AFRALO (FY17) Outreach Strategic Plan DRAFT

STAFF USE ONLY
Strategy Status

⊘ *In order to take advantage of CROPP deliverables in FY16, an Outreach Strategic Plan must be completed, approved internally within the structure/organization, and concurred by the applicable Regional Stakeholder V.P. team no later than 30 September 2015.*

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

Community Confirmation Section

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

Acknowledgements	Confirmed?	Name	Date	Notes
The detailed Outreach Strategic Plan has been properly completed per CROPP requirements.	Yes	Daniel K. Nanghaka	13-May-2016	
The ICANN Organization / Structure's leadership has authorized this Outreach Strategic Plan.	Yes	Aziz Hilali	18-May-2016	
The Outreach Strategic Plan has been concurred by the Stakeholder Engagement V.P.	Yes	Pierre Dandjinou	18-May-2016	
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CROPP RALO Outreach Strategic Plan Template v2 (Jun 2015)