

# AFRALO Outreach Strategic Plan



## Instructions:

1. Please use the **<Edit Contents>** menu option (directly above) to complete this form. Remember to **<Save>** the page (bottom right) after making updates.
2. The information fields are 'richtext' so that they can accommodate tables, links, images, attachments, and other formatting capabilities that may be useful in explanations/descriptions.
3. This form may be edited/saved as many times as needed. When completed, please notify your Pilot Program Coordinator (PPC) for further processing.

## STAFF USE ONLY

### Strategy Status

APPROVED



In order to take advantage of CROPP deliverables in FY17, an Outreach Strategic Plan must be completed, approved internally within the structure/organization, and concurred by the applicable Regional Stakeholder V.P. team.

### Person Completing Form:

Daniel K.  
Nanghaka

## Outreach Strategy

### Outreach Plan Description and Details:

#### Aim of the Strategy

The FY17 AFRALO strategy for Outreach and Engagement aims at:

- Reaching out to African end users all over Africa to raise their awareness about the benefit of their involvement in ICANN activities
- Promoting the ICANN multi-stakeholder model and its bottom-up decision making process
- Explaining how an Internet organization / association may become an At-Large Structure

#### Strategy plan

To reach the aims of the strategy, AFRALO shall:

- Participate in events across Africa and especially in countries without ALSes to:
  - make the adequate outreach to bring African Internet organizations into ICANN Arena and make them interested to become ALSes
  - make presentations about topics under discussion in ICANN to show how the African ICANN community participate effectively in the ICANN policy development
  - exhibit ICANN structure, information and activity and detail its working methods
- Organize local events, in partnership with the local ALSes to enhance their engagement and broaden their radiance in their respective countries

Continue to identify university and academic institutions to organize fruitful discussions with students and teachers about Internet Governance to bring young people into ICANN

#### 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 Meetings 2016 - Mauritius
2. Africa Internet Governance Forum 2016
3. Africa Internet Summit 2017

### Date Submitted:

13-May-2016

## Acknowledgements Section

**Note:** To be completed by a Pilot Program Coordinator (PPC) designated by this organization/structure.

Acknowledgements	Confirmed?	Name	Date	Notes
<i>The detailed Outreach Strategic Plan has been properly completed per CROPP requirements.</i>	Yes	Daniel K. Nanghaka	13-May-2016	
<i>The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.</i>	Yes	Aziz Hilali	18-May-2016	
<i>The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.</i>	Yes	Pierre Dandjinou	18-May-2016	
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