

ICANN 48 Global Stakeholder Engagement



Session Agenda

- Framework for Discussion
- Next steps for Master Calendaring for Global Community Events (Janice Lange)
- Digital Engagement / ICANN Labs (Chris Gift)
- Evolving Outreach Initiative to Global Engagement strategies (Sally and Janice)
 - Regional Strategies

Community Calendaring

- MyICANN as platform
- Community as Administrators
- Filterable and Search functions
- Multi year look ahead
- Regional and Global
- Set apart from ICANN/Speaker Bureau

<http://new.icann.org/>

Evolving Beyond A
Discussion on
Outreach.....

.....to Active
Engagement

What do we mean by Stakeholder Engagement?



Guiding Definition of Stakeholder Engagement

“The process by which an organization involves people who may be affected by the decisions it makes or can influence the implementation of its decisions”.

Our Engagement Mission

..... to help make everyone affected by ICANN's work aware of their rights and responsibilities and of how they can engage with current issues and policies

Our Operating Context at ICANN

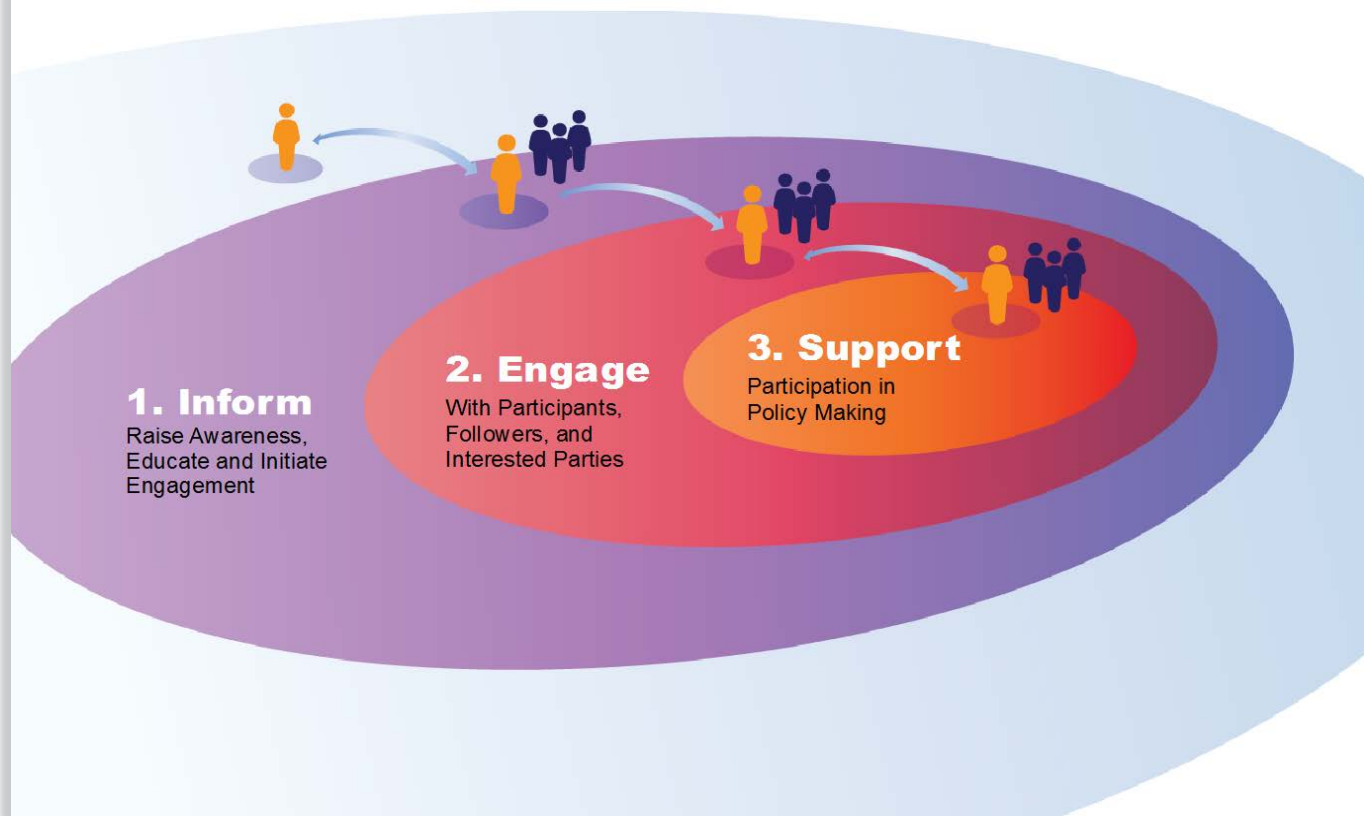
+ The core of ICANN's mission is to ensure that a healthy, sustainable, resilient and interoperable Internet is maintained for the people of the world
.....*not just names and numbers*

+ In parallel with the increase in the Internet's importance has been an interest in how it is governed and coordinated....and what does that have to do with Engagement?

