# AFRALO FY20 Outreach and Engagement Strategic Plan

## FY20 Outreach Strategy

### Outreach Goals:
The FY20 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 ICANN Policy Development Processes (PDPs)
- Promoting ICANN's multi-stakeholder model and its bottom-up decision-making process
- Explaining how an Internet organization / association can become an AFRALO At-Large Structure (ALS) and how an unaffiliated person can become a member of AFRALO, especially in unrepresented African countries;
- Promoting Africa end-user’s leadership in ICANN activities

### Strategies:
To reach the aims of the strategy, AFRALO shall:

- Increase the number of AFRALO members who are deeply engaged in the ICANN PDP
- 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 enhance their engagement and broaden their radiance in their respective countries
- Continue to identify university 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

### Expected Activities and Outcomes:
**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-31 – Luanda, Angola (December 2019)
2. Africa Internet Summit 2020 – Location TBD (May/June 2020)
3. African regional and sub-regional IGFs

### Other Details:

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