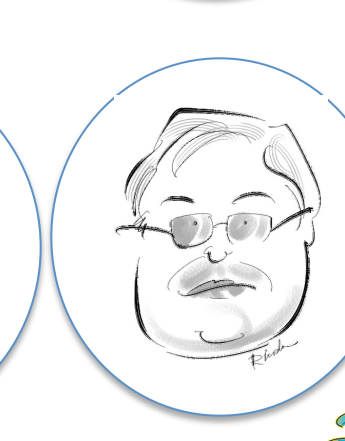
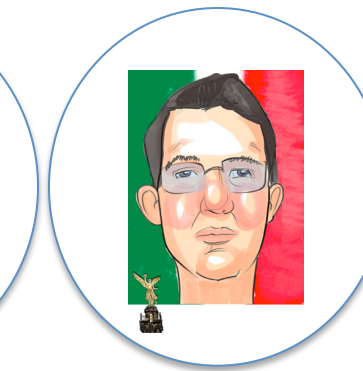
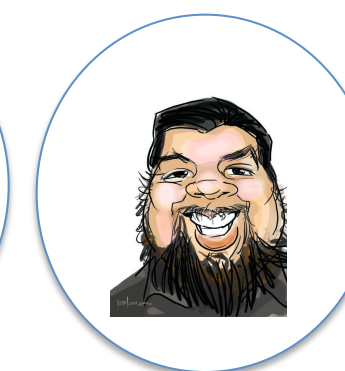


