AFRALO FY21 Outreach and Engagement Strategic Plan

Documents

- Draft Outreach and Engagement strategy under review and edits: https://docs.google.com/document/d/1IIjgBCwVr4xz9nmPDeHrLxrzxRYOx5VbdEdbX571LE/edit?usp=sharing
- Operationalize AFRALO FY21 O&E Strategic Plan: https://docs.google.com/document/d/1II302CaagbXpyjyLVl2M9bqoyTdwYVjz7M6x0GCV2ys/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:

1. Reaching out to end-users across Africa to sensitize about the benefits of their involvement in ICANN’s activities
2. Engaging African end users to contribute to contribute to At-Large activities, including ALAC policy advice
3. Promote Universal Acceptance principles, DNSSEC and cybersecurity skills in the region
4. Promoting Africa end-users leadership in ICANN activities
5. Encourage the greater participation of AFRALO members through In-reach activities
6. 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:
  a. African Internet organizations and make them interested in joining AFRALO as ALSes
  b. 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 Ambassador’s 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 Internet Governance Forums (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.