis and Recommendations</p> <p>Cheryl Langdon-Orr (APRALO) Eduardo Díaz (NARALO – WG Chair) Heidi Ullrich (Staff) Joanna Kulesza (EURALO) Maureen Hilyard (APRALO) Nadira Alaraj (APRALO)</p>
<p>Final Report Edits and Assembly</p> <p>Alperen Eken (Staff) Cheryl Langdon-Orr (APRALO) Eduardo Díaz (NARALO – WG Chair) Heidi Ullrich (Staff) Maureen Hilyard (APRALO)</p>	

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[Q8a: Attending RALO monthly meetings is key to your understanding of RALO community engagement and activities; are you a regular attendee of monthly RALO meetings?](#)

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[Q9: Outreach and engagement are very important objectives for At-Large to help individual internet users understand what ICANN does and its scope of domain name policy issues. It is the role of our Ambassadors to explain to our communities how these issues could affect them - why should they care? What suggested actions could you take to reach out to your immediate community?](#)

[Q10a: A significant responsibility of At-Large is participation in ICANN policy activities in the interests of individual internet users. What policy topic/s would you be prepared to become involved in?](#)

[Q10b: Do you regularly attend weekly CPWG meetings?](#)

[Q11: At-Large needs active participants, but they need not be in official leadership roles like RALO Chairs or ALAC members. There are different levels of participation and leadership within RALOs and At-Large, as well as within the wider ICANN community. What skills do you bring to the work that At-Large does within ICANN?](#)

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EXECUTIVE SUMMARY

Preamble¹

The development of the ATLASIII program arose out of our own internal review as to the effectiveness of the current use of At-Large members to meet our policy advice development as well as outreach and engagement (O&E) objectives, including distributing relevant outreach and policy messages into their communities. While there has been a long-standing goal to expand our ALS numbers so that there is at least one ALS in each country, our principal goal at this point in time, as identified in our At-Large Review Implementation Plan, is to encourage those who join up, to engage in our work.

We need to build capacity and understanding of the work we do in ICANN. This will require increased work and resources in order to help both new and current members gain a better understanding of what occurs during ICANN's multi-stakeholder discussions and the diverse views that must coalesce in order to gain consensus. To enhance their understanding, we began 2019 at ICANN64 in Kobe, Japan with the introduction of more policy sessions into our ICANN meetings and brought other stakeholder groups into these discussions, The aim of this renewed focus on policy and multi-stakeholder sessions is to introduce At-Large not only to the diversity of ICANN community perspectives but also to look at any common ground.

Between ICANN65 in March 2019 and the Third At-Large Summit (ATLASIII) that took place during ICANN66 in Montreal, Canada, in November 2019, RALO leaders were encouraged to incorporate policy issues into their monthly meetings and to support pre-learning capacity building (CB) leading up to ATLASIII. A module of ICANN Learn courses designed for At-Large, and the production of reinforcing webinars provided appropriate resources for At-Large members to help build and strengthen the development of new knowledge among those who wished to be engaged and to participate in both ATLASIII as well as the policy and outreach and engagement work of At-Large.

This became an important focus for moving At-Large forward and developed into our vision for ATLASIII -*developing thought leaders and change agents who can enhance the contribution that At-Large can make in the ICANN of the future.* These new leaders are now known as the ATLASIII At-Large Ambassadors. ATLASIII started them on a journey toward full participation as policy and outreach Ambassadors of At-Large.

¹ Adapted from the Report by the ALAC Chair, Maureen Hilyard. ATLASIII, ICANN66, Montreal, Canada. (November 2019), p3. Background

About

This document reports on the Post-ATLASIII survey results, its analysis and recommendations. These last ones have been categorized under the following four key development areas of the [Post-ATLASIII Activities](#)²:

- Policy Involvement
- Capacity Building
- Outreach and Engagement
- Operations/Communications

Recommendations that did not fall within these key work plan areas were considered broader in scope and were categorized as “General”.

Oral interviews, video interviews and participants exit surveys and reports were also taken into consideration and were also analyzed and recommendations generated.

It must be noted that while this analysis and accompanying recommendations are based mostly on the survey results of a good majority of the ATLASIII participants, these responses reflected the views of only a small representation of the At-Large community who matched a set of criteria which was established to select those who could apply for an ATLASIII scholarship.

Participants

Initially, 60 attendees were selected but this number of the total selected, due to various visa and personal issues, was reduced by 17 participants. Therefore, a total of 43 attendees participated in ATLASIII.

Other relevant statistics include: 30% were female, 81% completed the survey, 61% participated in the oral interviews and 75% turned in the exit report. See the following table for more detailed information.

ATLAS III (SELECTEES) PARTICIPATION ANALYSIS								
Original applicants	Qualified applicants	Selected	Dropouts (Visa)	Dropouts (Personal)	Attended ATLAS	Female	No Survey	No Report
86	68	60	10	7	43	13	8	11
Prelearning Program of five ICANN Learn courses (or webinars) set as pre-requisite	Criteria set by the LDT *ALS member *Completed Pre-learning Courses *Current Engagement	AFRALO 19	7	0	AFRALO 12	2	2	3
		APRALO 20	2	2	APRALO 16	6	3	1
		EURALO 6	0	1	EURALO 5	2	0	1
		LACRALO 13	1	4	LACRALO 8	3	2	6
		NARALO 2	0	0	NARALO 2	0	1	0

Figure 1: ATLASIII Participation Analysis

² See section IV in the following document for more details: <https://community.ICANN.org/display/ATLAS3/Post-ATLAS+III+Activities>

In addition to the ATLASIII participants, a number of ATLASIII Coaches, experienced At-Large leaders, took the survey, too. However, their responses were not taken into consideration in the majority of this report since the survey was focused mostly on getting reactions from the ATLASIII selected participants. Exceptions to this have been clearly indicated in each of the survey results.

General Recommendations

A summary list of the overall recommendations are as follows. Other recommendations are categorised under each of the following survey questions according to the four key areas of the [Post-ATLASIII Activities](#).

What follows are set of overall recommendations that described the essence of this report:

1. **Inclusion of ATLASIII At-Large Ambassadors at the Regional Level and At-Large Level** -Include ATLASIII At-Large Ambassadors within the regions on an ongoing basis to ensure streamlining especially with regard to Capacity Building (CB) and Outreach & Engagement (O&E) activities. As these activities are strengthened, they will serve as stepping-stones to greater activity in the policy advice development process.
2. **Facilitate Networking** -Encourage networking between and among the ATLASIII At-Large Ambassadors and other community members to help them engage in a more effective and efficient manner in order to utilize their unique skill sets, energy and local and regional members networks.
3. **Data Collection** -Collect data on a regular basis from ALSes and individual members on their level of activity and ICANN policy issues of interest. The data will be utilized for purposes of targeting information as well as possible assignment of coaches or mentors as well as identifying capacity building needs. The data could be collected through a survey carried out in collaboration with Regional Leadership and staff.
4. **Participation Toolkit** -Create an At-Large catalogue of ICANN O&E tools, including ICANN Learn courses, webinars and videos, that address policy issues, capacity building needs and efficient outreach and engagement skill building. Consider incorporating new media technologies into the capacity building tools.

Final remarks

This report should be used as one of the main sources of information when developing Capacity Building, Outreach & Engagement, Communications and Policy Engagement working plans. These plans should be geared to support and guide this new breadth of leaders – ATLASIII At-Large Ambassadors -through the At-Large Journey shown in Figure 1. Some of the

information captured in the survey could also be used as the starting point for future metrics to determine progress while working plans are implemented.

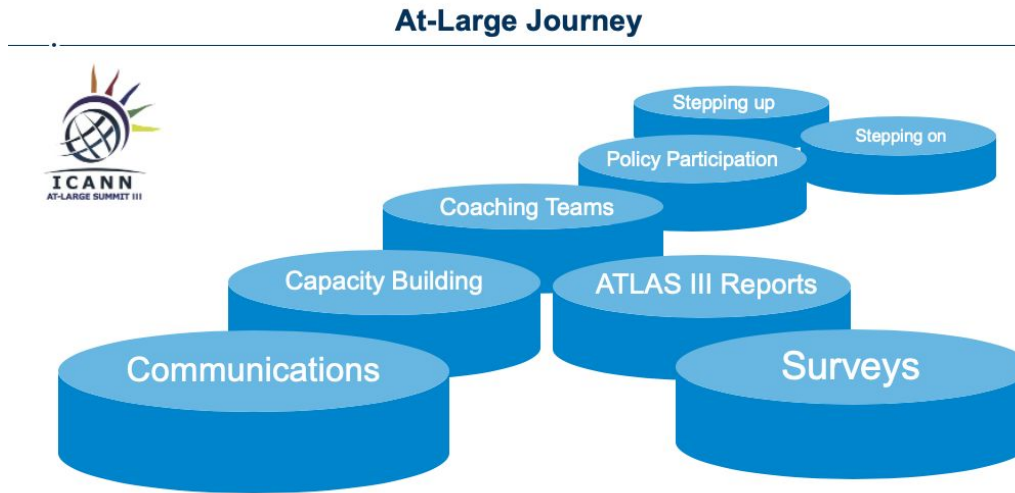


Figure 2: At-Large Journey

Finally, Figure 2 demonstrates the most important and significant outcome of the ATLASIII event. Participation in the At-Large Consolidated Policy Working Group (CPWG) increased by 50% immediately after the event was held. The significance of this fact validates the success of the ATLASIII program in providing adequate capacity building preceding the course, incorporating and enhancing the value of this knowledge in the participation process as part of the course program, thus resulting in engaging more individuals in policy work within ICANN.

The 50% increase in participation in the CPWG meetings has been steady since then, although COVID-19 did appear to have some impact from March 2020. Also, noticeable has been increased participation in other At-Large meetings, such as monthly RALO, Outreach and Engagement and Capacity Building meetings by ATLASIII At-Large Ambassadors, as well as of sessions of ICANN’s first virtual meeting, ICANN67.

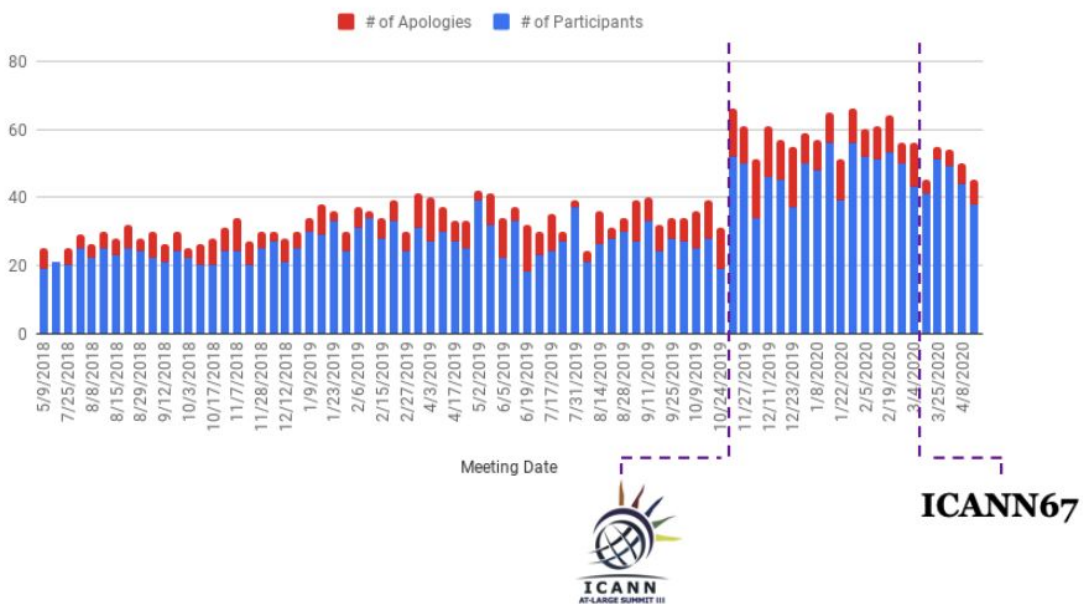


Figure 3: Number of Participants in CPWG

SURVEY ANALYSIS & RECOMMENDATIONS

This section provides detailed results of the survey for each question. An analysis of the actual data was performed, and recommendations are provided accordingly.

Oral and video interviews’ results, and a report summary are included towards the end of the section. Based on these, analysis and recommendations are presented.

QUESTIONS

Q0: Did you serve as a coach during ATLASIII?

