MARRAKECH – Implementing Civil Society Engagement Strategy Working Session
Thursday, March 10, 2016 – 12:00 to 13:30 WET
ICANN55 | Marrakech, Morocco

UNIDENTIFIED MALE: This is the ICANN55 Implementing Civil Society Engagement Strategy Working Session at 12:00 WET in the Ametyste Room on March 10th, 2016.

JEAN-JACQUES SAHEL: Good afternoon, everyone. Thank you so much for coming in good numbers. I'm told that lunch should be on its way, so we will start the meeting. When it happens, if you can, whenever you want, slowly and quietly go and get your lunch at the back whilst we continue the meeting. There should be lunch. That's the idea. I'm told it's on its way. I'm not sure if they're still cooking it at the moment.

CHERYL LANGDON-ORR: [inaudible]

JEAN-JACQUES SAHEL: Sorry? The what?

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CHERYL LANGDON-ORR: [inaudible]

JEAN-JACQUES SAHEL: It was a joke, Cheryl. So the slides are being loaded. Just whilst we're loading the presentation, let's make an official start.

My name is Jean-Jacques Sahel. I'm Vice President for Stakeholder Engagement in charge of both Europe, but also Civil Society worldwide. I'm delighted to see many of you here, as for our working sessions in Dublin, which was also very well attended and attended by many regions as well and many of the constituencies. It's a real pleasure, so thank you so much.

Just to recap the on the agenda or clarify the agenda, for a start we'll just make quick introductions, and then we will talk about Civil Society in ICANN from a sort of definitional perspective. I think we've mentioned this to others, and then the question of exactly what is the scope of Civil Society. We decided to touch on that on the first item, and we're delighted to have [inaudible], who many of you know. He's an expert contribution to the CCWG Accountability – sorry, his contribution as an expert. We don't know if it was an expert contribution. That's another semantic issue.

So he has kindly agreed to come here, and he has, of course, written extensively on this sort of topic. So it would be useful for

him to listen to your input and comment and help us think more about this particular aspect.

Then, as a third item, we titled it Next Steps, but really that's when we will be going into some of the detail. For some of you who were already on our monthly working call last month, we have two main documents already to look at. One is a draft catalogue of content, which basically puts together all the content that has been produced by the different constituencies in ICANN, the constituencies that are related or define themselves as Civil Society. So we'll have a look at that and talk about both the detail of it and also how we can use it.

And the same thing for the other main document that was presented at the previous call, which is actually a list of events, or a calendar of events, and how we can evolve that and use it, in particular for better coordination, better joint planning, seeing where opportunities are there for us all to engage to do outreach in relevant conferences and put together our own; that sort of thing.

Then there's a couple of more sort of content-related things that we wanted to share with that we've started to work on, such as, for instance, the web content on ICANN.org that we could develop in relation to Civil Society engagement. And that's about everything. We'll try to close and just recap on what we'd

like to do in terms of working methods. We've already agreed to have a broadly monthly call to [inaudible] work together and coordinate and implement the draft plan that we have put together. Then we are scheduled to finish at 1:30.

I will stop here. I'll just say also, for Item 2, Jan needs to leave, I think, at 40 past, which gives a really nice, finite timeline for our initial discussion. So we'll have to stop at about 12:40 on this one. I'll just mention that.

Before we move on, can I just check if anyone has got any comment on the agenda or any agenda item that they'd like to raise, as in to add to the agenda?

Okay. If not, then I propose to move on to Item 2. This item is actually considered how, by building on this current engagement plan that we put together jointly, the concept of Civil Society can advance its implementation.

I don't know if we can put the slides up.

UNIDENTIFIED MALE: We're trying.

JEAN-JACQUES SAHEL: It's trying. Specifically, what we'd like to do is hear your views, the views of the members of this contact group, on the benefits,

the challenges, and the potential of engagement for Civil Society and how best to define and to scope the communities that we engage with.

All right. So this is it. Now I will open the floor for comments from the room. Who'd like to start? Please don't be shy. Cheryl? Please.