# Latin America and the Caribbean Strategic Plan 2013-2016



# The LAC Strategy Steering Committee

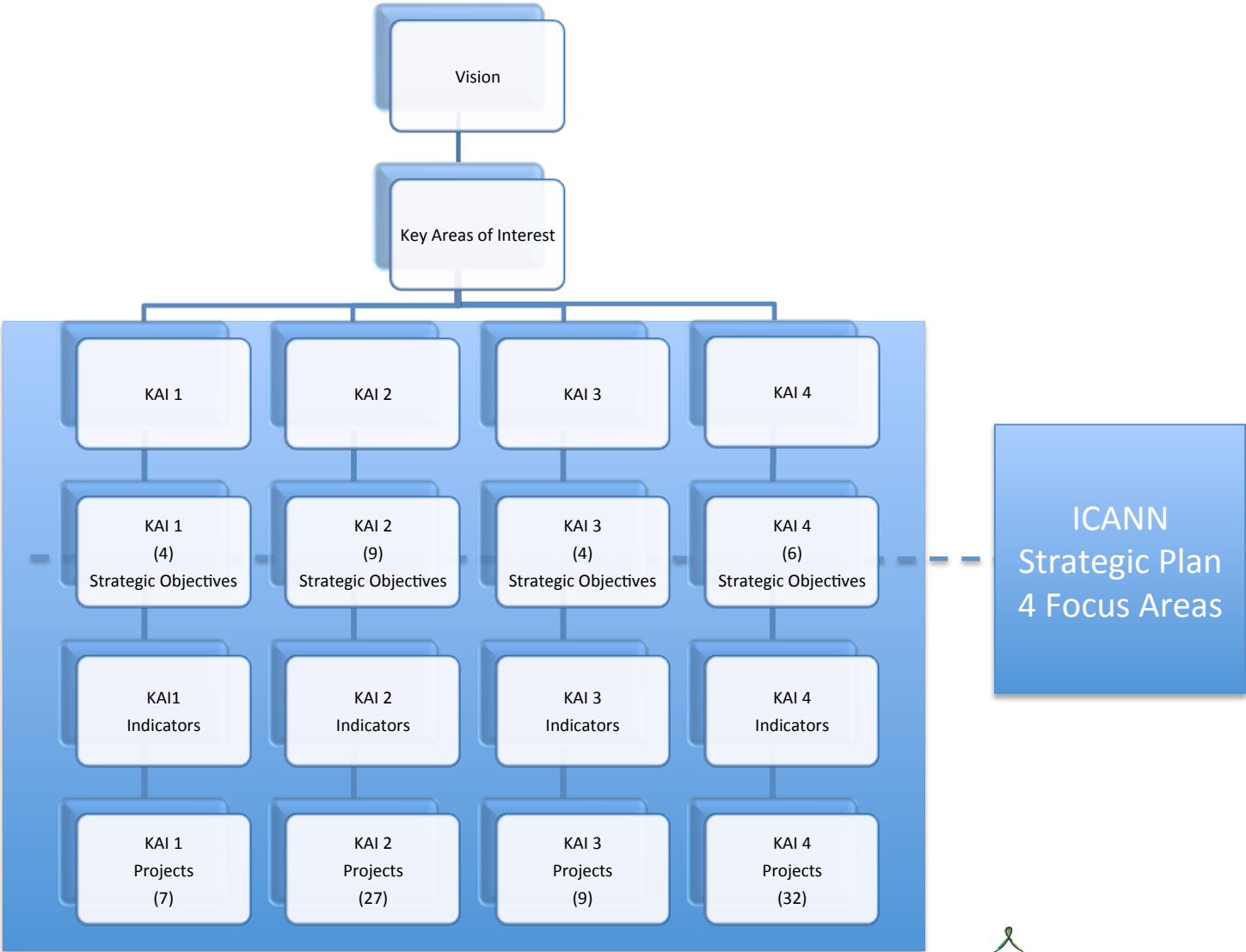


# Contents

- + Overview of the Plan
- + Key Areas of Interest
  - + Strategic Objectives
  - + Projects
- + From Planning to Implementation

# Overview of the Plan





	DNS Security and Stability	Core Operations including IANA	Competition, Consumer Trust and Consumer Choice	Healthy Internet Ecosystem
KAI 1 Political Issues	Resources to guarantee SSR of ccTLDs <b>(1.3)</b>	Accountability of organizations receiving ICANN funding <b>(1.5)</b>		Engagement with Regional Organizations <b>(1.1)</b>  Regional Interest groups in support of the Multistakeholder model <b>(1.2)</b>
KAI 2 Capacity Building and Outreach	Capacity building in technical Aspects of the DNS <b>(2.6)</b>		Capacity building for final users <b>(2.7)</b>	Strengthen Regional Participation <b>(2.1)</b> Corporations and Organizations in ICANN MSHM <b>(2.2)</b> Participation of Academia <b>(2.3)</b> Dissemination of participation schemes <b>(2.4)</b> Capacity Building Programs <b>(2.5)</b> Capacity Building for Governments <b>(2.8)</b> Participation of NEW Stakeholders <b>(2.9)</b>
KAI 3 Operations	Adequate deployment of IPv6 <b>(3.1)</b> Operational capacity of ccTLDs <b>(3.2)</b> Promote SSR of the DNS <b>(3.4)</b>		Adequate implementation of the new gTLD program <b>(3.3)</b>	
KAI 4 Economic Issues			Reduce participation barriers <b>(4.1)</b> Accreditation of Registrars and Back-End Registries <b>(4.3)</b> Emergence of new related services <b>(4.4)</b> A regional Dispute Resolution Provider <b>(4.5)</b> Support ccTLDs self sustaining models <b>(4.6)</b>	A better design of ICANN meetings <b>(4.2)</b>

# Strategic Objectives and Projects



# KAI 1 POLITICAL ISSUES

### **1.1 To strengthen ICANN's engagement with regional organizations**

- *Joint programs ICANN & ROs*
- *Tailored support program for ROs to attend ICANN meetings*

### **1.2 To create regional interest groups to strengthen the Multistakeholder Model in Latin America and the Caribbean**