Results

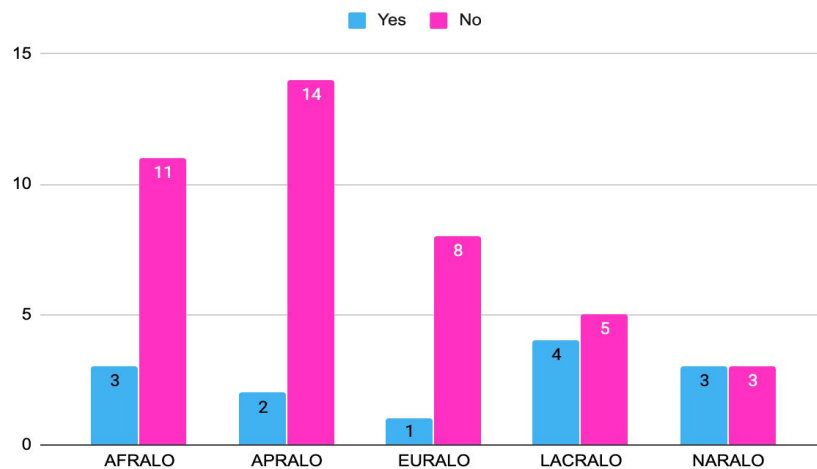


Figure 4: Question 0 data results

Analysis

The final number of Coaches in ATLASIII depended on many factors such as their availability to support the event while attending other commitments at the ICANN66 meeting, language requirements, etc. These factors could also have contributed to the unevenness in the regional representation. Coaches were mostly distributed across the break-out groups based on their language sk

ills. Regional origin was not a major factor in this distribution since break-out groups were regionally balanced to start with.

Overall, 30% or one-third of the total participants were Coaches which was the target set by the facilitator. This part of the survey shows that the target was met.

Recommendations

General

- Maintain the one third (30%) ratio of coaches to participants in similar future events.

Q1: Your RALO

Results³

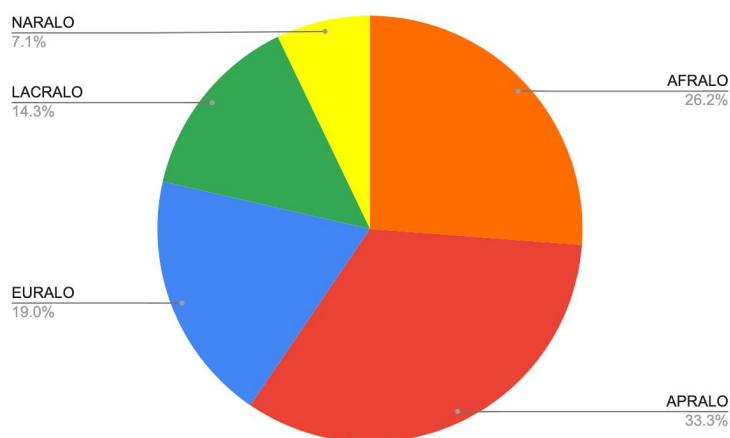


Figure 5: Question 1 data results

Analysis

The final number of participants of each RALO in ATLASIII depended on many factors. Some of these were: the total number of people who submitted applications from each region, the strict criteria established for the program and the number of visas approved, among others.

These factors could have contributed to the unevenness in the regional representation. The results presented here show that there was a good representation from the APRALO and AFRALO regions indicating that 60% of the applications came from those areas.

Recommendations

Outreach and Engagement

- Survey all regions to better understand what challenges At-Large members regularly face that prevent them from participating in ICANN events similar to ATLASIII.

³ These results do not include RALO Coaches.

Operations/Communications

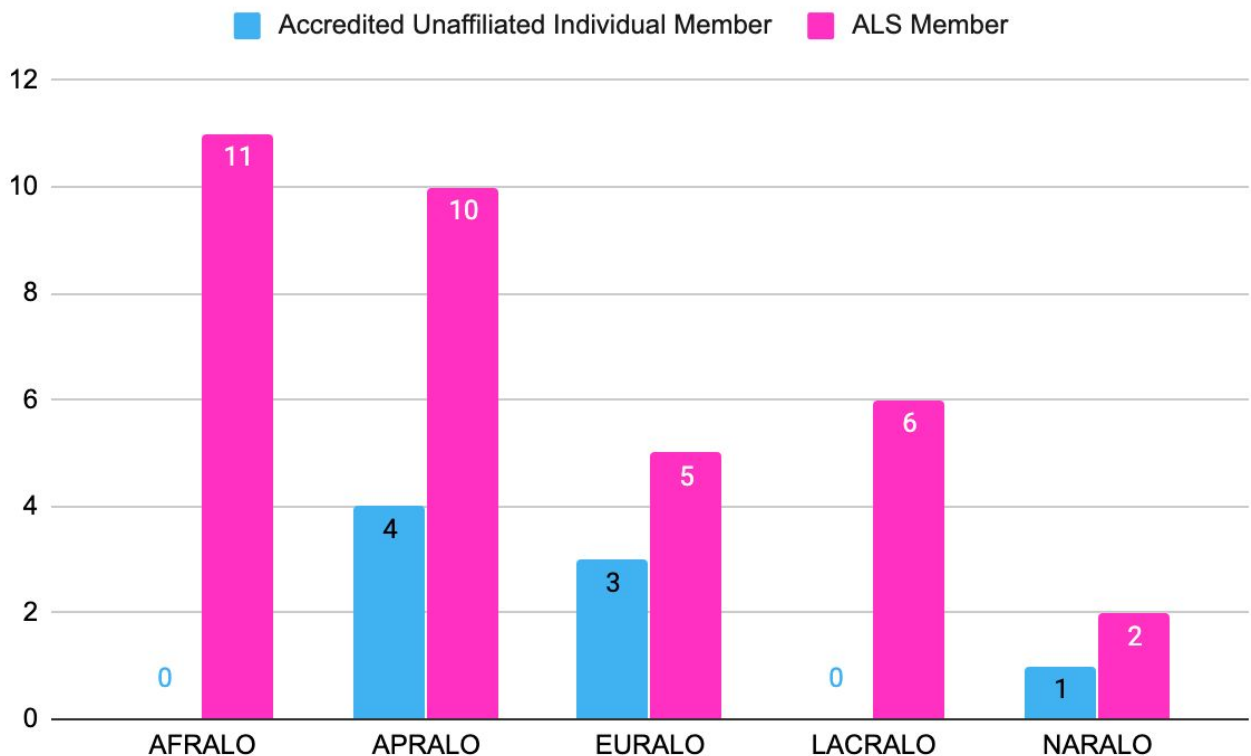
- Survey all regions to determine and help prioritize the best channels of communication used that motivated people to apply to the ATLASIII event.
 - Include which message content was the most appealing and ask why.
 - Include “word of mouth” in the possible channels of communications.

Q2: What type of affiliation do you have with your RALO?

Results⁴

	AFRALO	APRALO	EURALO	LACRALO	NARALO	At-Large
ALS Member	11	10	5	6	2	34
Accredited Unaffiliated Individual Members	0	4	3	0	1	8
ALS members who were coaches	2	2	1	4	2	11
Individual Members who were coaches	1	0	0	0	1	2

Figure 6: Question 2 in total numbers



⁴These results include RALO Coaches.

Figure 7: Question 2 data results

Analysis

The data gives some indication of the current status of membership policies within the different RALOs with respect to ALS and accredited unaffiliated⁵ Individual members and reflects only those who applied and were selected for the ATLAS-sponsored program.

Recommendations

General

- It has been a long standing requirement since the [2008-2012 ALAC Review](#) that each RALO will include in their Rules of Procedures to allow for Individual members (unaffiliated with any of the RALOs ALSes) to join and participate as part of At-Large within their ICANN geographic region. Currently, each RALO has a process either in place, or about to be implemented.
- Based on the situation in the RALOs and the ATLASIII data, there is significant opportunity to increase the number of Individual members across At-Large. Ideally, there might also be some harmonization in the policy related to Individual members across the RALOs.

Policy

- Develop a process to proactively request suggestions and opinions from ALSes on Policy issues.

Capacity Building

- Develop a webinar as soon as new Policy issues are brought up for discussion in the [At-Large Consolidated Policy Working Group](#) (CPWG).
 - Would help participants to understand the issue and why it is important to the end-user.

Outreach and Engagement

- Survey all regions to better understand what challenges At-Large and Individual Members regularly face that prevent them from participating in ICANN events similar to ATLASIII.
 - The survey should focus primarily on those challenges that do not include financing or problems with Visas. For example, it should focus on language interpretation, lack of Internet access, poor on-boarding documentation, lack of knowledge, etc.

⁵ At the time of this report the current unaffiliated numbers by RALO are NARALO (31), EURALO (58), APRALO (27), AFRALO (17), LACRALO(0)

- At-Large Ambassadors should reach out to their respective RALO Leadership when suggestions and opinions on Policy issues are required from their regions.

Operations/Communications

- Survey At-Large Ambassadors to determine the best channels of communication that could be used to encourage people to join At-Large
 - Check any effective mechanisms that encouraged their participation in ATLASIII.
 - Incorporate any relevant results into the At-Large Communications Strategy.

Q2b: If you are an ALS member, are you among the current or previous leaders in this ALS?

Results⁶

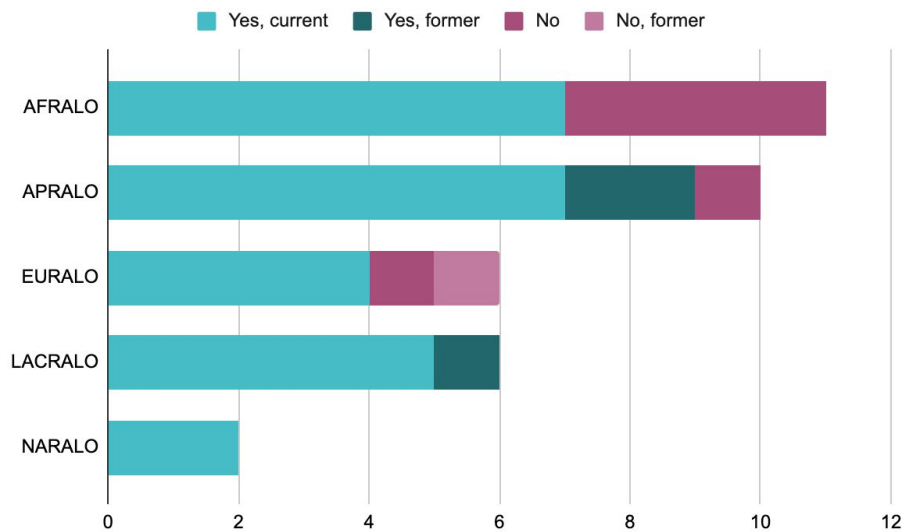


Figure 8: Question 2b data results

	AFRALO	APRALO	EURALO	LACRALO	NARALO	At-large
Yes, current	7	7	4	5	2	25
Yes, former	0	2	0	1	0	3
No	4	1	1	0	0	6
No, former	0	0	1	0	0	1

⁶ The results include RALO Coaches.

Figure 9: Question 2b in total numbers

Analysis

The data clearly indicates strong participation from those in current and previous ALS leadership roles (80%). It can be assumed that this group might be better placed to send out messages about ICANN and At-Large as At-Large Ambassadors.

Recommendations

General

- Increase the foundation work of focus on training Community Leaders new and otherwise to ensure a plethora of suitable leadership and role-taking (not everyone needs to be or even wants to be a Leader in the sense of allocated role(s) to be contributive and rewarded as an effective volunteer in At-Large) so that churn through these then well qualified, confident and capable candidates is ensured.
- This will also allow for greater numbers of community members to be upskilled and discover skill sets and experiences that can assist them in ways outside of ICANN, and act as rewards beyond those of merely the "role-based `ones (without the risk of poorly committed or capable appointments being made.)

Q3: Which Global Stakeholder Engagement (GSE) office supports your country?