CHERYL LANGDON-ORR: Very unlikely I'll be shy. I'm particularly keen with us looking – I'm sure we're going to hear a lot about the benefits. If we didn't believe there'd be benefit, then I don't believe we'd be in the room because, boxed lunch or not, there's possibly other attractions. So let's assume we will hear some specific benefits relating to some of the particular Civil Society activities that many of us are engaged in.

But I do want to raise up front that, if the engagement and outreach is not is holistically managed so that, once we believe people in to engage in ICANN, that they are not peer-supported, mentored, assisted, facilitated, if this is an unfriendly place and space to try to navigate by one's self. And I think, if we're going to do this extra work, we need to do the job well, and that includes the appropriate support. So that's a risk rather than a challenge. I think we can meet the challenge because we have

the wealth of material, such as ICANN Learn and various other things.

I think, too, what I've heard over the last two days, listening to various presentations, including some outreach activities that we're done by AFRALO – which, as I see my friend, Tijani, arriving, I'm sure he will allude to, so I will not. But in all of those, there was the talk of, in at least these countries we're being hosted in now, connectivity just isn't good enough to just say, "Get on ICANN Learn and all will be well." We've got to do some clever thinking, as well, to make sure we've got quality content support and facilitation, rather than just say, "Come on in," and then not help people through their journey.

And let's face it. We're a fairly narrow interest for anybody, let alone the wider world of Civil Society, with so many huge issues that they are going to have their attention spread in so many phases. I'm saying, "them," and, "us," but that's because I tend to wear a number of hats. So I'd rather look, as well, at making the methodology and outreach not the end game but just a step along the pathway.

JEAN-JACQUES SAHEL: Thank you very much. That was all very valid points taken. I have Klaus on the list. Please, others, if you want to start raising you hand, so I'll add you to the list.

CHERYL LANGDON-ORR: [inaudible]

JEAN-JACQUES SAHEL: Okay. There's that, too. Thank you. Klaus, please?

KLAUS STOLL: We seem to be fairly clear to who we want to outreach, which is Civil Society, and we have a lot of numbers of different definitions. We can fight about what definitions we want to do. By the way, I take the one from the World Bank.

                       But I think the more innovative way should be if we translate the multi-stakeholder also into our outreach. I don't think we should think about it in terms that just Civil Society or the parties or stakeholders in ICANN reach out to Civil Society stakeholders. I think that we need a unified concept of all SOs, ACs, and all stakeholders in ICANN to do outreach to all the different groups. I think we really should take our multi-stakeholder model serious also with that regard. Of course, we need to specify. We need to target. We need to adapt. But the overall strategy shouldn't be reflecting the silos under which we are already suffering enough.

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JEAN-JACQUES SAHEL: Thank you. I notice it's been raised during the [inaudible] Board meeting as well. Tijani, please? And others, please your hand when you're ready. Tijani?

TIJANI BEN JEMAA: Thank you very much, Jean-Jacques. The definition of stakeholders is not the same in any environment. In the ICANN environment, the stakeholders are end users, are generic names, etc., country code names, governments, etc. For example, in the IGF environment, there are Civil Society governments and the private sector, etc.

Can we use both definitions of the stakeholders in the same environment? This is the question I am asking. Why am I asking it? It is because of a possible confusion, a possible overlap, and a possible conflict. So I would like to ask Jean-Jacques and the [inaudible] and [Adam] to tell me, more or less, how they will help the Civil Society component. And do they have the budget for it? Is it only mentoring? I don't know. I would like to know exactly what is the aim of this new gathering or regrouping. Thank you.

JEAN-JACQUES SAHEL: Okay. I will definitely answer. Is there anyone who wants to take the floor now? For the benefit of Jan, who has to leave earlier, I

didn't start with that. But we have just a couple of slides just to remind everyone of the draft plan as it was agreed on in mid-December. Remember, we said it's going to be a living document that we can update and improve as we progress.

Can we maybe just fast-forward a couple of slides and then – yes. Yes. Just go back one. We'll do it here, since Tijani raised a question.

These are slides that we already used, I believe, for the call that we had on the 16th of December, just summing up this effort, just reminding that this is part of why the efforts at broadening stakeholder participation and diversity in the work of ICANN, and that part of the work is about raising awareness and knowledge of ICANN, the DNS, and the Internet ecosystem, and of its relevance to Civil Society's missions, to support the current volunteers' work, and to encourage others to join. Also, we did quite an extensive consultation process over the last year. We shared documents, etc., and had teleconferences and workshops face-to-face in order to refine those ideas that we had as a collective already at that call.

