DUBLIN – ICANN Civil Society Engagement Approach - Community & Staff Working Session
Wednesday, October 21, 2015 – 15:00 to 16:00 IST
ICANN54 | Dublin, Ireland

UNKNOWN SPEAKER: This is ICANN 54, Civil Society Engagement Approach.

JEAN-JACQUES SAHEL: Okay. Good afternoon everybody. Sorry for the delay, but at least it's meant that we could have a few more people arriving. Please do take a seat at a table. Don't be shy. So that you can intervene easily. This is, we called it a working session, because we very much like to focus not so much on talking about the overall approach to how we can engage with non-profit NGOs and end users, but rather starting thinking about concrete activities that we can think about, both in the sense of good content that we can use when we interact with these communities, with outside communities.

But also events, activities that we can do together, either ourselves, organizing our regions, or sort of piggy backing on other sort of conferences and events organized by others who target the sort of right communities where the right communities will be present. So we have until 4 PM, and it's just

the start of what I hope will be a fruitful cooperation, collaboration, among all of us.

And I'm very like to see many of you from a number of ICANN communities being present today. So thank you very much for being here, and I will ask my colleague Adam to delve into the detail. We're not going to review too much. As I said, the approach itself, but rather delve more into the specifics, the practical stuff. Thank you.

ADAM PEAK: Thank you Jean-Jacques. It's Adam Peak speaking. Good afternoon everybody. I think some of you, most of you have seen some of the Google doc we made available or circulated to various groups among, in ICANN the NPOC, NCUC, and to the At-Large groups. And so you've seen some of the approach that we're thinking of.

It's very deliberately called an approach because it's a document and a strategy that's in draft and for you to have comments on, and to improve is the main goal. The first slide on the screen is really just introducing the basic objectives that we have as our staff goes into this, and how we want to present the basic outline to you.

Trying to have from what has been a reasonably random approach to Civil Society throughout ICANN into something that is basically structured in response to your needs and to the needs of Civil Society globally. And so we're looking at four basic areas here. The ones that I'm particularly interested in on your comments on today are going to be tailored content, communications, engagement activities if you have about them, and then on to capacity building.

It's important that the scope of the plan looks at the current Civil Society as we identify them within ICANN, and that includes the At-Large community, and that would be the structures that then self-identify as Civil Society. Not all of the At-Large is considered to be Civil Society. There are technical and business organizations there, but if those structures identify Civil Society then those should be included.

We feel that it's up to the community to have that discussion. And then there is the constituencies that fall under the non-commercial stakeholders group, which is the NCUC and the NPOC. And we do have some thoughts and ideas about how Civil Society or not for profit should be identified. It's a discussion we've often had throughout ICANN's history about trying to make sure that just because it's a not for profit association, doesn't necessarily mean that it serves not for profit interests.

So the purpose is something that has been thought of throughout ICANN's history there. The next slide shows you some of the internal, the nice friendly people who will be from the staff side.

JEAN-JACQUES SAHEL: Joe [inaudible], here for instance, from North America. So we have representatives, points of contact in each of the ICANN regions that can be your first port of call when you're developing outreach. And I know some of you have already worked with Joe for instance, in events in Washington DC for instance. So there you go.

ADAM PEAK: We have dedicated communications staff with [inaudible], who is not here. I know she's around the building, of course, and you've probably seen her. So we have support in our coms work, and Heidi from the At-Large.

So we have the, as I mentioned, we had a Google doc in what was available in what we're really looking at now is the counter, is the responses that we've seen to that, and this is the basic outline of what we're thinking of to provide. We will do an inventory of what is existing so far. There have been many years of history, of contributions, from Civil Society into ICANN,

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whether they be into policy development processes, or other work.

And those should be collated in some way, and a library of activities, including blog posts that are increasingly being published by the various communities. And looking through, we'll begin to populate a landing page on the ICANN main website for Civil Society. You probably will have seen a page that is being developed for business. It's not really staff developing content, it's about linking to content that the community develops, but finding a single point of landing in ICANN, where you can then go off into the NPOC or the NCUC, or as appropriate, where you wish to go for and look for information.

We'll begin some social media streams for delivering information. There should be a Twitter feed which people are increasingly using, and then a dedicated mailing list, and so on. Nothing particularly outstanding about this. We hope to begin a series of newsletters, one following each meeting, and one to prior to each meeting. So one would be a review, we imagine, and one would be a what's going to happen at the next meeting.

And that should be a cycle of newsletters, how that may develop over time, we will see. But that's the idea at the moment. We think that a newcomer's handbook would be helpful. One of the

issues that is happened throughout… One of the issues we hear commonly referred to is that new members, Fellows, or Next Gen are not always clear where do I belong in ICANN?

Where is my natural home? And so trying to use a handbook which would highlight that each of you, each of those constituencies has done, or those groups have done, maybe the best way for people to identify. If you can see past successes and past work, then you can probably decide that yeah, I want to be associated with that group.