Results⁷

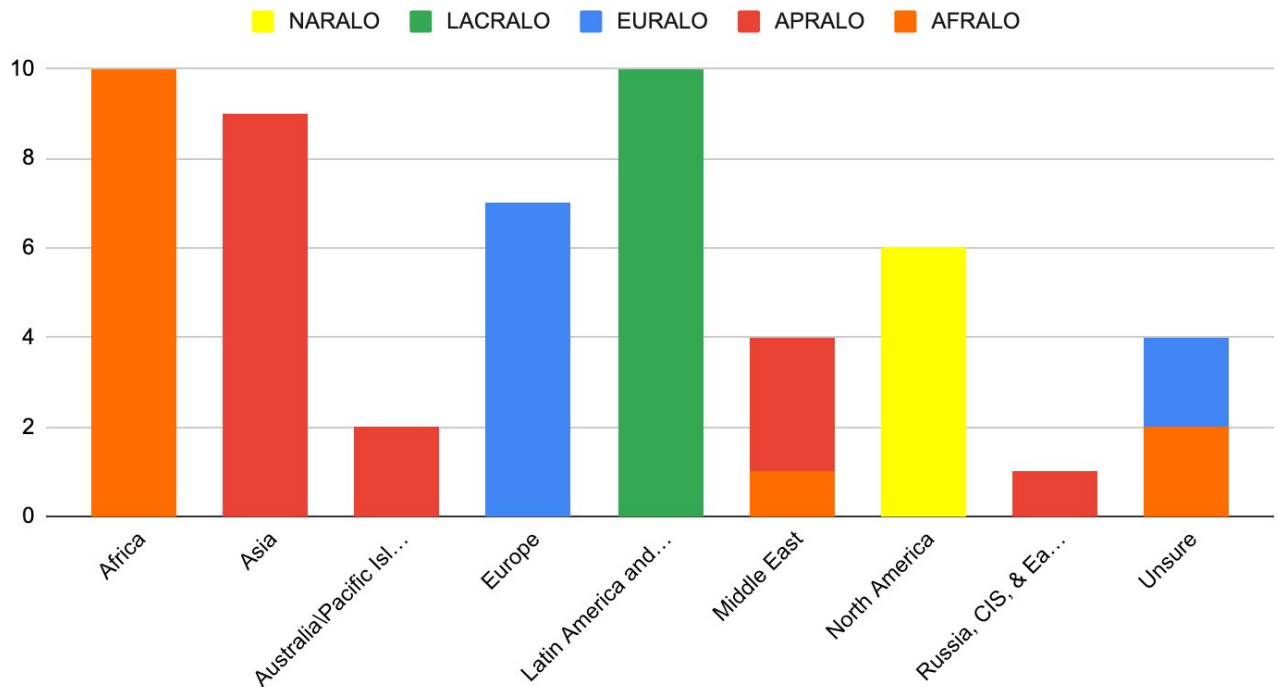


Figure 10: Question 3 data results

Analysis

The results highlight the diversity of countries present in APRALO, AFRALO, and EURALO. The data also suggests that there is a need for greater awareness of the geographical coverage of GSE offices.

Recommendations

Operations/Communications

- Distribute and post on relevant At-Large web and wiki sites a list of countries covered by each GSE office as well as the GSE Managing Director or Regional Vice President associated with each region and their contact details.

⁷ *Note: The results include RALO Coaches.

- In addition, Regional Leaders, GSE and At-Large staff to work on a gap analysis that identifies countries in each GSE region that have no current ALS or At-Large Members. This information is to be included in more targeted O&E plans.

Q4: After taking the pre-ATLASIII capacity building courses and participating in ATLASIII Montreal, how do you rank your level of understanding of the At-Large role in ICANN?

Results⁸

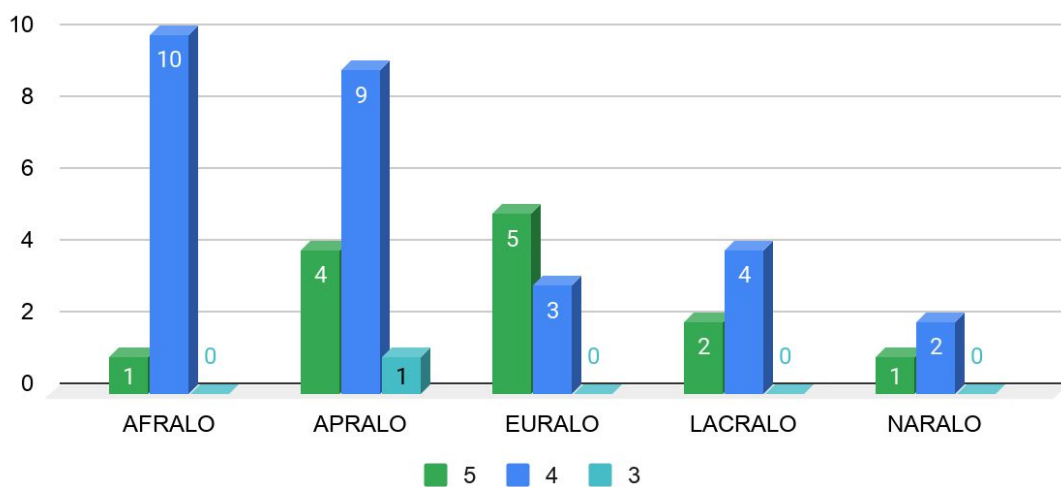


Figure 11: Question 4 data results

Analysis

The data clearly indicates that pre-ATLASIII preparation was successful in attaining and understanding of the At-Large’s role in ICANN by the participants.

Recommendations

Capacity Building

- Apply the same capacity building model used in ATLASIII when preparing participants for General Assemblies or similar future events where prior knowledge and preparation is required.

⁸ *Note: These numbers do not include RALO coaches.

Outreach & Engagement

- O&E Regional Liaisons should work with their Regional Leadership and staff to follow-up with participants in future similar events about which specific manner(s), (i.e. ICANN Learn courses, webinars, etc.) they used and found most useful.

Q5: How do you rank your general understanding of Supporting Organisations (SOs) and Advisory Committees (ACs) in ICANN?

Results⁹

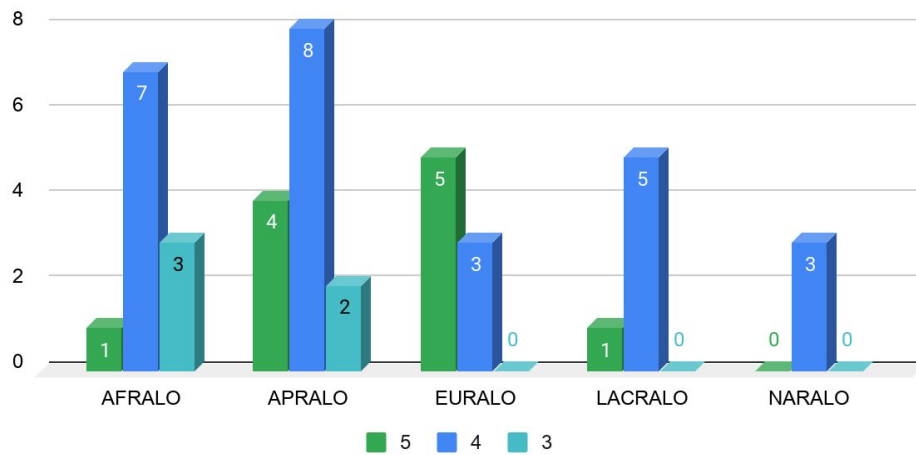


Figure 12: Question 4 data results

Analysis

The results indicate that those who attended the sessions have a fairly good understanding of how the SO/ACs operate but need a little more information to further improve their understanding.

Recommendations

Capacity Building

- In collaboration with the ALAC Liaisons to the ccNSO, GAC, GNSO, SSAC, review webinars and ICANN Learn Course content and delivery to improve the understanding of how the SO/ACs operate.

⁹These numbers do not include RALO coaches.

- Expand the previous recommendation to explain why their roles are important to end-users and the importance of having Liaisons on our ALAC Leadership Team Plus (ALT+).
- Hold an At-Large Capacity Building webinar focusing on the roles and responsibilities of ALAC Liaisons.

Q6: At-Large represents the interests of individual internet users within ICANN. As an ATLASIII participant attending the ICANN meeting in Montreal, what issues did you find of relevance and interest to you? (for example, accountability, security, EPDP/GDPR)

Results¹⁰

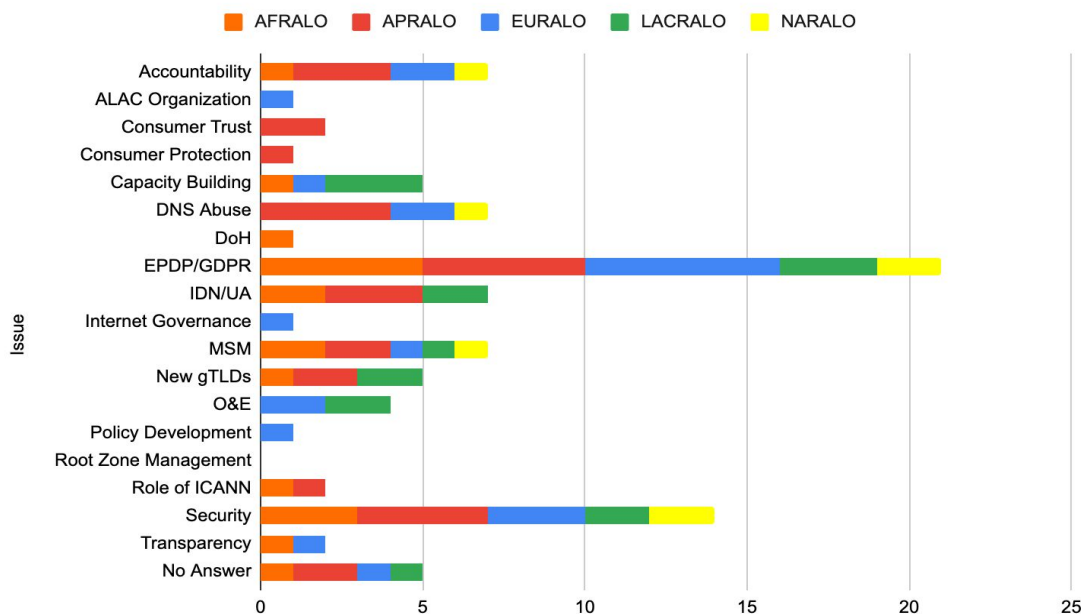


Figure 13: Question 6 data results

Analysis

- As noted in Figure 16, the survey data identifies EPDP/GDPR, Security, Accountability, DNS Abuse, and MSM as being the most relevant and interesting policy topics for ATLASIII participants. At the same time, the data also shows their diverse scope of policy interest, indicating significant potential growth in policy engagement and expertise within At-Large.

¹⁰These numbers do not include RALO coaches.

Recommendations

General

- Establish an Ambassador Progress Tracking System that identifies for each Ambassador, their areas of interest, current expertise.
- Increase expertise of individuals in other policy issues through capacity building and mentoring activities.
- In addition, progress along the [At-Large Journey](#) established during ATLASIII would be tracked in the areas of communication, capacity building, coaching teams, and policy participation.
- Periodic reviews, including possibly annual "At-Large Ambassador Reunions" would recognize the work and achievements of the Ambassadors.

Capacity Building

- Use survey results to build capacity building strategic plans, Webinars and Policy Development topics for use within both Regional and ALAC/At-Large programs.
- Develop coaching and mentoring programs that focus on strengthening the ability of Ambassadors to effectively contribute to PDPs in the identified policy areas.
- Develop webinars focusing on the policy issues of greatest interest and relevance to Ambassadors.

Outreach and Engagement

- Develop outreach and engagement materials focusing on the policy issues of greatest interest and relevance to Ambassadors.

Q7a: Pre-ATLASIII preparations involved the completion of some ICANN Learn courses. Did you find them (or the equivalent webinars) helpful/useful?