But very much today, it's time to begin implementation. [inaudible] the approach will evolve, and part of the implementation is to take stock right now of where we're at, sort

of look afresh and be sure or be clearer about who we're addressing. Who is Civil Society that we're addressing?

The next slide. You mentioned goals and aims. Just to recap, what has been agreed at this stage, at least – and of course, we can evolve it – the long-term goals are to increase awareness and knowledge of ICANN, the DNS, and the IG ecosystem among Civil Society groups, and how these are relevant and important to Civil Society missions. The corollary goal is to help enhance the effectiveness of Civil Society participation in ICANN's work.

That's relevant to what Cheryl was saying about taking in the newcomers and mentoring them so that not only are they not scared, but actually they can become effective and impactful when we are in meetings. Generally, this is a fairly common process. You inform people. You raise their awareness, and hopefully that leads to action, which is to encourage participation.

We would do that through developing or better disseminating tailored content and communications that are tailored to Civil Society, various engagement activities on the ground – workshops, etc., webinars – and capacity building, which is more in the line of mentoring, etc., and training, as we've discussed. So just a recap of what is in the document.

By the way, we are creating a sort of shared space where all the documents will be posted, just so everyone's got that. I think the Dropbox is ready, but we can come back to that in a minute.

I hope that helped answer your question, Tijani.

Who would like to take the floor? Just maybe we'll put back the question on the screen, just for everybody to go back on the main item. The second slide, please.

Who was that? Sorry?

CHERYL LANGDON-ORR: Glenn.

JEAN-JACQUES SAHEL: Oh, Glenn. Please.

GLENN MCKNIGHT: If you go back to that last slide, please. Yeah. On the long-term goals, one of the things that I think, from a marketing point of view, you can be effective in reaching to NGOs, but that doesn't necessarily translate into action.

In terms of marketing, there's a term called stickiness, where people actually get engaged. I've heard different things, but some people say up to 17 times you got to tell somebody before

they'd listen. According to my wife, she has to tell me many more than 17 times.

CHERYL LANGDON-ORR: You're above average again.

GLENN MCKNIGHT: Sorry?

CHERYL LANGDON-ORR: You're above average again.

GLENN MCKNIGHT: There we go. But it gets back to quality control in terms of evaluation and results-based management. So we need smart results here. We need to set some targets. And there isn't one strategy, because it's going to vary from place to place.

In the Canadian context, we have 150,000 non-for-profits. There is mechanisms to reach out. You don't need to be the only person speaking, and there's tools and methodologies you can use. In the United States, there's 1.2 million, and there's gatekeepers like USAID and World Bank and other agencies that have fantastic publications.

I've mentioned this before, that IEEE, we're very deeply involved with their humanitarian projects. They have two really good publications, called Spectrum. They're always looking for articles. In fact, IEEE, I'm doing a video for them on Internet governance, surprisingly. But they are actually very receptive.

IEEE were the engineers that were at the base of starting the Internet, but there is this growing awareness within IEEE on something called humanitarian technology initiatives. And IEEE is probably the most effective organization I know that have conferences, and particularly humanitarian conferences, that are reaching out. They have this incredible catchment of people. So I think it's important for us to work with gatekeeper organizations and feed them stories and feed them information.

JEAN-JACQUES SAHEL: Thank you. Yes? So I've got Klaus, Matthew –

UNIDENTIFIED MALE: [Sam] was first.

JEAN-JACQUES SAHEL: Oh, were you first? I'm sorry. So [Sam], Klaus, Matthew, and the lady in the back. [Sam], please?

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[SAM]: Okay. Thank you. This is a bit of what Glenn just said, but I want to say it in a much more pointed fashion. What has become very clear to me, because I had a wider remit when I started this, was that of the what, why, and how of this endeavor, the what is very clear, as articulated by ICANN and the ICANN staff, and that's engagement. The ultimate objective is engagement.

Okay. The what is the outreach program for engagement, and the how, of course, is, first, the awareness raising. That's where the crux of the problem resides within our sector. Raising awareness is with respect to something wider than just what ICANN would like to see delivered: engagement.