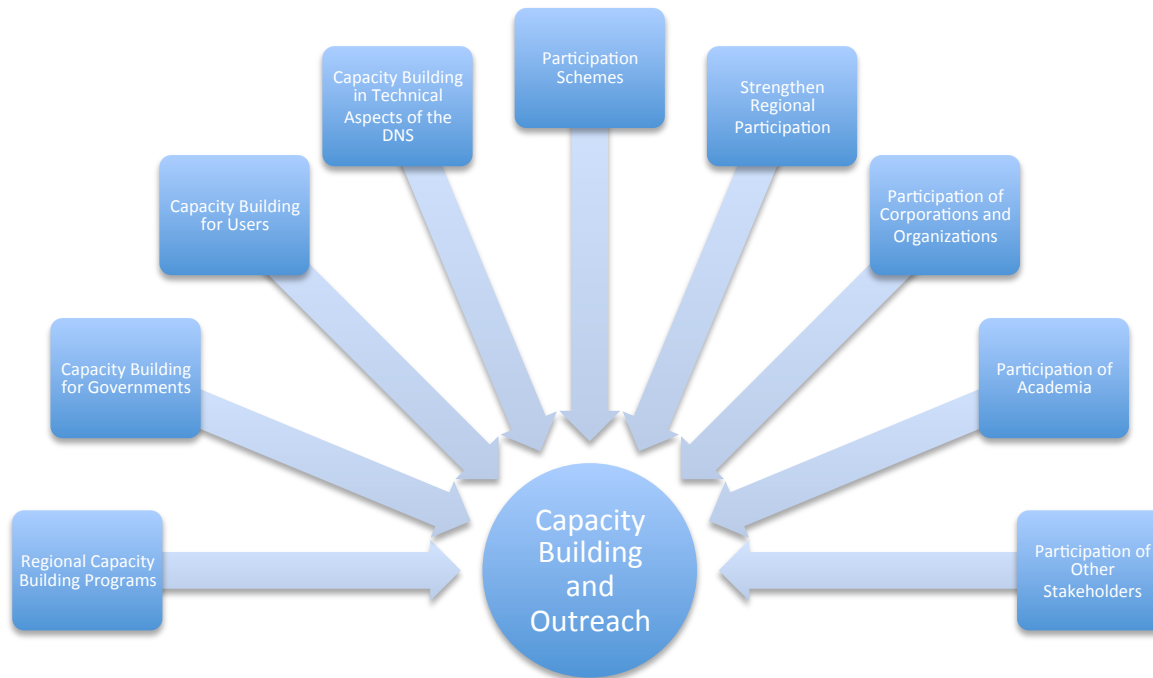
- *Engagement with ISPs, national and regional IP associations, Industry Associations*
- *Participation in International and Regional Fora (CITEL, eLAC, LACIGF)*

**1.3 To facilitate the allocation of resources to guarantee the stability, security and resiliency of ccTLDs**

- *Emergency Response Team*
- *Creation and transfer of knowledge*

**1.4 To ensure accountability of organizations that receive ICANN funding**

- *Publication and Reporting Scheme*



## KAI 2 CAPACITY BUILDING & OUTREACH



## **2.1 To strengthen regional participation to increase relevant and active engagement in ICANN's activities and groups**

- *Communications Plan*
- *Ad-hoc educational and informative materials*
- *Regional events*
- *Existing Outreach Events with a focus in the region*
- *Working group to collaborate with the Manager of Stakeholder Engagement in the Caribbean*
- *Awarding programs (Hall of Fame style)*
- *High level governments dialogue in the Caribbean*

## **2.2 To promote the participation of corporations and organizations in ICANN's multistakeholder model**

- *Observatory*
- *Impact of ICANN's policies Awareness Raising Program*

## **2.3 To promote the participation of regional Academia representatives in ICANN**

- *Academic Community Inclusion Program*
- *ICANN promotion Programs*
- *Inventory of stakeholders from the region involved in academic and capacity building activities*

## ***OUTREACH***

### **2.3 To promote the participation of regional Academia representatives in ICANN**

- Academic Community Inclusion Program
- ICANN promotion Programs
- Inventory of stakeholders from the region involved in academic and capacity building activities

### **2.4 To deepen and support the diffusion of participation schemes in regional and global events**

- Web page for the LAC region
- Webinars about available tools for remote participation
- Regional Remote Participation Center

