AFRALO FY21 Outreach and Engagement Strategic Plan

Draft document under review and edits:
https://docs.google.com/document/d/1IIjgBCwVr4xZ9nmPDeHlrLxrzxRYOx5VbdEdbX571LE/edit?usp=sharing

ICANN FY21 At-Large Virtual Outreach and Engagement Strategy Workspace

AFRALO Outreach & Engagement Strategy FY 21 - Draft

Aim of the Strategy

Following the ATLAS III meeting, the FY21 AFRALO strategy for Outreach and Engagement aims at:

• Reaching out to end-users across Africa to sensitize about the benefits of their involvement in ICANN's activities
• Engaging African end users to contribute to contribute to At-Large activities, including ALAC policy advice
• Promote Universal Acceptance principles, DNSSEC and cybersecurity skills in the region
• Promoting Africa end-users leadership in ICANN activities
• Encourage the greater participation of AFRALO members through In-reach activities
• Highlighting ATLAS III AFRALO participants’ milestone O&E activities in their respective countries

Strategy plan

To reach the aims of the strategy, AFRALO shall:

• Increase the number of AFRALO members who are deeply engaged in and At-Large activities including ALAC and ICANN policy advice
• Encourage the greater participation of AFRALO members through in-reach activities
• Participate in events across Africa and especially in countries without ALSes to make the adequate outreach to bring into ICANN Arena:
  • African Internet organizations and make them interested in joining AFRALO as ALSes
  • Non-affiliated African individuals and make them interested in becoming AFRALO Individual members
• Make presentations about topics under discussion in ICANN to highlight the African ICANN community effective participation in ICANN policy discussions
• Exhibit ICANN structures information, activities and working methods
• Organize local events, in partnership with local ALSes, to promote universal acceptance, DNSSEC and cybersecurity skills and enhance AFRALO members’ engagement in their respective countries
• Continue to identify universities and academic institutions, organize discussions with students and teachers about Internet Governance and build young people’s interest in joining ICANN
• Identify AFRALO role model leaders who will coach new members towards ICANN leadership positions
• Share AFRALO ATLAS III Ambassadors’ best practices

Outreach Events targeted

The outreach will target forums within the Africa Region to enhance AFRALO participation. The following non-exhaustive list identifies some targeted events:

1. AFRINIC-32 – Kinshasa, DRC (June 10-12 2020), Has been postponed or Changed to an online meeting (Online meeting can still allow for outreach and engagement in line with adapting to the new reality) - LOOKING FORWARD TO AFRINIC 33 PLANNED FOR NOVEMBER
2. Africa Internet Summit 2020– Location Kinshasa, DRC (May 31 – June 12, 2020) has been postponed - PLANNING FOR AIS2021 INSTEAD
3. African regional and sub-regional IGFs

Note: AFRALO will be considering how best to organize and participate in online events during the year. For example: webinars, readouts for any event remotely attended, etc.