We can't do all of that by ourselves, but we can do it with others. We can be part of a more general message around awareness and Internet governance and Civil Society goes on, where our subtext is to say, "Okay. We've talked to 100 people here. We've got six of these organizations that are now prepared to come forward." But to keep clear in our mind that, when we are talking to Civil Society, their remit is bigger than our remit and much bigger than the engagement remit.

So if we can't produce a general win-win in which a subgroup of that is engagement in ICANN, then we're failing. We're not like a mobile phone company just trying to get people sticking and attached to our phone or our shoes. We're trying to get people to

change their lifestyle to have a piece of this, and only some of them to have a piece of this.

Our deliverables, our key performance indicators, should be not how many people we talked to, but how many people we worked with and collectively generated the engagement. The final deliverable? Engagement.

JEAN-JACQUES SAHEL: Thank you very much. Just on that, you remind me, [Sam], that we're helping the mobile phone companies a bit much, with ICANN's conference calls and keeping our telephones [inaudible] Klaus, please?

KLAUS STOLL: Even if it sounds like me contradicting [Sam], it's absolutely not the [inaudible]. I'm talking on another level, where we talk about objectives and delivery. I think now, especially after we seem to be achieving the transition, wouldn't it be time, really, to put numbers onto the objective and say, "Come on. Let's really look and try to get some real big numbers"?

I think we should be confident enough, and we are now in a position with the transition and things like that that we have a message which appeals and is relevant for a large amount of people. Not all of them will engage. Not all of them will

participate. But we should at least let them know that we exist and what we are doing.

I think we really should try to play the numbers game now. I wasn't confident, personally, before. But now I am. Now I think we got a message we can stand up to the wider public.

JEAN-JACQUES STAHEL: Thank you very much, Klaus. Noted. Matthew, I think. Thank you.

MATTHEW SHEARS: Thanks. I guess, looking at these long-term goals, I think one of the key things for us – and we feel it every day – is not only the effectiveness of Civil Society participation in ICANN's work, but also the level and degree of that work. I think that is our long-term goal.

I think at the end of the day we have to look at this very practically. We do have an awareness responsibility. I agree. But our ultimate goal should be to bring Civil Society to ICANN to fully participate in the work of ICANN. I think that's what we need to focus on. And how do we make that happen?

So, quite frankly, I am less concerned about general awareness raising about Internet governance because there's plenty of stuff

out there on Internet governance and there're plenty people aware of Internet governance. So I think we really do need to focus in a bit on this and say, "How do we get people to engage? How do we get people to engage at an effective level, and how do we get more people to engage?" And then work back from there, because, otherwise, I think we can get lost in outreach and awareness building that may not really bring us what we want and what we really need. Thanks.

JEAN-JACQUES SAHEL: We'll be looking for concrete, detailed suggestions on that. Thank you. Please.

STACIE WALSH: Hi. My first ICANN meeting was in Dublin as a NextGen, so the Civil Society engagement issue interests me greatly. I will say that, after that experience, the idea of a mentor really came across as something that was greatly needed in ICANN.

I like that the end goal here is further engagement, and I think those mentors really need to push new people in ICANN to even be an observer on a working group, a PDP, anything that interests them, because I've now been on two working groups for two months, and I've learned more in those two months than

I did in the six, seven months prior to that. So I think that's really key.

I would also like to point out that one thing that has kept me interested in ICANN, and I think kept my whole NextGen group interested, is that we have a WhatsApp group just for my NextGen program that we are all still on. We all still communicate, and it's a really great space for us to throw out random questions that we might not want to bring up at a meeting or on a call. I think not forgetting that internal capacity for these Civil Society groups is really important. Maybe setting up a space for them, either online or on a listserv, to engage in those conversations themselves would be really great.

JEAN-JACQUES SAHEL: Thank you very much. And indeed, [Adam] will mention there's a mailing list being… Well, we already have a mailing list created, and we'll have a dedicated space. So we'll look at that.

I think, Rafik, you're next, and then [inaudible]. So Rafik first, please. Then, if anyone else wants to say something at this stage, please raise your hand now – oh, and [Rudi] as well – and then I'd like Jan to make a few comments from what he's heard. So, Rafik, please.