That's again, one thought, and we will… You know, this is something that we want to discuss with you and build on from there. There are then some ideas that the different constituencies are talking about, there is a guide to ICANN and the DNS, which I believe the NPOC has been discussing as a possibility. I may have gotten the title wrong, but I think you know the gist of what we're talking about there.

We want to provide some regular updates on ICANN policy processes. These are already provided in various forms, but we think there is a, there are ways that can be structured for, particularly for Civil Society organizations that are not part of the embedded ICANN world to use. So that those who are on either the edges of ICANN and know about us, but do not participate, or those that are not really very aware of ICANN at

all can get information about ICANN in a sort of digestible and easy to follow form.

And then we do envision holding more webinars. This again would be probably community driven, issue specific. Some of them may be a briefing an ICANN meeting, but issue specific webinars we believe would be helpful as well. Engagement activities, this is something that we would very much like to hear from you about.

At the moment, we know that there is a lot of, in ICANN's staff engagement work we participate in many of the national, regional, and the global IGF, and these are things that happen regularly throughout the regions. They're multistakeholder but they are often very well populated by Civil Society organizations. We're going to build, and this has been some advice particularly from the At-Large to try and build an ongoing and updated calendar of events.

And this would be something again that we hope that you will contribute to and help us maintain. And that should be part of the landing page for all of this information. And then certain in reach activities, basically it means training and capacity building for the volunteers who participate here. And we know that you are asked to do many things, and it might be chairing meetings, or it might be policy development, of course.

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Or even just using the Adobe Connect rooms, or other tools that ICANN makes available. We can provide training, we think, on all of these issues. And they should help you in doing your work and developing ICANN's policy, make it easier and more relevant and something that's there.

Less of a time missing, which people refer to rather a lot. We want to make it easier for you to contribute and do your work. Moving on, some content initiatives we thought about. As I mentioned, the idea of a brochure, yeah.

So we've got the brochure there, newcomer's handbook, which is suggested by Rafik, the NCSG Chair, a guide to ICANN in the DNS, which we mentioned. An e-book which has been suggested by the NCUC, and then something that we didn't mention on the previous side which is the idea for a call for papers, which would be perhaps a prized competition where people contribute a paper on a particular subject. We have an example, Civil Society in academia in ICANN and Internet governance. And then the top student, or the top professor, talking around the table. May get an invitation to an ICANN meeting and a pre-seminar, or some form of trying to bring more content into ICANN.

Why is ICANN relevant to Civil Society? And also bringing people in who have had these ideas. But these are all things that we

want to hear your ideas about because you're the ones who, I think would be making most of the content. It's not a staff task to develop original content for Civil Society. And this goes on with some of the ideas that I mentioned on the previous slides, newsletters, sections in the regional newsletters that are already made available, extra use of social media, webinars, and so on.

Using interviews. We find that interviews can be particularly helpful in that they can be… A voice interview can be then transcribed and we have text made available readily on the website. And it's ways of making content available both people within ICANN but also broader, how to explain ICANN's work to the broader Civil Society community.

And engagement activities, which I've already covered, I think, a little bit here. How to present ICANN Civil Society, ICANN to Civil Society. The in reach activities I mentioned, and this is the final slide which is really about how we can work together on this, which is… The first thing is to update this engagement approach, which is something that we want to do now. We've taken comments on the Google doc document that was available.

And to, also the other input that came in through that process. So we will update that, and then ask for another round of updates and what you think should be the expansion of this

engagement approach. Outreach events that are on your agenda, and you wish to populate the calendar with.

We're thinking that we should have our first issue of the Civil Society newsletter, which would, I imagine, if you think agreeable, about what are the Civil Society perspectives on the outcomes of Dublin. What has been important? What are your views of these particular issues and outcomes? So we might pick six or seven, eight issues and ask the NCUC, NPCO, and At-Large to perhaps do it again through an interview process, so that we can quickly make the content available and publicize that.

And then your content. What are you producing? So if we can work on these ideas for books and publications. And most important of all, your ongoing contacts. Keeping in touch and helping this plan develop.

JEAN-JACQUES SAHEL: Thank you Adam. So and just for the last one, that one is to really say what we learn today to decide on review is how best will you liaise basically on an ongoing basis on these issues. So what I propose to do is to just open the floor for any immediate questions and comments. Then what I would like to do is maybe have sort of two approaches first, going back to the slides of the

outlines of the ideas that we received that we've heard about on content.

Get your feedback on that. Get a bit of a discussion on that. And then on the activities themselves. So I see Klaus [inaudible].

KLAUS: Adam, thank you very, very much. Very useful, very good, I like it. Sorry that I'm coming in now with quite a number of things. First observation about content. What I'm missing a little bit is the fact is that we should have before we're talking about the details of Civil Society engagement, it is for a lot of Civil Society organizations, absolutely not clear why they should engage with this.