## *2.5 To develop new and support existing capacity building programs in the region*

- *Inventory of existing capacity building initiatives*
- *Strengthen capacity building programs*
- *Ambassadors Program*

## *2.6 To promote capacity building in technical aspects of the DNS to ensure an adequate level of stability, security and resiliency*

- *SSR of the DNS capacity building workshops*
- *DNS SSR Observatory*

## **KAI 2 CAPACITY BUILDING & OUTREACH**

### ***CAPACITY BUILDING***

## 2.7 To train final users for a better understanding of ICANN related Internet ecosystem aspects

- Surveys, contests and rewards to Internet users
- Webinars designed for different knowledge levels of ICANN related matters
- LACRALO current capacity building programs

## 2.8 To strengthen capacity building for governments in the region in ICANN related matters

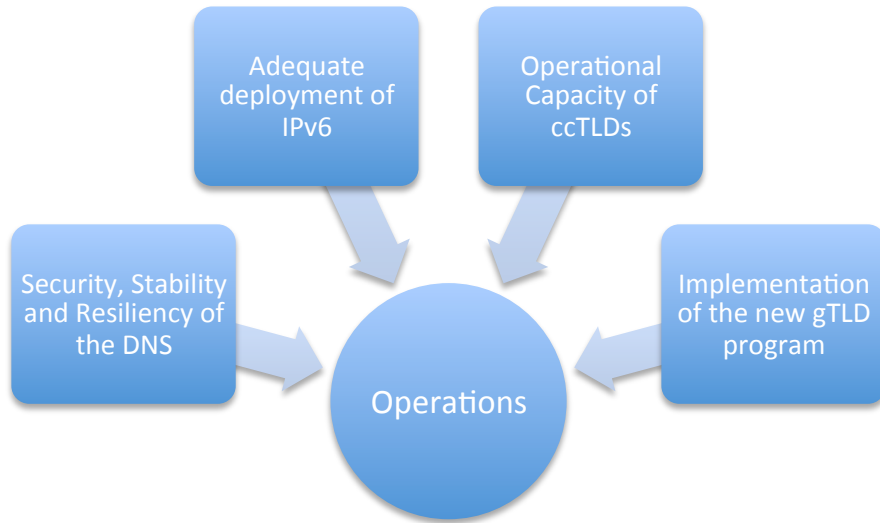
- Induction for new government representatives
- Content focusing on training for governments within ICANN and its ecosystem

## KAI 2 CAPACITY BUILDING & OUTREACH

### CAPACITY BUILDING

## 2.9 To promote participation of other stakeholders in the region

- *Inventory of relevant new stakeholders in the region (who is who)*
- *Outreach Road Show program to reach out to new stakeholders*



## KAI 3 OPERATIONS



### 3.1 To join efforts for an adequate deployment of IPv6 in the region

- Capacity building program based on e-learning platforms
- DNS Observatory for the region
- Raise awareness to ISPs in the region of the potential problems they may face in the transition by means of the *Road Show* outreach project

### 3.2 To strengthen the operational capacity of ccTLDs

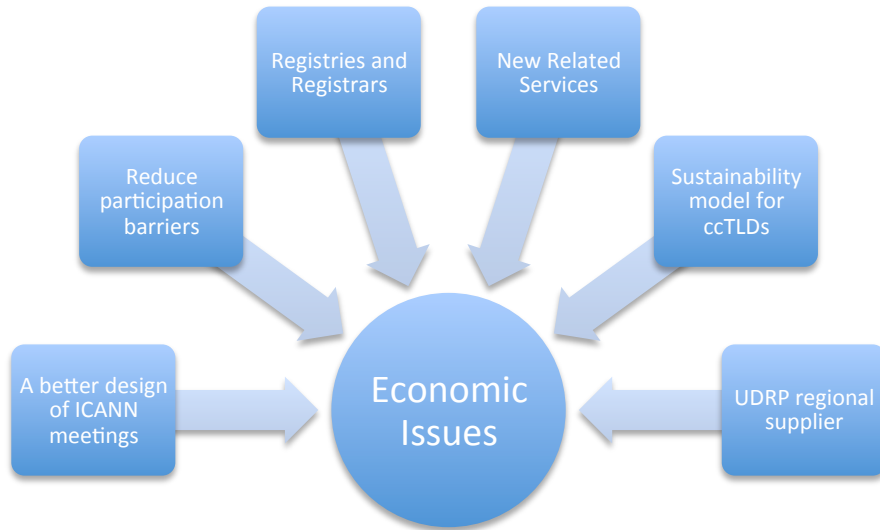
- Survey to assess capacity building needs
- Include in the capacity building e-learning platform a syllabus to support ccTLDs