RAFIK DAMMAK: Okay. Thanks, Jean-Jacques. Just wanted to maybe emphasize or maybe concur on what Matt said. At the end, outreach is just a means, not a goal, and to support us and bring more people together and involved. But we should be careful that maybe in ICANN we are a living in kind of a bubble; that it's not necessarily everyone will be interested by DNS. It sounds quite [novel] for many of them.

So we should be kind of humble here. We can bring some, and hopefully we can get them involved because, at the end, what we are doing and we need to do mostly is about policy making. Raising awareness is important. It's good. But this I see as just more about communication here.

So the outreach is just a means to try to bring as much as possible as we can. It's not an easy task. As a stakeholder group and constituency, we see that in our effort doing by volunteers.

So it's mostly how already we can do in-reach to support our existing members and try to bring more to the diversity end. It's also about knowledge and expertise. It's not just bringing more bodies, but it's really to bring more expertise because the policy making really covering so many advanced issues that it needs some notice to cope with that. So that's what I want to say.

JEAN-JACQUES SAHEL: Thank you very much, Rafik. Please?

UNIDENTIFIED MALE: Thank you. My name is [inaudible]. I'm from Niger. I'm working with the Organization for World Peace and the African [inaudible]. We work on peace and we believe that the denial to the access the Internet is part of our right the citizens need to fight against.

So I think I want to raise the issue of awareness about Internet governance, how we will work with the local community [inaudible] that the awareness about Internet governance is very low in most of African countries. Most people get their cell phone lines [inaudible] of the security situation. I know that even most of the local NGOs that get involved, some of them find themselves in a [threat] and a lot of things.

So that I think that the issue of Internet governance, the awareness of the issue, be emphasized as part of Civil Society engagement. Thank you.

JEAN-JACQUES SAHEL: Thank you very much for that. Really useful. Sorry, who was next? I think [Rudi] was next, and then the gentleman. Then we'll let Jan comment. [Rudi], please.

[RUDI]: Thank you, Jean-Jacques. Well, I'm quite happy that I'm hearing voices from the newcomers here and NextGen because that's something I think we are forgetting to do. We should listen to them and try to understand why they are here. Why are they engaged? They learn us the efficiency of our program. If we are not listening to them, we are failing in our outreach program. That's how you can correct your outreach process. If you see that people are not happy with the way they are coming in, if they are not staying, at least try to understand why they are not staying.

As you were expressing that you had been on working groups, indeed, that's where you learn what ICANN is, not in, let's say, the showrooms, in the working groups rooms. That's where it happens. That's where you learn to understand what the value is of the DNS to your community. And at the same time, you learn how you can bring in your community and raise the voice of that community and express the needs.

I would like to emphasize that you have goals. You have objectives. I think we are missing two elements in it. It's the target audience. Who do we address? What is our target audience at the end? If you don't have a target audience, you don't know how your message has to be sent out.

Secondly, it's also about the mission. What is our mission of each our individual groups? What do we have to do to get our community doing what ICANN expects us to do? Because it's bi-directional work that was to be done. Thank you.

JEAN-JACQUES SAHEL: Thank you, [Rudi]. The gentleman here, briefly, and then – yeah.

DANIEL DARDAILLER: Daniel Dardailler from W3C. I'm not part of your group, but I thought that I was Civil Society somehow because, even though I'm qualified as a technical community when I got to ISO or IT or a European Commission meeting, I'm qualified as an NGO. So maybe my situation is a bit special, maybe. But I think the question of audience is important because everybody basically is a citizen of some country, so they're part of Civil Society. I want to check that there is no exclusivity on one side or another when you do your outreach.

Now, in terms of the outreach, I heard a couple comments that I think are very relevant. We've been doing a lot of outreach as well from the Web Consortium, from the web [inaudible] point of view, to gather more participation not just in the industry or in the government agency, but in the public. And it's a real

challenge. People just don't really care about how the system works beneath the covers.

So when I hear about doing outreach for participation in ICANN, I feel a real challenge because it's hard already to outreach to people to participate in Internet governance in general, and it's also hard to participate in the Internet in general for some audiences, so you have like a third level of complexity here.