Results¹¹

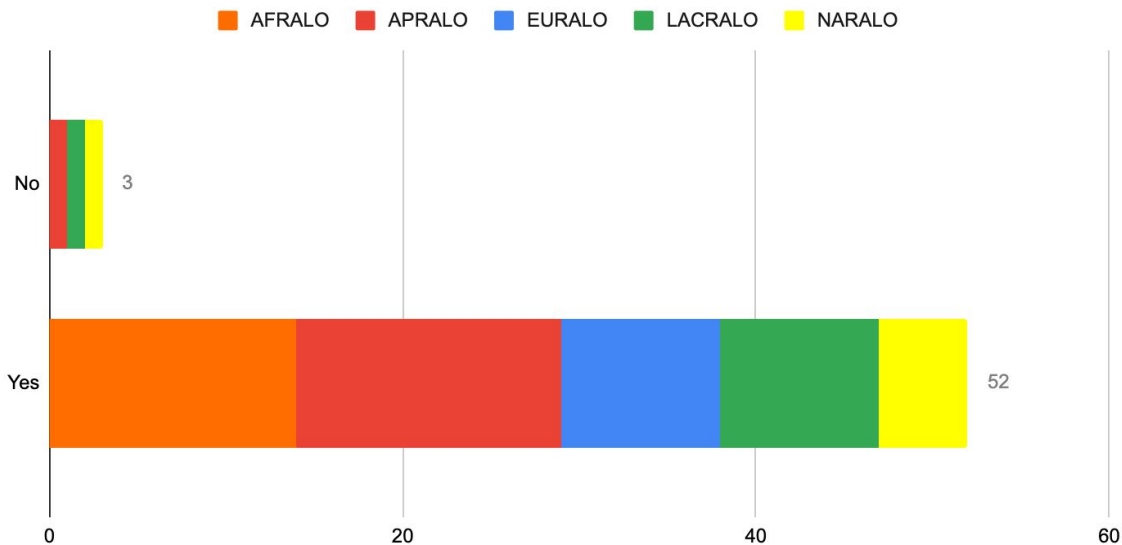


Figure 14: Question 7a data results

Analysis

The data shows that 93% of the ATLASIII participants found the ICANN Learn courses offered helpful/useful.

It is noted that some of the ATLASIII participants were among the more experienced members of the At-Large community who had applied to access ATLAS Travel funding. Within the 7% that responded “NO” there may have been a subset of people who already knew and/or were very familiar with the information in the online courses or the webinars.

Please refer to Question #7b for specific ICANN Learn improvement ideas suggested by the participants.

Recommendations

Capacity Building

- Review webinars and ICANN Learning Courses content and delivery to improve the understanding of how the SO/ACs operate. Expand these to explain why their roles are important to end-users and the importance of having Liaisons on our ALAC Leadership Team Plus (ALT+).

¹¹These numbers do not include RALO coaches.

Q7b: Do you have any suggestions regarding what ICANN Learn courses would help newcomers understand how At-Large works within ICANN?

Results

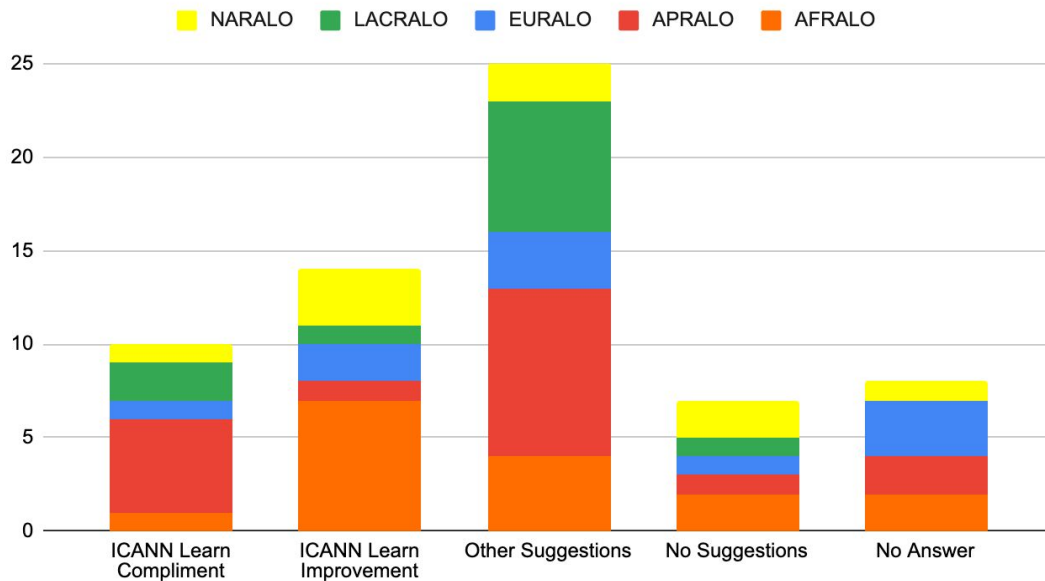


Figure 15: Q7b results

Analysis

Those who responded, provided good feedback to designing the framework of ICANN Learn courses. Comments follow:

ICANN Learn Improvements (verbatim)

1. Specify the time needed to complete the course
2. Infographics and some case studies
3. Maybe quizzes in the form of Kahoot/Socrative, etc.
4. By providing contact details of experts
5. I think that it is necessary to organize conference calls for Q&A sessions that will allow newcomers to have an interlocutor after courses, for instance, to shed light on unclear facts.
6. Convenient, interesting format with a mixture of textual content, videos, and quizzes.
7. Textual content might work better for some than videos
8. ICANN Learn courses should put more emphasis on the roles of the heart of ICANN's policymaking (multi-stakeholder model)

9. Publish more content for non-anglophones.
10. Too much technicality. Maybe bearing in mind that we have MORE internet end users than the experts or technocrats should help to frame information about ICANN as they constitute the larger block and the source of finance for ICANN because of their patronage.
11. Add options to adjust the speed of video playback
12. The same courses with evaluations at the end, or a practical exercise where the acquired knowledge should be applied.

Suggestions (verbatim)

1. At-Large in DNS coordination
2. How to get engaged in working groups and become an active participant from observers.
3. Another ICANN Learn course presenting the materials and the courses that will be presented in ATLASIV before the its actual, in-person program
4. History of At-Large: pre and post IANA transition evolution
5. Supporting the multi-stakeholder model. This course would be practical demonstrating how ICANN supports diverse stakeholders in a number of ways e.g. language support, real-time text transcription, childcare, accessibility for persons with disability, complaints-handling etc. It is useful to bring all these elements together as an introductory course explaining what these supports are and why they are important for improved participation.
6. Creating content for the different RALOs separately to help newcomers understand these RALOs' roles in depth.
7. Information on IANA and videos on the DNS
8. Course on the process of how an ALS or individual can become part of ICANN.
9. Clear, precise methodology for policy development within ICANN
10. There should be a brief onboarding by leaders.
11. A more practical learning course about "reporting" would help. I guess technical issues could be more detailed.
12. Develop a lot of simple content on the hot topics at the ICANN level.
13. Anything related to the ICANN ecosystem to facilitate understanding. Additionally, to make an introduction to domain name registrations (gTLD, ccTLD)

14. An At Large Practicum would be ideal, which is basically a course that brings together various participants and simulates how an At-Large working group solves a policy issue in ICANN
15. ICANN Learn needed current situations and happenings. That is what I feel is lacking. Examples help to relate more to the topic and stay in mind longer.
16. Multi-stakeholder model evolution, policy development process.
17. Updating the community onboarding materials that could be packaged as an ICANN Learn course
18. At-Large Capacity Building Webinars
19. Completion of these courses should be recommended as a general background for all ALAC participants

Recommendations

Capacity Building

- Use survey results in capacity building strategic plans, Webinars and Policy Development topics for use within both Regional and ALAC/At-Large programs. Share the suggestions for ICANN Learn improvements and topics with ICANN Learn staff.

Q7c: What other ICANN Learn course(s) do you think would have helped you to prepare better for ATLASIII?

Results

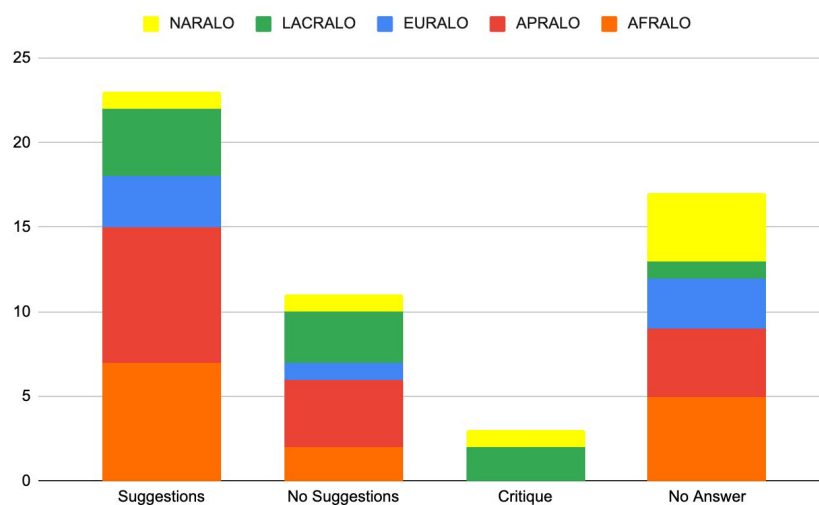


Figure 16: Question 7c

Analysis

The data indicates that 42% of the participants made suggestions to improve the ICANN Learn Course. Suggestions follow (verbatim):

Suggestions

1. Policy-Writing-Course	16. IDN
2. Security	17. Onboarding-GNSO
3. PDPs	18. Internet-Governance
4. More detailed content on technical aspects	19. Negotiation or communication techniques
5. Onboarding-AC/SOs	20. B2B approach
6. Management-skill-courses	21. Practical training
7. The role of At-Large within ICANN and in the realization of the bottom-up model	22. Engagement, and ownership (?)
8. EPDP Update	23. Empowerment
9. General ICANN Introduction course.	24. Cyber Activism
10. Unconscious bias	25. Onboarding-IPC
11. Privacy	26. Visual Guide to the History of the Internet
12. Some technical courses on current issues (DNSSEC, GDPR, RDP)	27. Digital Trade and Global Internet Governance
13. Democratization processes and inclusion of indigenous peoples and nationalities.	28. Internet Diplomacy
14. Onboarding-ccNSO	29. Get to Know ICANN for Business
15. Basic technical information	30. How to get involved

Recommendations

General

- Summarize and clarify suggestions, and recommend to ICANN Learn management to take into consideration these suggestions when developing future ICANN Learn courses.

Capacity Building

- In collaboration with the At-Large Consolidated Policy Working Group (CPWG), Outreach and Engagement SC (O&E-SC) and the Capacity Building Working Group (CBWG), take into consideration suggestions while developing Capacity Building Plans for At-Large.

Q8a: Attending RALO monthly meetings is key to your understanding of RALO community engagement and activities; are you a regular attendee of monthly RALO meetings?

Results¹²

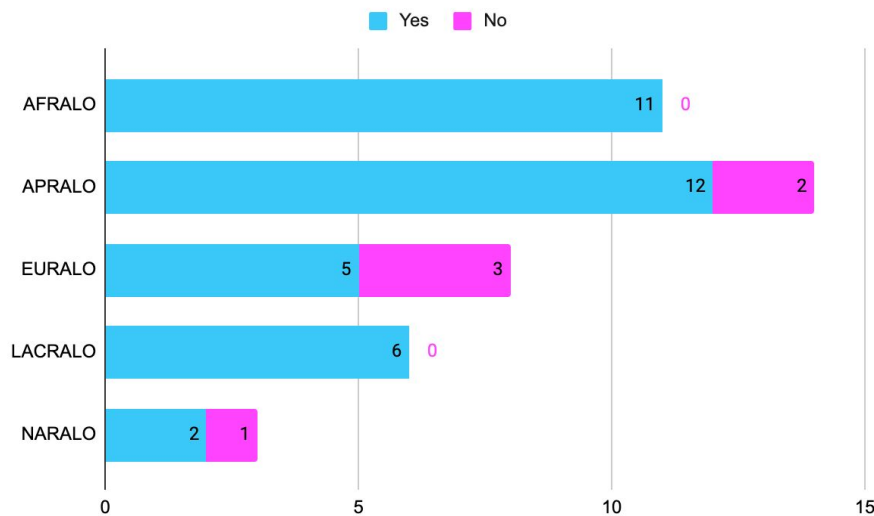


Figure 17: Question 8a data results

Analysis

The data shows that 86% of the participants are regular attendees of monthly RALO meetings. This is an indication that a majority of ATLASIII participants are engaged with their regions.

Recommendations

Capacity Building

- Take into consideration suggestions in Q7c while developing Capacity Building Plans for At-Large.

Outreach & Engagement

- Regional Leaders and the members of the Subcommittee on O&E should include specific steps to keep current At-Large members active by providing updates on current policy issues and new learning opportunities during RALO monthly calls.

Operations/Communications

- Use regional monthly newsletters and social platforms to communicate to At-Large what new learning opportunities, from the perspective of At-Large, exist in ICANN. This will help At-Large understand what they are supporting and why, from what they are learning. It is important for bringing the end-user perspective into ICANN discussions.

¹² These numbers do not include RALO coaches.

Q8B: How many RALO monthly meetings did you attend in 2019?