**3.3 To achieve ICANN's regional community active participation to identify incentives and establish the required connections amongst relevant stakeholders to ensure an adequate implementation of the new gTLD program**

- New gTLD program awareness and impact in the Capacity building Roadshow
- Face to face meetings amongst relevant stakeholders

**3.4 To promote security, stability and resiliency of the DNS**

- Capacity Building Road Show for the promotion of SSR of the DNS
- Support regional organizations activities related to SSR



# KAI 4 ECONOMIC ISSUES

#### 4.1 To reduce participation barriers for regional economic stakeholders

- Online participation tools
- Funding mechanism
- Support regional stakeholders that could represent groups before ICANN
- Outreach content and materials in the region's languages
- Publish adequate and timely documents (strategic docs and news releases) in the region's languages
- Raise awareness amongst leaders of the business sector
- Workshops particularly in those events which usually congregate economic stakeholders from the region
- Support for the production of surveys to the sector leadership
- Dissemination of metrics and statistics

## **4.2 To promote a greater relevance for economic stakeholders from the region through the design of ICANN meetings**

- *A LAC-Space in the main working groups in ICANN*
- *A permanent LAC-Space for and about the business community in LAC as a gathering point for economic stakeholders and also as a reference to meet other stakeholders that are not from the region*
- *Prioritize regional over global issues at ICANN meetings in the region*

### 4.3 To promote the accreditation of Registrars and Back-End Registries in the region.

- Create a liaison area/office for producing, processing and distributing information regarding DNS industry market
- Joint participation between ICANN and the above mentioned liaison unit
- Accreditation fast-track program
- Differentiated fees
- Materials in the languages of the region on new gTLDs
- Workshops to business (particularly entrepreneurs and SMEs) with a focus on new gTLDs

### 4.4 To allow the emergence of new related services in companies in the region

- Specific regional seed fund
- Fellowships to train entrepreneurs
- Synergies between suppliers of related services from outside the region

### **4.5 To create a regional dispute resolution provider (UDRP) based in the region and responsive to the region's needs**

- Task force to conduct a state of the art study
- Raise awareness among regional users
- Training to professionals to become panelists or legal representatives before complainants and respondents
- Framework to define best practices standards
- Identify potential organizations
- Technical and financial support for the creation of regional providers

### **4.6 To support ccTLDs in the development of self-sustaining models and in the sale of domain names**

- Study to develop a business vision of the registry
- Training initiatives related to domain names' commercial aspects
- Internships amongst ccTLDs
- Support the agenda of the RO
- Promote best practices standards



# From Planning to Implementation: Guidelines or Criteria

**Priority** should be given to those projects that:

- Have a regional reach.
- Impact a greater number of stakeholder groups.
- Involve the collaboration and interaction among regional organization and initiatives.
- Address the regional implementation of key operations (Security, Stability and Resiliency of the DNS, IPv6, ccTLDs, new gTLDs).
- Address the needs of less-favored zones or countries and with a smaller representation within ICANN structure and its predominant languages.

- ❑ Aim at Capacity Building projects with the greater number of regional stakeholders, specially users and governments.
- ❑ Address an emergency situation.
- ❑ Respond to a current juncture issue.
- ❑ Have support of a greater number of regional organizations.
- ❑ Intend to reduce participation barriers, specially from regional economic stakeholders.
- ❑ Aim at having a greater presence of ICANN in the region, with adequate financial resources and staff.

# Thank You Interaction