JEAN-JACQUES SAHEL: Merci, Daniel. Okay. There was a question in the chat, which kind of calls for comments, but we'll keep the comments [inaudible]. I'll just read it. It's from Poncelet, who asks, "What role, in terms of awareness, do you think Civil Society should focus on in terms of the DNS, especially as it is a very broad area?"

So it goes to some of the points were made before. Maybe we can pick up on that later on, but I'd really like to hear Jan's feedback on what he's heard so far, and especially in relation to the initial question that we had of how to take stock and how to make sure that we have scoped and defined properly the target audience that we're addressing, as [Rudi] put it, Civil Society.

Jan, please?

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JAN SCHOLTE: Okay. Hi, everyone. I'm Jan Scholte. I really apologize that I don't stay longer. I was asked to come here after my flight was booked, and it was an unchangeable ticket. I'm going to be really rude. I'm going to say a few things and then walk out the door. That always really irritates me when other people do this, and I'm doing it myself.

No, but just a couple of reactions. I'm relatively new to the ICANN space. I've been here less than two years. But I'm very old to the Civil Society space and global governance, for over 20 years. So there's a mix of ignorance and experience.

What I'm hearing here, maybe one thing to keep in mind is that Civil Society might be better thought of as processes whereby associations of citizens seek from outside political parties to engage rules and governance of society.

But it's associations of citizens, and those associations of citizens can take lots of forms. In particular, what I'd really discourage from the experience of many other global governance institutions, don't equate Civil Society with NGOs.

I've already heard it three times in these comments. NGOs are formally organized, legally registered, professionally staffed, bureaucratic organizations of a particular kind. They are not social movements. They are not informal user groups. They are not faith-based organizations. They are not cooperatives. They

are not charities. They are not foundations. There are so many other forms which are these associations of citizens which seek to shape governance.

If you narrow down to just NGOs, you play the World Bank game and you end up just having a professional relationship between the organization and some professional people on the ground who often don't have very much touch with the wider society in their context.

So, anyway, that's just a… I've said this for 20 years, so I'm sure it's not going to change too much when I say it here. I'll walk out the room and you'll also say NGOs again. But please, please, please, Civil Society is not, not, not NGOs. NGOs is a very effective way of trying to get involved in Civil Society. Anyway, that's one thing.

In relation to the ICANN context, many notions of Civil Society include business associations. You haven't mentioned that here, but I do think in the ICANN context, you don't want to go down that road, to include business associations, because business associations are very powerfully represented in ICANN already. If Civil Society is a way to group the non-governmental, the non-commercial, the non-technical people so that those have a voice so that you get the non-governmental, the non-technical, the

non-governmental public advocacy, livelihood advocacy people, and that that's their space, that seems to me to be really good.

And I do think the vocabulary of Civil Society for your external communications – maybe not for your internal discussions – is a hell of a lot better than talking about ALAC and NCSC and NPOC and all this. The outside world has no idea what you're talking about. They may not actually have much idea what Civil Society means, either, but they think they know what you're talking about. So in terms of a way to bring people in from the wider society to talk in some of the internal vocabulary of ALAC and NCSC, it's just a big turn-off for the wider society. I didn't come to ICANN, at least for a while, because I looked at this and thought, "I don't know what's going on here."

So it does seem to me that a shift of vocabulary to emphasize Civil Society, I think, as a draw, as a magnetism. Then you can argue, once you're inside, about whether you want to use the term and what means and what it includes and what it doesn't include. But as a communication strategy, I think it's probably a good one.

I think also it can help – it doesn't always – but it can be a good way to serve diversity goals. There's been a lot of talk in the accountability discussions around the IANA transition about diversity. Work Stream 2 is going to concentrate a lot on

diversity issues. Diversity doesn't channel through governments, necessarily, so well. It doesn't always channel through business so well. It doesn't always channel through technical so well. But Civil Society, amongst those streams, can be the better channel to get diversity going. So you're more likely to get young people. You're more likely to get women. You're more likely to get people living with disabilities. You're more likely to get workers as opposed to the bosses in the domain names industry, and so on. So as a vehicle for diversity, I think that this can be a real help.