It's all about the Multistakeholder model

Engagement Model

A Differentiated Engagement Model



Engagement Strategy: Global

- + Engage deeply at the global level on specific issues that are being handled by our community
 - increasing public responsibility, evolving the multi-stakeholder model, improving policy making and launching and operating the new wave of top level domains safely and securely

Engagement Strategy: Regional

- + Bring cultural diversity into ICANN; bring policy and technical issues requiring community engagement back to region
- + Create relevant plans that identify and prioritize key engagement goals by region
 - CROPP

Regional Strategies**

- Latin America and Caribbean
- North America
- Africa
- Asia
- Australia/Pacific Islands (Oceania)
- Europe
- CIS and Russia
- Middle East



Governments/IGOs

Registry/Registrar

Business

DNS OPS/Root Zone/ASO

Security/Stability

Public Responsibility/NGO's

Community Outreach
Fellows + Newcomers

Policy Making
Multistakeholder Model

Tarek Kamel

Cyrus Namazi

Chris Mondini

Elise Gerich

John Crain

Nora Abusitta

Janice Douma Lange

David Olive

Cybersecurity
Forum

DNSSEC
Roadshow 11

National ICT
Forum, Zambia

Middle East
DNS Forum

ArabNET,
Saudi Arabia

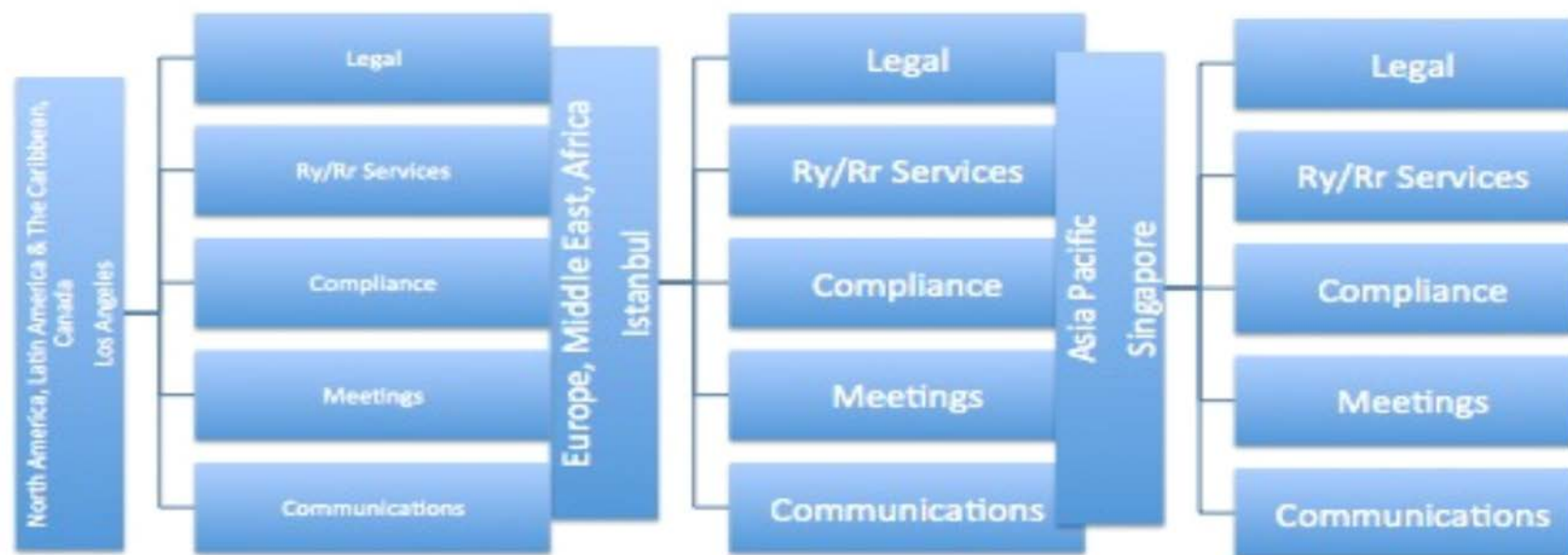
Community Engagement Activities

- Develop relationships with Engagement teams
- Ongoing regional and global outreach
- Capacity building and Training
- Collateral and Digital Engagement support
 - ICANNlabs
 - Communications
 - Public Responsibility

Engagement Leaders

	SO/AC Team Leaders	Engagement Leaders
GAC	Olof Nordling	Regional VPs
SSAC	Julie Hedlund	Patrick Jones
RSSAC	Barbara Roseman	Patrick Jones
ccNSO	Bart Boswinkel	Regional VPs
ALAC	Heidi Ullrich	Regional VPs
GNSO	Marika Konings	Cyrus Namazi Chris Mondini
Stakeholder Groups	Rob Hoggarth	Janice Douma Lange

24 Hour Support around the world



Measuring Progress

Number of followers on LinkedIn and Twitter	Trimester
Number of tier 1 speaking engagements	Trimester
Number of visitors to ICANN.org	Monthly
Number of subscribers to ICANN Labs	Monthly
Number of SO/AC members	Annually
Number of new recruits for regional engagement committees	Annually
Positive sentiment in media	Trimester
Increase in media awareness of ICANN	Trimester

Find us at engagement@icann.org