And we should have a kind of engagement or book or whatever, why basically the Internet governance is important for Civil Society. I worked this with ICANN staff over the last year, out some curriculum on some content for it. Unfortunately, what happened after we worked it out, basically I was told, okay, now go out and find the funding, we don't have any money for that.

Which is understandable and which is actually, I think, quite a good approach. What I would, just to say it straightforward, I think what we should do as Civil Society is to go out and find some funding together, as ICANN and as a Civil Society... That, I

think, is much better, much more fruitful approach. But the first point is quite simply, let's start at the beginning and address the thing of relevance, and secondly, on the point of finance let's think about doing the funding actually together.

You know that NPOC is working very, very closely with the past funded initiative. We have now planned several, I mean, basically it's more than 10 events over the next year. And ICANN is more than happy to participate and use these events as needed and as possible. For example, there is a general, in December, January, February there are events which are also very useful as webinars in Washington. There is one in New York.

But we can coordinate them. There are a lot of events also outside of the US. As a last point, Jean-Jacques you mentioned the outcomes of the Dublin meeting. Yes, I believe we will have declaration. We have something forward to put to the Board, and then the Board to the NTIA. I think we should, to make a specific and special effort in arranging regional consultations for the outcome.

We shouldn't say, and go out and explain to other people what's happened, to agree on not to agree. We just should simply should explain what happened, what is the indication of it, what is the relevance of all that IANA transition to Civil Society, and then ask people for input. So I think we should have four or five

regional events, maybe with [inaudible] and things like that, as quickly and as cheaply executed, but to have input to have as a result input and not to preach out. That's all, thank you.

JEAN-JACQUES SAHEL: Thank you Klaus. Just a second, just quickly to an open statement. Thank you for the suggestions on the last one. As you know, we've done a number of information sessions throughout the year, including capital webinars at least for Civil Society, and Matt here has been on one or two. There has been others involved.

And yeah, we would totally very much look into that, and I think Klaus, if I remember correctly, you already mentioned this to Fadi, if I remember correctly…

KLAUS: I mentioned that to Fadi, and Fadi was basically quite open to it. But he made that remark, it should be executed by Civil Society, with the support from ICANN, and ICANN shouldn't do it.

JEAN-JACQUES SAHEL: It would be great if you wanted to do your own initiative, of course, it would be fantastic for the committee to drive this. I don't have a problem with this…

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KLAUS:

I think it needs to be done together, of course. But he just didn't want to put that ICANN label very prominent on the loan on that. And just to pick up on what you just said, there is a difference between explaining and presenting it to people who already know about the IANA transition.

What we should do once we have that proposal, yeah, really go to the lowest level, and explain it in such a way and to organizations who have never been engaged in these things.

JEAN-JACQUES SAHEL:

Thank you Klaus. Sorry. We've got quite a few people. So I think I've got Sam, Rudy, Matt, do you want as well to come in? Or no… Sorry, yeah, okay. I'm going to close the queue so that we can move on to the specifics. So I don't see anyone else. Okay. So I think it was Rudy first.

RUDY:

No problem, I will be quick. There is one item that I'm missing in the plan. There is a lot of good stuff indeed, but what about translation? I didn't see any effort on translation, and translating the content that we're going to produce. That's something for the constituency itself is a very hard job to do.

And I would like to see some efforts done by ICANN to translate the content that we are producing, most of them in English.

That it is translated in the languages that currently in ICANN are also used in different other places, just like At-Large and so. And another point that maybe would be good to know for us, at least that's what I personally think is important to measure the efforts that we are doing, is having a tracking of the use of specific media like the interviews, the videos that have been created for each of the chairs of the constituencies to see how often it has been addressed, how often has certain content that is specific to us, inside ICANN, how often has that been consulted? So that we have a trigger, if the efforts we are doing outside are really giving some results, because otherwise we can spend a lot of time and energy and money.

But if nobody uses it, painful.

JEAN-JACQUES SAHEL: Quick response to that. Yes, the communications team does metrics on that, and it can be made available. And one of the things that we're also thinking is that we have a great deal of streaming media and probably particularly for developing countries and regions with lower bandwidth, then we're going to have to make that downloadable.

SAM:

Sam [inaudible] for the record. One clarification, when we use the term Civil Society here, I would hope we mean Civil Society organizations. That we're not targeting one person at a time, and that we're really reaching out to organizations as when we talk about NGOs and INGOs. I think we should think in that context, we don't have to engage in that discussion now.

The purposes for this are fairly clear. The first is to engage the NGO community and Civil Society working within ICANN's remit. To get better policy, better implementation and to get more labor. It's also to bolster ICANN's respectability as a multistakeholder organization. That's very clear from our side. The question is, what's in it from the other side?