And, yeah, an important vehicle to broaden ICANN accountability so that ICANN isn't just responsible to its business interests and isn't just responsible to its government interests and isn't just responding to its technical people, but it's responding to the public interest ideas and, yeah, the general human livelihood aspects of the Internet.

So I don't think I'm really contradicting anything you say, except the NGOs. Please, if nothing else, for the next half hour – oh, yeah, academia. I'm Civil Society, too. Yes, that's right. Thank you, [Rudi].

JEAN-JACQUES SAHEL: Thank you so much, Jan. Tijani, you wanted to respond quickly to that, I think, before Jan goes?

TIJANI BEN JEMAA: Thank you, Jan. It is always a pleasure to hear you. I knew you when you came as an advisor for the CCWG, and I really enjoyed discussing with you. And this is another time that you proved that it is really enriching.

I agree with you for several points, but I don't agree with you for some points. Civil Society was a broad term, very broad, not well defined. The first time it was more or less defined more structurally, it was in the WSIS, the World Summit on Information Society. It was the first time that Civil Society participated in the meetings inside the rooms, not outside, demonstrating and etc. So the definition of Civil Society in WSIS was broader than you say. It included the technical community, the academia family, the [inaudible], etc. So there was 21 families.

If you now say that the technical community should not be in the Civil Society, I don't know. Because I think that Civil Society must be something that gathers all people who don't have financial interests or political interests. So I think that the technical community should be included; academia, also. When you say, "Don't confuse NGOs with Civil Society," NGOs was one family of the Civil Society.

Now, inside ICANN, you' told exactly what I said at the beginning, for the external. My understanding of this movement of Civil Society inside ICANN, when first George Sadowsky came and told us we need to do something about Civil Society, my understanding was that it was for the external, how we can coordinate our effort to make outreach or to better represent ICANN when we go outside.

But inside ICANN, I think that we all do outreach, capacity building, etc., etc. Everything which was here on the slide, Rafik, myself, and [Rudi] do the same. We do those things. So this is the origin of the confusion and the origin of my first question. Thank you.

JAN SCHOLTE: Just a quick response. I don't disagree, Tijani. I think it's not to exclude technical people from Civil Society. It's not to exclude business people from Civil Society. It's not to exclude government officials, retired government officials, government officials acting in their personal capacity. But when the technical people are in Civil Society, they're not doing technical work. And when the business people are in Civil Society, they're not doing business work. So it's not keeping them out, but it's saying, "When you are in Civil Society space, you are involved in public interest advocacy and you're involved in enhancing human

livelihoods in general. You're not solving a technical problem. You're not writing a government policy. You're not going after profit."

Leon Sanchez was the ALAC Chair and the CCWG. He wasn't there as an intellectual property lawyer. He was there as a user advocate. So it's your role. It's not your person.

JEAN-JACQUES SAHEL: Thank you very much. I think we need to let Jan go and catch his taxi. I'm sure he'll stay involved in our discussions and continue to share his perspective. Thank you very much for that.

JAN SCHOLTE: Okay. Again, apologizes.

JEAN-JACQUES SAHEL: Have a good flight. I will not comment on intellectual property lawyers. I know we have actually a former ambassador to the World Summit on Information Society in the room, but he's definitely active as a Civil Society person and is in ICANN, or least in At-Large.

I'd like to see if there's any other points under this sort of initial topic around potential opportunities and challenges of this,

taking stock of where we're at and the scope and [inaudible] Civil Society. Any final points? Matthew, please?

MATTHEW SHEARS: Thanks. One of the things that a number of people raised is the issue of awareness building and how we find the right audiences. I think this is a key issue. I guess one of the ways that I would like at this is, again, think of this less as a way of reaching out to specific organizations, but think about the way we can identify the issues that are of interest to different sets of organizations or different sets of people.

We tend to say, "Come to ICANN. It's a really interesting place. There's lots of work to do, and we're going to make you work 24 hours a day, non-stop." Right? So maybe we've got a better selling point, which is, "Are you interested in free expression? Are you interested in privacy? Are you interested in DNS? Are you interested in security?" Perhaps think about that way of selling ICANN, if you will, and saying, "There are areas that ICANN deals with. You may not be aware of it, but we deal with these specific areas in these ways, and this is why you should be involved."