Results¹³

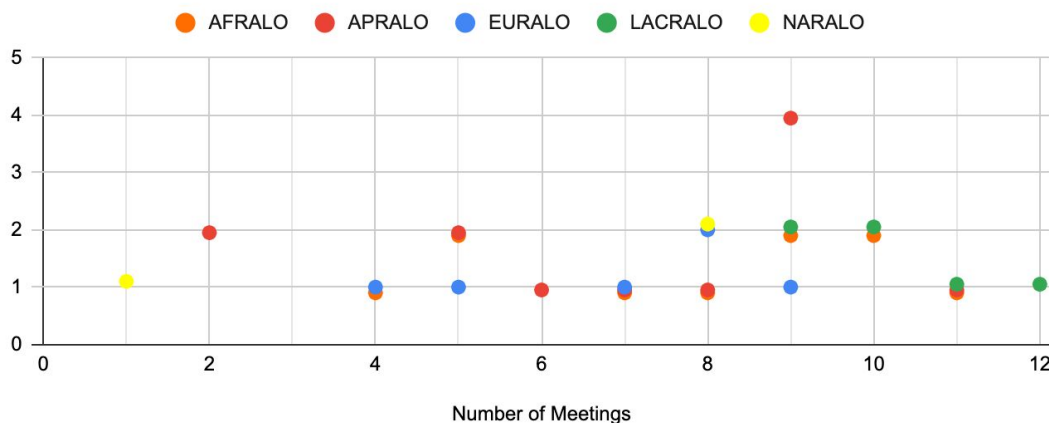


Figure 18: Question 8b

Analysis

The table shows a dispersed participation in regional meetings. Majority has participated between 4 to 11 meetings a year and participants from LACRALO attend more RALO meetings.

Recommendations

Policy

- Work in conjunction with the Capacity Building Working Group to help develop content for a series of snippets Webinars (i.e 20 minutes duration or less) to explain and/or update participants policy issues. The production of Podcasts should be considered as well.

Capacity Building

- Use results from the O&E survey (see below) to develop a series of snippet Webinars (i.e 20 minutes duration or less) to be used during monthly RALO meetings. The idea is to use these to maintain/increase participation in regional monthly meetings. The production of Podcasts should be considered as well.

Outreach & Engagement

- Survey each region independently to determine what ICANN-related topics they would like to discuss during their regional monthly call.

Operations/Communications:

- Use regional monthly newsletters and social platforms to motivate/increase participation in their corresponding regional monthly meetings.

¹³ These numbers do not include RALO coaches

Q9: Outreach and engagement are very important objectives for At-Large to help individual internet users understand what ICANN does and its scope of domain name policy issues. It is the role of our Ambassadors to explain to our communities how these issues could affect them - why should they care? What suggested actions could you take to reach out to your immediate community?

Results

Suggestions (verbatim)

1. Develop a public day of outreach on the functioning and governance of the Internet.
2. Will write to ISOC chapter members, possibly post an article in the blog and engage in this work in other ways
3. Community engagement actions in different stages: organizing workshops, training, webinars.
4. Respond to current (local) news regarding Internet Governance, explain why ICANN react in the specific way, explain ICANN's remit
5. To keep up my efforts within the Tunisian Chapter of the ISOC and to participate at local events such as the IGF
6. Reaching out to key stakeholders and attending I* events
7. Taking more leadership roles among other related organizations so that the Ambassadors can reflect more of the Internet end users' concerns at ICANN processes.
8. Coming from a not so well represented community, the SEE region, I would contribute in building awareness of ICANN at the region, especially to universities in order to increase youth participation, but also to the government due to my current position as advisor to the minister of justice, and I would highly contribute in recruiting new members from this region. As a former SEEDIG Programme Committee, planning to continue getting involved at SEEDIG, I will use this position into increasing the involvement of this community at At-Large.
9. Organize engagement / outreach events.
10. My priority has and will continue to be in policy development, not outreach activities, however paying attention to the framing of issues or questions relevant to policy development is also just as important for outreach purposes.
11. I am not an Ambassador. I participated as an incoming ALAC MEMBER, but I agree with the last exercise carried out where Ambassadors themselves were asked about actions they

thought they could take to perform their function as such. If they could only carry out 50% of the tasks assigned, that would be a success.

12. While I am based in Australia, I work globally. As At-Large relates to the end-user and diversity in the multistakeholder model is encouraged, I will explain to under-served and under-represented groups such as persons with disability, the importance of having their voice heard through At-Large at ICANN. I will encourage (and have already encouraged) persons to apply for an ICANN Fellowship to learn and become engaged. Avenues to do this include presence and presentation at key regional events in the Asia-Pacific region.
13. An upcoming example is the APrIGF in May 2020. Digital literacy and capacity-building should be an integral part of the development of community networks.
14. We are believing for to have the next Billion Internet users across the Global so it is my role as an At-Large Ambassador to take the lead in my community and let them understand the Role of DNS ecosystem with ICANN and how they can participate to make it better. Immediately i concluded my AT- Large Ambassador role i came back and started a University Engagement Program in Uganda Institute of Information and Communications Technology(UICT) where i engage students and Staff into what the Role of ICANN is in the Internet Ecosystem. Next year i will be partnering with other Universities like Makerere University and Kyambogo University to further my Engagement.
15. I will forward this message to my local community people by arranging events and seminars onsite or online . Aside I will also organize outreach workshops through my ALS to explore the engagement of individual Internet users.
16. Workshops, Roundtables, blogs
17. National Youth IGF hubs - meetings of students with ICANN representatives (for example, we did organize such hub in Kyiv university during Natalia Mochu visit to Ukraine
18. I will be directing my attention towards participating in NARALO outreach and engagement activities in 2020.
19. At ISOC Mali, we will undertake "demystifying" campaigns on the domain names through our various channels of communication (WhatsApp, Telegram, Twitter, Facebook, website). This would be a series of questions on domain names to which members will attempt to give answers, after which a coach will provide clarification.
20. To organize targeted awareness-raising activities at the local level (example: potentially adding an activity during the next IGF of ISOC Quebec in 2020, project dedicated to the operation of infrastructures and related organizations, establishment of a platform of "popularization" targeting a young population - secondary school and university)

21. Conducting lectures at universities or professional organizations also One-to-one works well to recruit newcomers
22. Social media
23. Share updates during the meetings of my ALS
24. Update ICANN information (monthly report by regional GSE, quarterly reports by At-Large representatives, ..) on the ALS website. Semiannual meetings to introduce At-Large and ICANN to ALS members.
25. Simplify application processes to be part of ICANN, they are very complex; Specially, it should be clear who approves that and what documents are needed to achieve that goal.
26. In a country having a number of islands and needs to be visited, I think the capacity to conduct outreach and engagement in person will be a primary key to more people being aware and engaged within the discussions.
27. I have executed/been working on various engagement activities through my ALS leading to the ICANN68 meeting in Kuala Lumpur. For example, I am working closely with the ICANN regional office in Singapore to make sure we are able to maximise the participation of the local community at the event. Other than that, I am also working with Ali and Lianna of APRALO to plan perhaps a day 0 event to involve newcomers particularly in Asia Pacific/Malaysia at the ICANN meeting
28. Engagements of various stakeholders in the respective ICANN constituencies - and get all the local stakeholders to learn about ICANN, thus can attend ICANN68 KL
29. Through our local events and regular meeting
30. It is the only way to effectively participate in ICANN. There are many immediate forms of contact, I think the region should decide on one or two.
31. To attend and participate in ICANN meetings.
32. Webinars in the Asia/Pacific timezone on topical issues
33. Address issues that are of interest to the community that are in the scope of ALAC - for instance local content and universal acceptance, user role in policy definition, etc.
34. I normally talk about ICANN with my community, at schools, teaching MBA, in my business associations (one also became a member of BC-GNSO name ABES-Brazilian Association of Software Companies) and I believe it is quite relevant to this constant work. We could have more regional meetings where our experience could be shared when in our country for instance. Engagement groups could promote more regional events in Universities for instance - less cost since no need to rent a place - and invite people from that country to talk.

35. First, to share our experience at ATLASIII, then to organize monthly workshops for my community on well-defined subjects related to the ICANN ecosystem.
36. To make ICANN's useful resources available to them
37. We regularly call and conduct training courses and technical training on ICT, we take advantage of these spaces to add topics on the Internet ecosystem, the multi-stakeholder model, introduction to domain name registrations and how the Internet works (DNS mainly). We will continue with these actions within the community, as it is increasingly important for users to learn the operation and especially to learn things related to the privacy of their data in domain registrations (Whois), among other issues.
38. Organization of biannual awareness-raising sessions, communication in the media at the local level. Participation in fora around a stand...
39. Continuous engagement by way of information dissemination, use of social media and sometimes face to face interactions or meetings
40. Have tried read-outs but didn't find they attracted enough newcomers. Have contacted local academics offering to speak to students in relevant classes. Would like to organize a local workshop but that would require funding that is not, as yet, available.
41. This is not a brief answer. And it is not the same answer for the whole Region. Identify the most important issue in your region, prioritize what you found, define the Target (different levels of students, companies, professional associations, etc.). Create specific projects, and implement them. This should be coordinated together with the RALO leadership and ALAC members to include hot topics in each opportunity.
42. They should help organize ALSes in countries contributing to the discussion of important Internet issues among end users and among them and companies and the State (public policy makers).
43. Taking advantage of Public Fora and town hall meetings to speak about the work that at large does. (Continuous sensitization and engagement)
44. I think the outreach and engagement is an important part of the marketing and communication part of the at large. Personally I feel we are not able to achieve as I believe it requires enthusiasm and energy. Even in IGF 2019 there was no engagement visible. There were booths but engagement was limited. We need to devise a serious strategy regarding outreach and engagement from atlarge to RALO to crop funding and how we can manage that properly. I think at country level the ALSes or leaders in ground have to be used than people from other countries flying in the name of reaching out.

45. I have started significant actions to get more users out there. I am in the process of completing registering a foundation here in Ghana to assist me do that. I will share more details when registration is completed.
46. Local programs, media articles, and capacity building programs.
47. It is important that our community knows the important work of ICANN and how that work allows them to use the Internet in an open, stable and secure and above all free way. A strategy to bring these issues closer to the community is through capacity building by conducting webinars, fora, seminars, conversations about the programs and topics discussed within ICANN and that are relevant to the community. Another way is through the use of social media to spread messages, news and links of topics of interest.
48. By organising useful events that would help with the understanding of the role of ICANN in the internet ecosystem
49. Attempt to have a once a year presentation and then smaller/shorter updates on issues that I think would interest persons
50. First thing is to reach out to your ALSs members and with other organizations that you are involved in
51. I am already EURALO's Co-Chair of the ALAC Sub-Committee on Outreach & Engagement.
52. While the Multistakeholder model has demonstrated its utility as an appropriate structure for Internet Governance, it has some weaknesses that must be addressed in order for it to function effectively. One of the most challenging aspects of the global Internet Governance practice has been the steep learning curve for newcomers to the domain. I will try to use approaches to train newcomers for a future in Internet Governance in our Community.
53. Disseminate more targeted content via social media.

Analysis

A mix of personal experience and a variety of suggested mechanisms were recommended by Ambassadors as suitable methodologies to successfully reach out and encourage their communities to engage with ICANN. It would be valuable for this list to be further analysed to ascertain the most favoured approaches and to offer them as recommendations for use by Ambassadors in their community outreach within their regions and for further discussion at Regional Assemblies.

Recommendations

General

- RALOs could incorporate some of these ideas into their Regional Outreach and Engagement Strategic Plans.
- RALOs could also work with the Global Stakeholder Engagement staff and use RALO Discretionary Funding to broaden the recommended activities across a wider section of their communities.

Capacity Building

- Capacity building programs could be developed to ensure that all Ambassadors have the skills and knowledge to effectively communicate the important messages that are important to successfully engage targeted groups within their regions.

Q10a: A significant responsibility of At-Large is participation in ICANN policy activities in the interests of individual internet users. What policy topic/s would you be prepared to become involved in?