And my criticism here is that our outreach as envisioned, or ICANN's outreach as envisioned, since I have another outreach too, is a kind of church style outreach. Come to us and it's good for you, it's good for your health, it's good for your soul, plus we're going to get these other things better policy and so forth, and this might sound flippant, but I don't mean it to be flippant.

A newsletter about what we did here for that constituency we'd like to reach is a bit like a Vatican council producing a newsletter to try to recruit new Catholics. It would not be very successful. So, one of the things that we're very sensitive to, and it's one of

the reasons why I'm in NPOC, is that the, and I'm a development economist, is that the vast majority of the NGOs in that Civil Society NGO community, have a remit that is not Internet DNS centric, but these are issues that are important to them.

So what information is relevant to them? What's the early win for them? And their involvement with ICANN should be the third stage in that. What information is relevant for them? What's the win for them? Then, what can they do for ICANN?

JEAN-JACQUES SAHEL: Thank you. I think that is a point well taken. On the initial point, I think yes, we would probably focus the efforts on end users, organizations, because it makes, you know, it's just easier to focus the efforts on that. At the same time, the door is open in ICANN for end users to join, for instance, the At-Large communities. So if there are people in the audience that want to join as end users, we shouldn't, you know, negate that.

But anyway, I see your point. Thank you. Please. The queue is closed, by the way. This is it, yeah? We'll move on afterwards.

UNKNOWN SPEAKER: This is [inaudible] from Brazil. I'm a member of NCUC. And this product is approachable. I want to take a part of this in any way, or help, support, this, I love what is proposed. In the part, I was

the manager of an At-Large discussion group, and since NPCH on January, on Washington, we had a discussion about the lack of participation of new members.

On my experience, this lack of participation is aware that things happen, things happen on the meetings, what the things happen a lot on the mailing discussion groups. The best way for the discussions are running now. But there is a lack of participation, of course just on the mailing list, on the discussion group, for any kind of reasons.

One kind of reasons, for example, were newbie one want to be recognized, to make a part, to participate, to join the group. When a newbie send a message to the group, for example, with the, any subject, and don't find answers, don't find echo off of this post, he realize that he must not be accepted for the group.

But he or she don't understand, the message would be a high discussion subject, or a relevant subject. But it's important, for example, just to be the members of any constituency, just working together with these guys or these girls, just to help, just to say no, your point is relevant, but it was discussed in the past.

You can find this information here, let me know if you need some more hands, some more support. But if you're not, the people perceived there was a closed group that [inaudible] between

itself, and just to take it this way. Take a, leave the group, or just watching the group, not participate.

I think the much more important to open a way, the thinking ways to engage these people on this area of participation. That's it.

JEAN-JACQUES SAHEL: Thank you. I think point taken. So parts of it, of course, is for the community to, the existing groups to try and think about how they welcome newbies. And I think a lot of you have been working on that in recent months with your own outreach strategies. And you've noticed in Adam's presentation, the default item is capacity building. It's very much done to try and help the newbies.

It's all well and good to track those people, but if they don't know how to participate or they don't feel welcome, especially in the beginning, they will drop off and therefore they won't come back. So that point, absolutely well taken. Matthew, please.

MATTHEW SHEARS: Thanks. Matthew Shears, Center for Democracy and Technology. Just a couple of points. I think this is a great idea, it's a great initiative. I think there are ways where, the only

thing, my only caution would be the amount of time that the people will be required to put into drive this who are already committed to so many other projects.

I think that we really need to get that balance right. I think there is a huge amount of information out there that's already been written. And I think we should turn to that first. Not only what you've got listed up there, but other academic essays on ICANN, and a whole bunch of material.

And I also wanted, maybe you touched on it when I went out of the room, but can we more directly link to the ICANN Learn program, or whatever it's called these days? So that there is a kind of a logic, you know, of engagement. The only comment I'd make generally is that, you know, we hear a lot about participation in Internet governance events and Internet governance forums.

So I think that even though this is kind of outwards looking towards, trying to engage people, we still have to focus very much on getting people here as well. I mean, that is, so it's a fine balance between how do you make it very enticing and easy for people to come to an ICANN meeting?

Which is very important, that's a common refrain we hear from the people on the global south, don't get enough access to these kind of forums. So I think somehow we need to work that into

this plan as well, that there is a method of bringing people and encouraging people to come that's more obvious. Thanks.

JEAN-JACQUES SAHEL: On the first point, I think we mentioned at the very beginning, it was, I think, in the paper that we'd like to do an inventory of content, because there is a lot out there, and we've already got quite a bit of input from everyone. So thank you. We wanted to wait for this meeting today, and then on the basis of the rough draft comments we received today, to send out a revised version of the Google doc, taking into account what we received. And on the back of that, please come back in when you know of existing content, because absolutely there is no point in duplicating them.

