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
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

1. Inform
   Raise Awareness, Educate and Initiate Engagement

2. Engage
   With Participants, Followers, and Interested Parties

3. Support
   Participation in Policy Making
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
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<td>Tarek Kamel</td>
<td>Cyrus Namazi</td>
<td>Chris Mondini</td>
<td>Elise Gerich</td>
<td>John Crain</td>
<td>Nora Abusitta</td>
<td>Janice Douma Lange</td>
<td>David Olive</td>
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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

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<th>SO/AC Team Leaders</th>
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<td>GAC</td>
<td>Olof Nordling</td>
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<td>Stakeholder Groups</td>
<td>Rob Hoggarth</td>
<td>Janice Douma Lange</td>
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24 Hour Support around the world

North America, Latin America & The Caribbean, Canada
Los Angeles

Legal
Ry/Rr Services
Compliance
Meetings
Communications

Europe, Middle East, Africa
Istanbul

Legal
Ry/Rr Services
Compliance
Meetings
Communications

Asia Pacific
Singapore

Legal
Ry/Rr Services
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<td>Increase in media awareness of ICANN</td>
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Find us at engagement@icann.org