Results

Policy and Other Issues			
Universal Acceptance	11	Technical	3
Internationalized Domain Names	11	Registration Directory Service (RDS)	3
Multistakeholder Model (MSM)	10	Human-Rights	2
GDPR	9	GNSO	2
EPDP	9	ccTLD issues	2
Outreach & Engagement	8	Auction-Proceeds	2
Security	7	SO/AC	1
NewgTLDs	7	Rights Protection Mechanisms (RPMs)	1
Accountability	7	Public Interest	1
Internet Governance	6	Organization Reviews	1
Transparency	4	Legal	1
Privacy	4	GAC	1
DNS Abuse	4	DOH	1
WHOIS	3	Consumer Trust	1
Technical Issues	3	Consumer Protection	1

Figure 19: Question 10a in total numbers

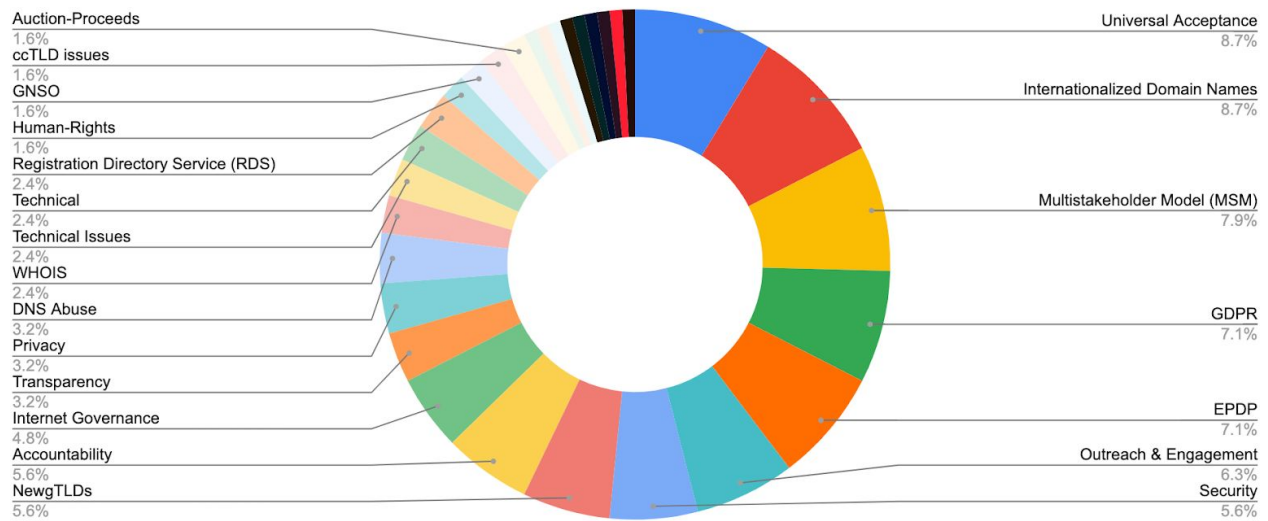


Figure 20: Question 10a in total numbers

Analysis

This is a curated list from free text deemed relevant for this report. The table is ordered to show the top policy issues of interest for the ATLASIII participants. This might be a reflection of the important issues being discussed at the time of the survey. For example, DNS Abuse, which is an important topic being discussed at the time of this analysis is low in the list. The results confirm that participants have been engaged with ICANN.

Recommendations

General

- Use the survey raw data to identify Ambassadors and, based on their stated interest, prepare a holistic approach program to support/facilitate their development into future PDP contributors or topic-specific subject matter resources.

Policy

- The CPWG Co-Chairs and penholders should be encouraged to reach out to the At-Large ATLASIII Ambassadors who have indicated interest in a specific policy issue as relevant and needed in the drafting of a statement.

Capacity Building Group

- Use the results of Question #10 to develop additional webinars and capacity building tools, including ICANN Learn courses, to enhance the knowledge of the participants.

Q10b: Do you regularly attend weekly CPWG meetings?

Results

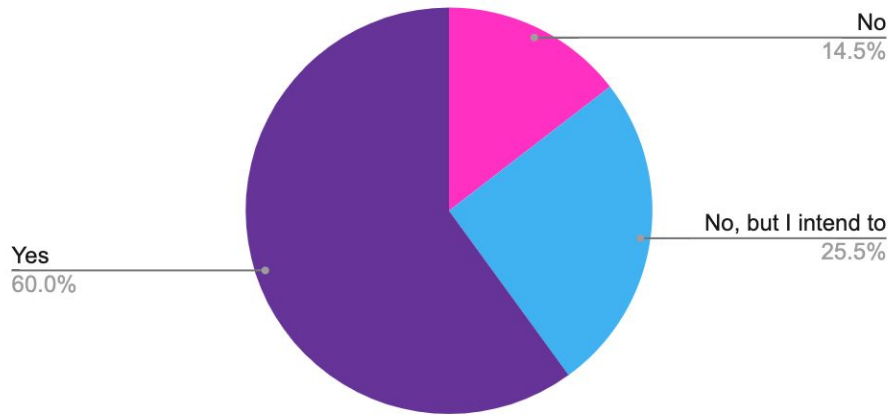


Figure 21: Question 10b data results

Analysis

Suggested Analysis: 40% of the participants at the time of taking the survey had not attended the CPWG regularly. However, since ATLASIII we have seen a significant increase in the number of participants at CPWG.

The following graph shows the number of CPWG participants from May 2019 to April 2020. It can be extrapolated that many of those who indicated an intention to start attending have actually done so.

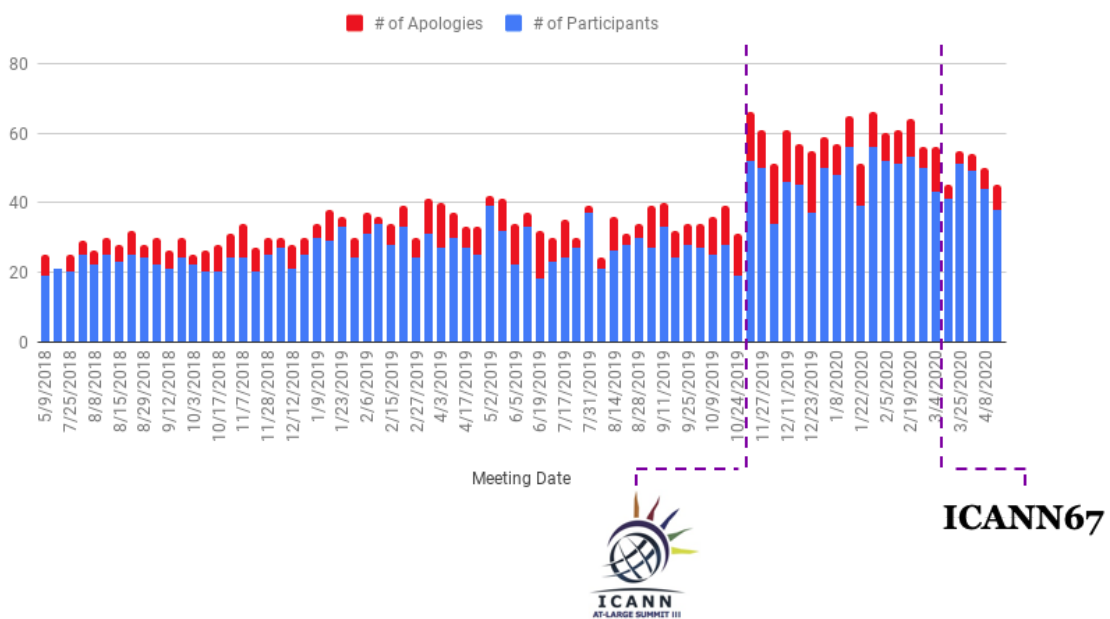


Figure 22: CPWG participation after ATLASIII

Recommendations

Policy

- The timing of the CPWG weekly meetings should be set at least two to three months in advance to increase predictability for participants.
- Co-Chairs of the CPWG should develop and use a final slide at the end of ICANN meeting presentations to encourage new members to join.
- With the ALAC Finance and Budget Sub-committee (FBSC) having transitioned to the Operations, Finance and Budget Working Group (OFB-WG), At-Large members should also be encouraged to participate in these meetings, to discuss ICANN Operating Initiatives and related public comments. The OFB-WG might also consider rotating times, albeit only currently meeting monthly.

Capacity Building

- Develop a series of snippet Webinars (i.e 20 minutes duration or less) to be used, for example, during monthly RALO meetings. The idea is to use these to maintain/increase participation in the CPWG meetings. Podcasts should be considered as well.

Outreach and Engagement

- Survey each region independently to determine what barriers, if any, people have in participating in the CPWG.

Operations/Communications

- Use regional monthly newsletters and social platforms to motivate/increase participation in their corresponding regional monthly meetings.

Q11: At-Large needs active participants, but they need not be in official leadership roles like RALO Chairs or ALAC members. There are different levels of participation and leadership within RALOs and At-Large, as well as within the wider ICANN community. What skills do you bring to the work that At-Large does within ICANN?

Results

Skills (verbatim)

1. Participate to increase the use of the different official languages of ICANN, among which French, in the documents and communications.

2. A good understanding of policy considerations, a good understanding of stakeholder concerns.
3. Capacity building, inclusiveness, bottom-up approach etc.
4. Technical background
5. To support the local community for it to become active at At-Large
6. ICANN Academy WG, NOMCOM Review, At-Large newsletter, Outreach WG
7. Being a liaison among different constituencies inside ICANN so that policies can be made in more coherent ways, trying to accommodate as many opinions as possible when it comes to policy making so that more diverse opinions can be reflected.
8. My main expertise, in terms of ICANN involvement is legal issues and policy development. I have a multidisciplinary background, with a PhD in Law, Science and Technology, with a main focus on cybercrime and multi-stakeholderism in IG issues. I believe this background and my involvement in IG related events since 2015 have equipped me with the necessary skills needed to get involved at At-Large within ICANN.
9. Social media engagement (twitter/LinkedIn). Webinar moderator skill, organizing capacity building events.
10. Policy development - I have been heavily involved in policy work well before I was appointed an ALAC member or even joined At-Large as an accredited unaffiliated individual member
11. I am now an ALAC member, but I have always participated to a greater or lesser extent in WGs within my region. I am currently Chair of the IDN-UA wg and we are making important progress by including ALS members who have not participated before. It is hard work on one by one basis, but the results are already being seen.
12. Skills: Mentoring, capacity-building, communications, accessibility tools for persons with disability.
 - a. Mentoring new Fellows, I would like to be considered by At-Large to be the designated mentor for new Fellows. As a previous Fellow, I have experienced the program and know what is involved. I believe I have the right combination of personality and skills to be an effective mentor.
 - b. Outreach about accessibility for persons with disability. I have long-standing expertise and can use this in a number of ways. ICANN will make its new website accessible based on W3C WCAG 2.1 Level AA and also work towards other accessible online tools. I can be a liaison to ICANN staff to assist in this process. A number of ccTLD managers such as .hk and .nz are committed to promoting web accessibility. For example, .hk organises annual web accessibility awards:

<https://www.web-accessibility.hk/en> . Web accessibility is really about format and structure.

- c. I would like to reach out to other ccTLD managers and to share ideas and projects. This can be done through one-on-one contact as well as facilitating presentations at regional events such as APrIGF and PacINET in 2021. This type of outreach reinforces the need for increased diversity in the multistakeholder process.
- d. For now, I will be working more to further Outreach and Engagement and mentor new comers to ICANN.

13. Active participation in PDP

14. Internet Governance, GDPR, accountability, rights protection mechanism

15. Multi stakeholder consultation, youth engagement, coverage of ICANN activity in social media in Russian and Ukrainian

16. Digital marketing and recruitment experience as a manager in the telecommunication industry

17. Policy development and advocacy, development of networks

18. Policy analysis, academic research, networking, capacity building

19. Experience

20. Human resources, actions for seniors

21. Knowledge and network of contacts with ancestral (indigenous) peoples and nationalities of Ecuador and some Latin American countries.

22. Being able to relay to people, bring awareness to root level, collaborate with other people in possible projects

23. Capacity building and community engagement, public policy, legal skills, networking

24. Capacity building, advocacy, coaching

25. I am very much involved in the Online business (E-com) and all fraud related which give me good support in the discussion related to Online cybersecurity as well in the digital world.