We might want to refine some of the content out there. I suspect there is probably 75% of the content if not more out there already, might need to be updated. But we probably don't need to create that much more. It's more about maybe representing it and making it into links as well.

So you know, if NPOC produces great stuff and sees something complimentary, let's link to them from an easy to find place, that sort of thing. So yeah. And they have a point as well about making it accessible. Probably that is what will fall under the

full category of capacity building. You know, the general topic of, how do we make it more accessible in a broad sense?

So looking at the various schemes we have to have people come to the meetings trained, etc. I think we had…

JOAN CURR: Joan Curr for the record. Other people have asked some of the questions I was asking. But I was wondering, how do we review what's been successful and what is not successful?

JEAN-JACQUES SAHEL: Well, I think maybe if we can agree first start, sorry, on a sort of contact group or liaison group afterwards, maybe I don't know if we want to have a call every other month or something, plus a face to face meeting during ICANN meetings.

So the people here who would like to work on this, maybe we can review… You know, we've got objectives in the paper. So we can benchmark those objectives, and try and, you know, update them on what activities have been rolled out, whether we have fulfilled the objectives, how it's going, etc.

And maybe use that contact group to help evaluate how we're going and on an ongoing basis.

JOAN CURR: I know you always measure objectives against what you've done. But I was thinking more like you've got objectives, but as you know, NGOs will then have their own spin, and their own input, right? So would you take those into consideration against objectives? So you want to say do your videos, you want to do your Facebook, and you want to do all of those.

And someone brings up another way, for example, Instagram, or Reddit, or things like that. Would those work better? Would you try them in, you know, and sort of respond, making a living document I guess is what I'm trying to say.

JEAN-JACQUES SAHEL: The draft that we circulated was very much a draft, and it should be a living document. I mean, if we up [inaudible], well, do you know, for instance, I don't know. Blogs, no one reads them. Just as an example, don't go there. That's just sort of input or feedback you want, and indeed Instagram actually [inaudible] Instagram, I'm sure all of our privacy advocates will love that one.

You know, but please do put them in. Maybe when we wish, maybe when we [inaudible] Google doc, that's when we can… I mean, it's obviously a living document, I hope, and that's when we should do that, when we regularly meet up with this group or

have calls with this group, then we can review it on an ongoing basis. Thank you.

And I think that's the last one for the initial part.

UNKNOWN SPEAKER: I'm sorry I'm barging in on the queue. Okay, this is [inaudible] for the record. I'm a newcomer and a Fellow. And since [inaudible] I got to see and observe, from outside the box more or less. And I felt, [inaudible], I think there should be work on two levels, the internal and the external. Internal, I think having cross-collaborations with other groups within ICANN, in terms of experience or skill sharing, or tool sharing would be a big asset.

Like for example, Neil, he's working on a technical team, and this, for example, gave way for technical people to understand and absorb human rights more, and that way there would be more of a coherence within ICANN, concerning our own constituencies in terms of Civil Society.

And the second part be, some kind of external incentive where if a NGO, or if any part of Civil Society would like to join constituencies or whatever Civil Society groups are in ICANN, there would be some kind of incentive in terms of skills, in terms of other than the [inaudible], in terms of skill sharing, because every single NGO or every single person here, who is a part of

this community, can give lots of skills and tools assets for anyone who would come in.

I think this is enough of an incentive for anyone to come and join the conversations, and give input as much as take output from within. And I completely agree with the inventory of the content. It's an excellent idea, but even putting like, putting the assets, the people or the organizations who are already there, right on the spot like for people to actually see who is already in there, and who could actually be of, who could actually give somehow plus to this space, who could fill in the gaps.

Like having a clear map of what we already have would be also excellent, so yeah.

JEAN-JACQUES SAHEL: Thank you very much for that. And I think it's especially useful because you've just joined. I know you're actually a participant to one of our external events in Istanbul, just in early September. So it would be great to get your input, having just arrived, you know, what would you really benefit from?

When you mentioned these examples of collaboration for instance with the technical community, which aspects do you think we should focus, which you haven't had experience on? I think it would be great if you could, if you wouldn't mind sharing

your comments now, or indeed afterwards, comment on the Google doc and give us ideas.

And I think it's a perfect transition to go into, just start to look at two main areas. We wanted to focus on today, which is the broad ideas around content and communications which have emerged both from the initial draft that we sent and the comments that we've received since.

So you've got on the screen, it's social media, Twitter, Facebook page, or certainly webpage on ICANN, handbooks, etc. So the floor is open for any further input or comments. If there is stuff you think will not work, or some that are must do, now is a good time to tell us. Please.

You like your own idea Rafik?

I can't wait to go bac to a NCSG meeting chair and just give that one to you. No, just basically, just looking at this list, you know, it's, in terms of content, communications, is it going in the right direction? Things that we're missing, that sort of thing.