26. Work in policies and contribute to effectively working in groups in the region.

27. Capacity Building

28. Policy knowledge

29. Wide experience on the history of ICANN and ALAC and service in leadership roles in ICANN

30. Knowledge of ICANN and its processes and policies work, experience in teamwork, helping LACRALO with Governance, writing and proposing, experience on managing conflict.
31. We must be good Ambassadors to carry the voice of end-users within ICANN.
32. To bring new energy
33. To provide contributions on the hot topics
34. To bring diversity
35. Contribution to deliberations, organization of events, participation in working groups
36. Constructive engagement especially in areas of governance and adherence to democratic principles. I am equally good at coaching and would love to develop more along that line in ICANN
37. I have been active for years in internet policy issues nationally and have acquired considerable experience in writing policy papers. Have also served on the Board of our cctld so have acquired understanding of board work and the issues and the issues at play at that level. I am also a graduate of the Meissen School of Internet Governance.
38. WG Participation. I have training and mentoring skills.
39. Organize the region where I participate
40. I am the ALAC Liaison to the ccNSO
41. I am a marketing and communication person. I bring in writing skills, social media, communication skills and I have been trying to use that in my participation.
42. I have multiple skills that are essential:
 - a. Information Security
 - b. Business Management
 - c. Human Resource Management
 - d. Adult Learning
 - e. Leadership skills gotten through ATLASIII
43. Organizational skills, leadership skills, and chairing skills
44. Leadership, communication, commitment and constant learning skills also through involvement in other groups within ICANN, support the work of my region and serve as a link between them.
45. Technical and leadership skills

46. A long time involved member from the beginning of the RALO; participating in the organizational At-Large WGs to bring better improvements in how we communicate within and outside of At-Large and to simplify the At-Large bureaucracy.

47. I am already an ALAC Member and EURALO's Co-Chair of the ALAC Sub-Committee on Outreach & Engagement.

48. I will try to use approaches to catapult newcomers for a future in Internet Governance policies for the ICANN in the Community.

49. Advanced Technologies

Analysis

The table shows the diversity of skills that the ATLASIII participants bring into ICANN.

Recommendations

General

- The data provided in the table (verbatim) below provides a means to identify stated existing skill sets and experience among ATLASIII participants.
- The Chairs of At-Large Working Groups working on policy, capacity building and outreach and engagement may be able to use this information as a way of gathering general info on the direction of their group's work to enable matching participants to their groups.
- The table references the four key areas within the post-ATLASIII activities: Policy, Capacity Building, Outreach and Engagement and Communications.

General
ICANN Academy WG. NOMCOM REVIEW. At-Large newsletter ,Outreach WG
Knowledge of ICANN and its processes and policies work, experience in teamwork, helping LACRALO with Governance, writing and proposing, experience on managing conflict.
Human resources, actions for seniors
Being able to relay to people, bring awareness to root level, collaborate with other people in possible projects
Capacity building and community engagement, public policy, legal skills, networking
wide experience on the history of ICANN and ALAC and service in leadership roles in ICANN
We must be good Ambassadors to carry the voice of end-users within ICANN. To bring new energy To provide contributions on the hot topics To bring diversity.
Contribution to deliberations, organization of events, participation in working groups
I am the ALAC Liaison to the ccNSO

<p>I have multiple skills that is essential:</p> <ol style="list-style-type: none"> 1. Information Security 2. Business Management 3. Human Resource Management 4. Adult Learning 5. Leadership skills gotten through ATLASIII
<p>Skills: Mentoring, capacity-building, communications, accessibility tools for persons with disability.</p> <ol style="list-style-type: none"> 1. Mentoring new Fellows. I would like to be considered by At-Large to be the designated mentor for new Fellows. As a previous Fellow, I have experienced the program and know what is involved. I believe I have the right combination of personality and skills to be an effective mentor. 2. Outreach about accessibility for persons with disability. I have long-standing expertise and can use this in a number of ways. ICANN will make its new website accessible based on W3C WCAG 2.1 Level AA and also work towards other accessible online tools. I can be a liaison to ICANN staff to assist in this process. <p>A number of ccTLD managers such as .hk and .nz are committed to promoting web accessibility. For example, .hk organises annual web accessibility awards: https://www.web-accessibility.hk/en/. Web accessibility is really about format and structure. I would like to reach out to other ccTLD managers and to share ideas and projects. This can be done through one-on-one contact as well as facilitating presentations at regional events such as APriGF and PacINET in 2021. This type of outreach reinforces the need for increased diversity in the multistakeholder process.</p>
<p>Advanced Technologies</p>
<p>I am already an ALAC Member and EURALO's Co-Chair of the ALAC Sub-Committee on Outreach & Engagement.</p>
<p>A long time involved member from the beginning of the RALO ; participating in the organisational At-Large WGs to bring better improvements in how we communicate within and outside of At-Large and to simplify the At-Large bureaucracy</p>
<p>Technical and leadership skills</p>
<p>Organizational skills, leadership skills, and chairing skills</p>
<p>Policy</p>
<p>Participate to increase the use of the different official languages of ICANN, among which French, in the documents and communications.</p>
<p>A good understanding of policy considerations, a good understanding of stakeholder concerns.</p>
<p>Technical background</p>
<p>Policy development -- I have been heavily involved in policy work well before I was appointed an ALAC member or even joined At-Large as an accredited unaffiliated individual member</p>
<p>I am now an ALAC member, but I have always participated to a greater or lesser extent in WGs within my region. I am currently Chair of the IDN-UA wg and we are making important progress by including ALS members who have not participated before. It is hard work on one by one basis, but the results are already being seen.</p>
<p>Active participation in PDP</p>
<p>Internet Governance, GDPR, accountability, rights protection mechanism</p>
<p>Policy analysis, academic research, networking, capacity building</p>

I am very much involved in the Online business (E-com) and all fraud related which give me good support in the discussion related to Online cybersecurity as well in the digital world.
Work in policies and contribute to effectively working in groups in the region.
policy knowledge
I have been active for years in internet policy issues nationally and have acquired considerable experience in writing policy papers. Have also served on the Board of our cctld so have acquired understanding of board work and the issues and the issues at play at that level. I am also a graduate of the Meissen School of Internet Governance.
My main expertise, in terms of ICANN involvement is legal issues and policy development. I have a multidisciplinary background, with a PhD in Law, Science and Technology, with a main focus on cybercrime and multistakeholderism in IG issues. I believe this background and my involvement in IG related events since 2015 have equipped me with the necessary skills needed to get involved at At-Large within ICANN.
Capacity Building
Capacity building, inclusiveness, bottom-up approach etc.
Policy development and advocacy, development of networks.
Capacity building, advocacy, coaching
Capacity Building.
WG Participation. I have training and mentoring skills.
Engagement especially in areas of governance and adherence to democratic principles. I am equally good at coaching and would love to develop more along that line in ICANN
I have multiple skills that is essential: <ol style="list-style-type: none"> 1. Information Security 2. Business Management 3. Human Resource Management 4. Adult Learning 5. Leadership skills gotten through ATLASIII
I will try to use approaches to catapult newcomers for a future in Internet Governance policies for the ICANN in the Community.
Outreach & Engagement
To support the local community for it to become active at At-Large
Being a liaison among different constituencies inside ICANN so that policies can be made in more coherent ways, trying to accommodate as many opinions as possible when it comes to policy making so that more diverse opinions can be reflected.
Knowledge and network of contacts with ancestral (indigenous) peoples and nationalities of Ecuador and some Latin American countries.
For now, I will be working more to further Outreach and Engagement and mentor new comers to ICANN.
multi stakeholder consultation, youth engagement, coverage of ICANN activity in social media in Russian and Ukrainian
Organize the region where I participate
Constructive engagement especially in areas of governance and adherence to democratic principles. I am equally good at coaching and would love to develop more along that line in ICANN

Leadership, communication, commitment and constant learning skills also through involvement in other groups within ICANN, support the work of my region and serve as a link between them.
Operations/Communications
Digital marketing and recruitment experience as a manager in the telecommunication industry.
Social media engagement (twitter/linkedin). Webinar moderator skill, organizing capacity building events.
I am a marketing and communication person. I bring in writing skills, social media, communication skills and I have been trying to use that in my participation.

Figure 23: Skills table (verbatim)

EVALUATIVE REPORTS

All ATLASIII participants were required to submit an evaluative report within 2 months following the event.

Results

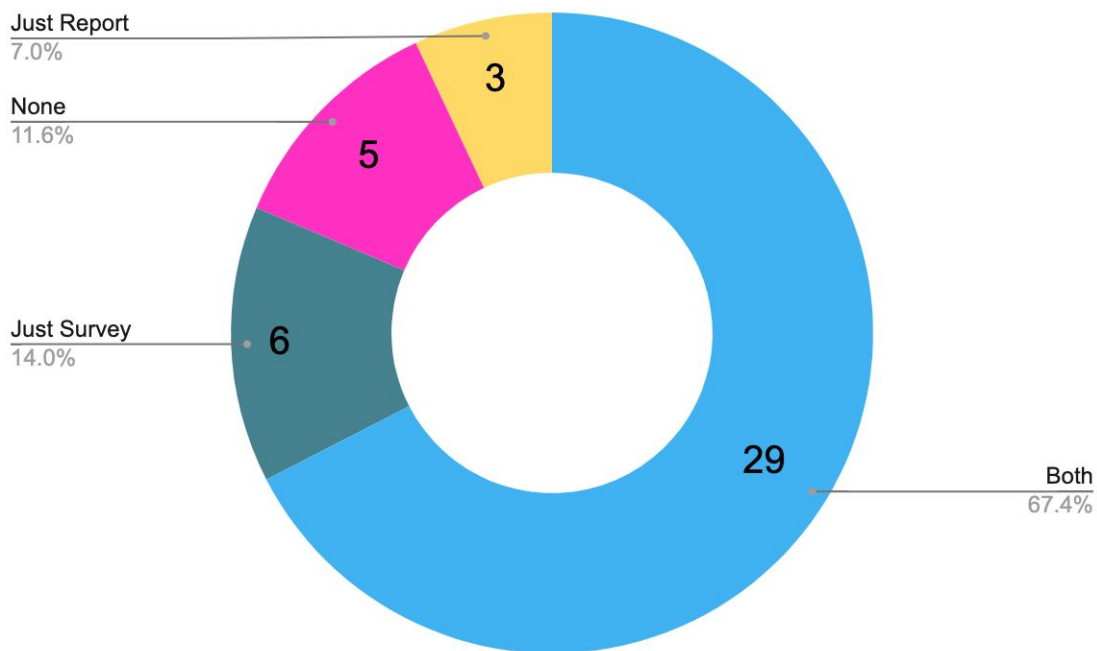


Figure 24: Number of Ambassadors that participated in reporting activities

Analysis

72% of the ATLASIII participants submitted individual reports.

Recommendations

General

Given the invaluable insights gained through the post-ATLASIII survey and individual reports, it is recommended that the CPWG, CBWG, Sub-Committee on Outreach and Engagement and the Operations, Finance and Budget Working group incorporate the recommendations set forth in this report into their groups' work practices and strategies, if relevant. Each WG is to create a set of fundamental elements in their strategies that will facilitate the creation of resources to support Ambassadors to carry on their outreach and collaboration. The following are suggested resources that have been summarized from the reports:

- Financial resources to support having local or regional outreach.
- ATLASIII mailing list to channel discussions and collaboration.
- A directory for educational resources as related to At-Large and ICANN such as ICANN Learn courses.
- Develop subject matter experts' pool from ICANN volunteers to easy connection and invites to speak for local events.
- The provision of an online meeting platform to ALSes and their Ambassadors to hold seminars and other online materials to use during outreach events.
- A one-stop interactive blog with a news-blog-like look and feel. The blog could feature select news items and articles published by ALAC and At-Large community leaders and thought leaders.

Operations/Communications

The following are suggested ideas that have been summarized from the reports:

- Connect Ambassadors to their regional GSE team so that they find further ways to be active with ICANN at the regional level. For example: Working to translate ICANN content to localize language based on the requirement.
- Make sure Ambassadors are subscribers to ICANN/At-Large regional newsletters, to update them with volunteering opportunities, new ICANN Learn courses, soft-skills such as work-volunteer balance for time management, and the basics of "netiquette".
- Hold regular introduction to ICANN/At-Large webinars for newcomers.
- Encourage Ambassadors to attend the CPWG to stay updated on current policy issues and how they can contribute.

INTERVIEWS

Results

There were two different interviews made during ATLASIII: face-to-face interviews and recorded interviews.

Analysis (Face-to-Face Interviews)

The face-to face anonymous interviews were made by Alperen Eken from At-Large Staff. These were informal interviews geared to receive more emotional and in-depth responses than quantifiable results. These captured qualitative responses while allowing the opportunity for the individual to express ideas and recommendations freely. Twenty-one individuals participated in this exercise and their individual responses were kept anonymous. The final document is a concise summary of their answers.