RAFIQ: Thanks Jean-Jacques and Adam for this work. I'm hearing a lot of suggestions. I mean, as a computer engineer, [inaudible] develop some stuff. I hear many suggestions, many things, but I would say let's just start with this idea. It's kind of prototype.

Then we can get feedback, maybe it's not successful. Maybe we need to improve, maybe we need to change.

So we can go with that. So because we discussed about several times like the handbook and this. Maybe I make mistake to volunteer for that.

But the idea, because also I'm hearing like [inaudible] she's one of our members. I understand that, I mean, how to access to people, how to identify people that they can help you, what you can learn from ICANN, internal skills and so on. It's not an easy task, because we try to encourage people to join working group. But there, it is much more complicated than that.

So I will say let's try this. I'm not sure how much it would be successful. We can get feedback, we can do review, and we can improve. And I see as iterations and getting feedback and more feedback every time. You know, there are a lot of things, a lot of work that will end up, that have years to do, but I understand there is commitment from you that will get a lot of support.

I mean, we can make support like formatting and so on in terms of communication, how we can make it much more successful. So that's my understanding. And I hope that we can, I mean, as I said, we need to start at some level, so we can get feedback, clear feedback. We can spend so much time in discussing, and that's what they call the famous multi-pattern of design by

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committee, that we have many input, many input, and design by committee, that's famous, that's [inaudible] as a host, designed by committee.

So that's the whole thing, so let's be careful.

JEAN-JACQUES SAHEL: Thank you Rafiq. And I want to ask everyone else who takes the floor to find a great analogy. You are, unfortunately for all of us, stepping down from your role as chair. You've got plenty of time, you can volunteer for a lot of this. Thank you Rafiq.

Okay. Any other points? Rudy please.

RUDY: Yeah. What I'm a little bit afraid of is the overlap of certain setups where at the end, the contact will be desynchronized. I think there will be a lot of effort in keeping all of the stuff synchronized if it's going to be [inaudible] on constituency, devices, whatever it is, and on ICANN. So I think there is a lot of work to be scheduled in order to be able to say, okay, if you put this content there, we need to know it.

So otherwise, it's going to be outdated somewhere, and that is going to confuse, especially newcomers, who will go and say, "What is it?" And I think the handbook maybe a good sample of,

newcomer handbook, At-Large one, very well done, ALAC has a marvelous one.

I think we can take 70% of what's in it…. Yeah, go ahead Rafiq.

RAFIQ: Yes, I mean because at ICSG we have a few Wiki pages, and I saw the ALAC handbook I thought, okay we need to create something for us. So to expand, okay, you join, but you can do, how you can participate. And my, I know with the ALAC it is not really the ALAC, I mean, guide, but it's more the [inaudible] of ITF, because it includes that the meeting part. I do think that it's still missing. We have like a newcomer session and so on, but if we can work more on that, and to think like, you know, you have the meeting, but also there is what's happened between meetings, how you can participate, a stakeholder group and constituency, how you can participate in working group.

And to give real hints, not just saying, joining policy development is fun. No, it's to give you a clear hands and guidance how you can participate, how the process and so on. The basic idea.

UNKNOWN SPEAKER: Personally, if there was like a set of success stories by NCSG and NCUC, when you were giving our newcomer session, it would

have been amazing because we would have seen the results of your policy development success stories, like small short ones, concise ones.

JEAN-JACQUES SAHEL: That's the sort of thing that we would be doing, for instance, in videos and briefing papers, that sort of thing. Thank you.

UNKNOWN SPEAKER: Just connect what she as a Fellow brought up and what I was also thinking about is, as I'm doing, and every chair is doing a presentation of the Fellows, we don't have enough time to really do what you are asking for. Maybe we need to look into the future meetings, that Fellows would have the chance to go really, inside a constituency and constituency day, or a meeting, to learn what we are doing and how things are working.

Because that's how we recruited Martin. He discovered, wow, this seems to be interesting. He came to the meeting. We had this yesterday again, two newcomers coming to, and say, "Wow, we didn't know that." You cannot explain all at the 15 minutes we get for doing a presentation to the Fellowship.

So I think that there needs to be an extension on how to do that.

UNKNOWN SPEAKER: Just quickly. A number of different examples. The suggestion that's been put forward by the non-commercial users group on producing an e-book which describes some of the things that they've been working on over the years, which may give you an idea of a three page introduction to what somebody has, what the Civil Society in ICANN has done on privacy, or something on rights dispute mechanisms, or all of these different issues that they've addressed.

So that rather than just seeing that there is policy process, actually explain that we have had an impact on this particular issue. So it's sort of a best practice and highlighting successes and examples. Something that the business group has done is presentations on, why my business participates in ICANN. So it might be, why my NGO participates in ICANN. What are the advantages and benefits that you've received from it?

So highlighting specific case studies. Those are sorts of things that we can look at and develop.

JEAN-JACQUES SAHEL: Okay. I'm going to pass [inaudible], and then there is one more, and then we're going to move on to activities, because unfortunately time is running out.

UNKNOWN SPEAKER: Thanks, I'll just briefly, because I have to run to another session. I don't know if I have to go that much into detail, it looks very nice on the slide, but just want to make remark, [inaudible] speaking for the record. I want to make a remark that we have to ensure that the [inaudible] actually [served?] the purpose. Like for example, regional layer for the ICANN. Sometimes I'm getting regional letter where you [lease] the conferences and so on, like oh they're great events, okay.

But they happened one month ago. So just, I mean, and then if you guys are doing this job, this is a great job, but then what the point, because there is no report about the event, there is notification that the event has already passed. So if you are putting efforts to do these in any case, just maybe you can ensure that this is consistent with your purpose.

There is no critics, I know that maybe there was no kind of [inaudible] on these, but I think like what looks good here should also look good content wise. Thanks.

HUMBERTO CARRASCO: Humberto Carrasco for the record. Well actually, I'm the Secretary of LACRALO, some of these topics are overlap with what we have been working during this week and also since last year. I think we have some of this material, not only in English

but also in Spanish, so I think that would be great because we don't need to duplicate the work.

We have, so if we can, you know, take advantage of the language easily, we are going to save time.

JEAN-JACQUES SAHEL: Absolutely. So a point that goes back to what Rudy was saying before, and we mentioned the inventory. Most of you have got outreach strategies for your own group, so here we really don't want to recreate the wheel. It's more about better joining the dots. So if you imagine that we end up with some sort of home page for Civil Society on the ICANN website, just as an example, what I hope that's where we can list events.

So for instance, we would have the NCUC outreach events, [inaudible] events, etc. etc. We could link to, I don't know, whatever latest brochure or blog has been published by whoever absolutely. So that we don't duplicate, and we just bring it all together, it makes sense. So when we go to our audiences, they get all of the right content. When we put together events also official, we should think, well, you know, there is not that many of us after all, so it would be great to have panels with people from ALAC, from NCUC, from NPOC, etc. and we're all sharing our experiences.

So just, that's the sort of mindset I think that we've got here. So it's not about adding yet another layers, it's rather connecting the different parallel tracks, and languages will be a very important aspect of that. Translation, you know, cost an enormous amount of money in ICANN. Our budget is, I believe, four and a half million dollars in translation and interpretation at ICANN every year.

So we really need to think more creatively about that. And so if we've got content already, let's not recreate it. Thank you for that. So let's move on, because we're getting to the top of the hour. I just wanted to go down to activities.

So there is a list of events. You know, we had done a very initial list, just a staff list, which was more an illustration in a way of some of the vents coming up things like the Arab IGF and things like that. We received some input on the Google docs, and when we put it out a revised draft out, we'll, you know, you'll have a much stronger list, and the idea just to recap to people, the input that we would love to hear from, is events that you're putting together, or things that may not be very visible to us.

If we want to go to the NGOs, if there are big NGO conferences that you know about. If there is a big privacy conference where there is going to be a lot of NGOs present, and can we tag onto it? Can we have a panel session there on ICANN and Civil Society

and privacy for instance? That sort of thing. So that's the sort of input that we want, we've got some already but I'm just putting it out there so that you remember if you, when we circulate the link to the revised draft, please just have a look, tell us when you've got something coming up around the world really.

I've seen a few hands coming up. I think Klaus first then Matthew.

KLAUS: First, a warning. I think just to go and do a panel or to do a presentation at any kind of conference, without really pre-preparation and follow-up, really is not effective. I think we should develop a kind of strategy around each of these events. The second remark I wanted to do is yes, I will get in touch with you both. And you know we have a lot of events which are happening, we are coordinating.

But that brings me to another idea. Shouldn't we have a page somewhere where we could upload our events so that everybody could see? A kind of calendar, or you know what I mean?

JEAN-JACQUES SAHEL: I'm not sure. Do you have it on your website already? Because maybe there is a way of automating it where we pick the content directly…

KLAUS: I hand over on this one to Rudy.

RUDY: Very, very quickly. Technically, if I have the information how to plug into an API in the calendar of ICANN, I can automatically give them the link.

JEAN-JACQUES SAHEL: The new member, Rafik has been involved with this more than anybody else, but the new member services website, or system, which will come up, which will both manage the membership of the NCUC and NPOC, also has calendaring services, it has all kinds of features that will be available there. So those should be rolling out soon. I've not been particularly involved in it, but Rafik and some other community members have, but we should see that soon.