A broad summary is as follows:

<p>Question #1: How did you learn about ICANN and what are the reasons to engage?</p> <ul style="list-style-type: none"> ● To have my voice in the future of the internet ● To increase my knowledge and engagement in the field ● To protect my country's or continent's position and interest
<p>Question #2: How did you engage?</p> <ul style="list-style-type: none"> ● In an event (IGF, ICANN meeting, DNS forum etc.) ● Already a member of ALS, so it was easy to get started. ● I became an individual member directly
<p>Question #3: [What can you tell me about] the Stakeholder journey?</p> <ul style="list-style-type: none"> ● Feeling lost at the beginning because there was no proper onboarding ● Attending meetings are helpful but without participation, it does not make sense ● Having a friend in the RALO, helped me a lot navigating, finding resources around, introducing to key people ● Having an onboarding plan/document would be great
<p>Question #4: How are your relations with regional leadership and vice versa?</p> <ul style="list-style-type: none"> ● Positive: <ul style="list-style-type: none"> ○ Leadership is open for communication ○ They answer questions. Create new initiatives like newsletters ● Negative: <ul style="list-style-type: none"> ○ Not very clear succession plan ○ No information regarding how to step up
<p>Question #5: [What kind of] long-term mentorship/coaching mechanisms [would you like to see?]</p> <ul style="list-style-type: none"> ● Mentorship to help with onboarding ● Peer-to-peer mentorship would be great as well, instead of leaders mentoring

Figure 25: Summary of oral interviews

Analysis (Recorded Interviews)

The second set of interviews were made by Glenn McKnight and consisted of 6 recorded interviews. Two coaches and 4 participants participated in this exercise. Interviews were around 1 minute and to the point. Coaches were asked their impressions about the overall event and the participants about what they have learned and how they see this being useful going forward.

From the point of view of the Coaches, the event provided the right content and execution. From the point of view of the participants, they understood what they were there for. In addition, they were able to infer the conjugation between the skill set that was being provided and its implementation within the ICANN context.

These snippet interviews provided a glimpse on the validity of the ATLASIII intended results.

Recommendations

General:

- Require all new ALAC members to pass through an onboarding program before commencing work in ALAC.
- Assign Ambassadors to incoming members at the AGM.

Outreach and Engagement:

- Contact all Ambassadors to get a sense on how they have engaged with ICANN after having participated in the ATLASIII event.
- Consider holding an Ambassador "One year Later" webinar prior to ICANN69. This webinar (or series of webinars) will enable them to provide their experiences and At-Large journey since the event. In addition, suggest that the General Assembly organizers include an item for the regional At-Large Ambassadors to report and train the other members of the RALO.

APPENDIX A

Summary of recommendations by category

General

(Q0) Maintain the one third (30%) ratio of coaches to participants in similar future events.

(Q2) It has been a long standing requirement since the [2008-2012 ALAC Review](#) that each RALO will include in their rules procedures that will allow for individual members' (unaffiliated with any of the RALOs ALSes) to join and participate as part of At-Large within their ICANN geographic region. Currently, each RALO has a process either in place, or about to be implemented.

(Q2) Based on the situation in the RALOs and the ATLASIII data, there is significant opportunity to increase the number of Individual members across At-Large. Ideally, there might also be some harmonization in the policy related to Individual members across the RALOs.

(Q2b) Increase the foundation work of focus on training Community Leaders new and otherwise to ensure a plethora of suitable leadership and role-taking. Not everyone needs to be or even wants to be a Leader in the sense of allocated role(s) to be contributive and rewarded as an effective volunteer in At-Large, so that the renewal rate of a continuous stream of well qualified, confident and capable candidates is ensured.

(Q2b) This will also allow for greater numbers of community members to be upskilled and discover skill sets and experiences that can assist them in ways outside of ICANN, and act as rewards beyond those of merely the "role-based" ones.

(Q6) Establish an At-Large Ambassador Progress Tracking System that identifies for each At-Large Ambassador, their areas of interest, current expertise, and increase in other policy issues expertise through capacity building and mentoring activities. In addition, progress along the At-Large Journey (see image) established during ATLASIII would be tracked in the areas of communication, capacity building, coaching teams, and policy participation.

(Q6) Periodic reviews, including possibly annual 'At-Large Ambassador Reunions" would recognize the work and achievements of the Ambassadors. This recommendation is also used in [Q11 General recommendation](#)

(Q7c) Summarize and clarify suggestions and suggest to ICANN Learn management to take into consideration these suggestions when developing future ICANN Learn courses.

(Q9) RALOs could incorporate some of these ideas into their Regional Outreach and Engagement Strategic Plans.

(Q9) RALOs could also work with the Global Stakeholder Engagement staff and use RALO Discretionary Funding to broaden the recommended activities across a wider section of their communities.

(Q10a) Use the survey raw data to identify ATLASIII Ambassadors and, based on their stated interest, prepare a holistic approach program to support/facilitate their development into future PDP contributors or topic-specific subject matter resources.

(Q11 & Q12) The data provided in the table below provides a means to identify stated existing skill sets and experience among ATLASIII participants. The Chairs of At-Large Working Groups working on policy, capacity building and outreach and engagement may be able to use this information as a way of gathering general info on the direction of their group's work to enable matching participants to their groups. The columns reference the four key areas within the post-ATLASIII activities: Policy, Capacity Building, Outreach and Engagement and Communications.

(Interviews) Require all new ALAC members to pass through an onboarding program before commencing work in ALAC.

(Interviews) Assign Ambassadors to incoming members at the AGM.

Policy

(Q2) Start to proactively request suggestions and opinions from ALSes on Policy issues.

(Q8b) Work in conjunction with the Capacity Building Group to help develop content for a series of snippets Webinars (i.e. 20 minutes duration or less) to explain and/or update participants policy issues. The production of Podcasts should be considered as well.

(Q10a) The CPWG Co-Chairs and penholders should be encouraged to reach out to the At-Large ATLASIII Ambassadors who have indicated interest in a specific policy issue as relevant and needed in the drafting of a statement.

(Q10b) The timing of the CPWG weekly meetings should be set at least two to three months in advance to increase predictability for participants. Co-Chairs of the CPWG should develop and use a final slide at the end of ICANN meeting presentations to encourage new members to join. With the ALAC Finance and Budget Subcommittee (FBSC) having transitioned to the Operations, Finance and Budget Working Group (OFB-WG), At-Large members should also be encouraged to participate in these meetings, to discuss ICANN Operating Initiatives and related public comments. The OFB-WG might also consider rotating times, albeit only currently meeting monthly.

Capacity Building

(Q2) Develop a webinar as soon as new Policy issues are brought up for discussion in the [At-Large Consolidated Policy Working Group](#) (CPWG). It would help them to understand the issue and why it is important to the end-user.

(Q4) Apply the same capacity building model used in ATLASIII when preparing participants for General Assemblies or similar future events where prior knowledge and preparation is required.

(Q4) O&E regional leaders to work with their RALO Leadership and staff to follow-up with participants in future similar events about which specific manner(s), (i.e. ICANN Learn courses, webinars, etc.) they used and found most useful.

(Q5) In collaboration with the ALAC Liaisons to the ccNSO, GAC, GNSO, SSAC, review webinars and ICANN Learn Course content and delivery to improve the understanding of how the SO/ACs operate. Expand these to explain why their roles are important to end-users and the importance of having Liaisons on our ALAC Leadership Team Plus (ALT+). Hold an At-Large Capacity Building webinar focusing on the roles and responsibilities of ALAC Liaisons.

(Q6) Use survey results to build capacity building strategic plans, Webinars and Policy Development topics for use within both Regional and ALAC/At-Large programs.

(Q6) Develop coaching and mentoring programs that focus on strengthening the ability of Ambassadors to effectively contribute to PDPs in the identified policy areas.

(Q6) Develop webinars focusing on the policy issues of greatest interest and relevance to Ambassadors.

(Q7a) Review webinars and ICANN Learn courses content and delivery to improve the understanding of how the SO/ACs operate. Expand these to explain why their roles are important to end-users and the importance of having Liaisons on our ALAC Leadership Team Plus (ALT+).

(Q7b) Use survey results in capacity building strategic plans, Webinars and Policy Development topics for use within both Regional and ALAC/At-Large programs.

(Q7b) Share the suggestions for ICANN Learn improvements and topics with ICANN Learn staff.

(Q7c, Q8a) In collaboration with the CPWG, O&E-SC and the CBWG, take suggestions in Q7c into consideration while developing capacity building plans for At-Large.

(Q8b) Use results from the O&E survey (see below) to develop a series of snippet webinars (i.e. 20 minutes duration or less) to be used during monthly RALO meetings. The idea is to use these to maintain/increase participation in regional monthly meetings. The production of other media such as podcasts should be considered, as well.

(Q9) Capacity building programs could be developed to ensure that all Ambassadors have the skills and knowledge to effectively communicate the important messages that are important to successfully engage targeted groups within their regions.

(Q10a) Use the results of Question 10 to develop additional webinars and capacity building tools, including ICANN Learn courses, to enhance the knowledge of the participants.

(Q10b) Use results from the O&E survey to develop a series of snippet webinars (i.e. 20 minutes duration or less) to be used, for example, during monthly RALO meetings. The idea is

to use these to maintain/increase participation in the CPWG meetings. Other media such as podcasts should be considered, as well.

Outreach & Engagement

(Q1, Q2) Survey all regions to better understand what challenges At-Large and Individual Members regularly encounter that prevent them from participating in ICANN activities such as ATLASIII. The survey should focus primarily on those challenges that do not include financing or problems with visas. For example, it should focus on: Language interpretation, lack of Internet access, poor onboarding documentation, lack of knowledge, etc.

(Q2) Ambassadors should outreach to their respective RALO Leadership when suggestions and opinions on policy issues are required from their regions.

(Q6) Develop outreach and engagement materials focusing on the policy issues of greatest interest and relevance to Ambassadors.

(Q7a) Within the ALS survey noted above, include a question that is aimed at the gaps between At-Large capacity building tools, including ICANN Learn courses. Provide an open question within the survey asking what further knowledge they believe they require with regard to ICANN policy issues, that might make them more effective contributors to At-Large policy advice development activities.

(Q8a) Regional Leaders and the members of the O&E-SC should keep current At-Large members active by providing updates on current policy issues and new learning opportunities during RALO monthly calls.

(Q8b, Q10) Survey each region to determine what ICANN-related topics they would like to discuss during their RALO monthly calls and CPWG.

(Q9) Reclassify and summarize the approaches suggested in Q7c above and coordinate them into a list of helpful and diverse sets of ideas for Ambassadors to incorporate into their communications and engagement toolkit when working on outreach and engagement activities in their regions. Encourage the O&E-SC to review each of the suggestions to identify a set of categories for O&E activities and tools to implement.

(Interviews) Contact all Ambassadors to get a sense on how they have engaged with ICANN after having participated in the ATLASIII event.

(Interviews) Consider holding an Ambassador reunion webinar around ICANN69. This webinar (or series of webinars) will enable them to provide their experiences and At-Large journey since the event. In addition, suggest that the General Assembly organizers include an item in their agenda for the regional At-Large Ambassadors to upskill and train the other members of the RALO.

Operations/Communications

(Q1) Survey all regions to determine and help prioritize the best channels of communication used that motivated people to apply to the ATLASIII event.

- Include which message content was the most appealing and ask why
- Include “word of mouth” in the possible channels of communications

(Q2) Survey Ambassadors to determine the best channels of communication that could be used to encourage people to join At-Large

- Based on any effective mechanisms that encouraged their participation in At-Large activities
- Incorporate any relevant results into the At-Large Communications Strategy

(Q3) Distribute and post on relevant At-Large web and wiki sites a list of countries covered by each GSE office as well as the GSE Managing Director or Regional Vice President associated with each region and their contact details. In addition, Regional Leaders, GSE and At-Large staff to work on a gap analysis that identifies countries in each GSE region that have no current ALS or At-Large Members. This information is to be included in more targeted O&E plans.

(Q8a) Use regional monthly newsletters and social platforms to communicate to At-Large what new learning opportunities, from the perspective of At-Large, exist in ICANN. This will help At-Large understand what they are supporting and why, from what they are learning. Is important for bringing the end-user perspective to ICANN discussions.

(Q8b, 10b) Use regional monthly newsletters and social platforms to motivate and increase participation in their corresponding regional monthly meetings.

(Q9) Incorporate any successful strategies that evolve out of the evaluations of the work that is carried out by Ambassadors within their regions into the At-Large Communications Strategic Plan. RALOs are encouraged to consider including these issues in their newsletters as relevant.