MATTHEW SHEARS: Matthew Shears. Just a question on the first bullet. When you say, consider a consistent Civil Society message, what does that

mean? Sorry, on the second one, the second bullet, it says, outreach pre-event involving local Civil Society some weeks prior. That just concerns me a little bit because sometimes it's so difficult to get to these events, costs a lot of money to get to these events. It will be good actually for them to be in one timeframe rather than separate and things like that.

UNKNOWN SPEAKER: Yeah, I mean, both of those really. The first one is that, this is the internal staff as they go around different regional meetings, that they should be presenting a consistent message of what Civil Society in ICANN does. Not talking about the content that you produce, but talking about the messages that you have, so that we're representing the organizations consistently, as we do so around the world. And that's something to do that is really necessary, I think, so that we can present all the different groups effectively.

And the second is that Jean-Jacques organized this about three weeks ago in Dublin, was that, about a month ago in Dublin, a meeting held for local people so that they knew that an ICANN meeting was happening, enough time in advance so that they could actually schedule coming here, rather than just doing it on the Friday before, a month before they got a taste of what was going to happen at this week of meetings.

And this is something that we'll consistently do before each ICANN…

JEAN-JACQUES SAHEL: Yeah, I think this is something that we've discussed with many of you before, which is, very well, very nice to do an outreach event on a Saturday before the meeting week. But we're talking to people who are already interested in ICANN. So we want to come a bit in advance, so if you think about Marrakesh as a next meeting, you know, we need to think about doing events in North Africa in the weeks leading to it so people can get, first get interested and then get organized to come.

That's what we meant by this.

UNKNOWN SPEAKER: Yeah, on that Jean-Jacques, when you say, okay, a few weeks prior to the ICANN meeting, I think it's a great idea except that I think it should be in locations, not necessarily where the ICANN meeting is going to take place because NGOs quite often doesn't have the ability to travel, so maybe it's good if you could say, okay, let us do that in a few places so that the regional Civil Society is informed.

And a question I have, as you did it for Dublin, do you have already some metrics on how the response was on that?

JEAN-JACQUES SAHEL: Metrics in a sense of, well we know how many people came, and from what I know pretty much every single person who came to our pre-event, came to the meeting. But you know, but I think, you know, when there will be more challenges, I think it's right to do events in other places than the host city, but it will be [inaudible] because not everyone will be travelling, etc.

So we'll have to take that into account and work around it. But thank you. Please. And then I'll try to stop…

JOHN-CARLOS: This is John-Carlos. Just a remark. I suggest on this event, ICANN meetings, to involve the Next Gen thing, because the Next Gen usually are from local use, and this is a public to work on this kind of pre-event. Just a suggestion to work together.

JEAN-JACQUES SAHEL: Thank you noted. Okay. No please, you can… Okay. I don't see any more hands and time is running. So I'm going to try and sort of summarize and please let me know if you sort of, or not, if you agree or scream if you don't. So we're going to circulate a revised Google doc, a revised draft that takes into account all of the, what we see so far, including the many comments made today.

And I think that was very constructive meeting, thanks to you all. So in the very next few days. So I'm not sure it makes sense to send it this week because most people are too concentrated on the meeting. So which will give a bit of time to finalize everything. I think we'll do it sometime next week.

I think it will make more sense when everyone is back and ready to do more work. Now the one point I wanted to conclude on is how we liaise. So before coming here to Dublin, we had a webinar, for instance, with NCSG. I think this was with all NCSG, but I think this should be one for really the people that cared and are really interested on volunteering for this.

You know, a sort of informal contact group. I think maybe we can call it that, and which I think we could have a joint between the relevant At-Large communities and the NCSG community. Perhaps we can start… I don't know what you think about having it once a month for a start. I could circulate a Doodle poll, and amongst for the communities, and maybe tag it onto on of the NCSG calls, and hope At-Large can join.

Does that make sense? If we try to do one in about a month's time?

UNKNOWN SPEAKER: I think it's a great idea Jean-Jacques, and maybe if you could add to the document that, preferable in a week, so that we have time to digest everything we have been doing here. But maybe it would be a good to have a kind of timing on planning when we would do what, so that we have also in our constituency of view, of workload, that could happen so we could really schedule it in our constituency.

It would be good to have an idea when would you do what? So that we can also schedule that inside of our work plans.

JEAN-JACQUES SAHEL: That's a good suggestion. Thank you. We can try and do that, work something out in the draft, with some dates broadly of when we hope to do things. Okay, yeah. That's a really good suggestion. I mean, we've got some ideas internally about when we would like to have some stuff done, but we can start sharing some of these thoughts and mapping it a bit better for everyone.

Okay, thank you all very, very much. It was very nice. Someone made a point about, you know, we need to do a bit more cross community participation. So we've had a good participation from both At-Large community and NCSG communities here. So let's lead by example and show the other communities how we should all work together.

Thank you all very, very much. And good luck for the rest of the meetings. See you around at other public forums. Thank you.

[END OF TRANSCRIPTION]