So I think we have to look at this as, yes, we have to identify the audience, but we have to identify the audience in terms of the issues that we want them to get engaged in and would be most relevant to them. Thanks.

JEAN-JACQUES SAHEL: I think quite a few of us violently agree with this. And I think you will remember, Matthew, because I think you've been at a few workshops, that's happened. I remember people, for instance, putting up slides talking about privacy, talking about freedom of speech, talking about human rights, talking about the importance of the DNS for NGOs. So I think it's going in to making it relevant because they're topics which are what people deal with every day, but just from the DNS perspective, in a way.

So, yeah, I think that's a point very well taken. I think what I find really useful is if we could work together where we have gaps in the content that already exists, maybe to develop little scripts or messages around that.

I've got Glenn and Kathy. Is there anyone else? Okay. Yes? Okay. And then after that, I propose to move on. Everything is related, so we'll be able to build on that as we move onto the next agenda items. Glenn, please.

GLENN MCKNIGHT: Yeah. I think Matthew was spot-on with identifying the hotspots for the individuals and where they would plug in.

I'm working as a curator with Diplo, and we have on the Internet platform a number of really fantastic issues that could be

duplicated or looked at. I'll share the link. It's digitalwatch.giplatform.org. They have it broken down into 22 issues, and I think many of these issues are absolutely applicable to what we're dealing with. So I believe that's what Matthew was alluding to.

JEAN-JACQUES SAHEL: Thank you. Yeah. That's sounds right. I think it was Kathy Kleiman, and then the gentleman at the back. Do you want to come to the microphone, Kathy? Thank you.

KATHY KLEIMAN: I'll take Judith's seat for a second. I'm coming in a little late, with my apologies, so I'm not sure if this point has already been made. When we look at the business sectors that are here, they're coming in both as the business organizations, and it's those people who represent the business organizations. They're bringing their counsels. They're bringing their consultants. They're bringing their lobbyists. So there's – I'll wait for you guys. I kind of get the feeling we're talking with the [inaudible] Whenever you're good.

Okay. So in addition to Civil Society, per se, I would recommend the same type of entourage also come into support Civil Society, which would be a group of public interest lawyers who may or

may not be affiliated with public interest groups; the lawyers who would come in to represent free speech and fair use and privacy and data protection and due process, because they bring skills; as well as the consultants and the lobbyists and others that bring in the type of expertise that we're seeing coming in throughout the multi-stakeholder process, but may or may not be affiliated directly with Civil Society groups, although they're probably members of many of them.

JEAN-JACQUES SAHEL: You're talking about targeting them as future participants, right?

KATHY KLEIMAN: Yes.

JEAN-JACQUES SAHEL: Yes. Thank you. Would you describe yourself as a public interest lawyer?

KATHY KLEIMAN: Yes.

JEAN-JACQUES SAHEL: Yes? And I think there's a couple around the room as well. Don't be shy.

KATHY KLEIMAN:
And over the years, I've recruited academics and others because we needed a variety of support systems and support materials for the work that we were doing. Thank you.

JEAN-JACQUES SAHEL:
Okay. Thank you. Gentleman at the back, if you want to come to the microphone, please.

UNIDENTIFIED MALE:
Hi, everybody. My name is [inaudible]. I am from Chad. I'm an AFRALO member and newcomer also. It's my first time to be in ICANN. My question is about implementing Civil Society engagement strategy. Before that, if you can have some interpretation for non-English speakers, it'd be great because English is so difficult for me. I'm trying to do my best. Yeah.

Before we talk about implementation, is that possible that we can give some definition of what Civil Society's framework is? Before that, we talked about [inaudible], government draft of [inaudible], or for people who come, newcomers, in the ICANN ecosystem. Before that, what is Civil Society? What's its [inaudible]? Can we have some definition before we can talk about implementation? That'd be very good. Thank you so much.

JEAN-JACQUES SAHEL: Merci, Mr. [inaudible]. So the question asked for this initial item was, "Let's discuss what the definition of scope is of Civil Society." I think we've had a fruitful discussion on this. I sense that there is a broad understanding as appears in the draft engagement plan that we've got at the moment, the current version, if you will, that it is about non-profit, non-commercial groups, academia, and end users, broadly speaking.

I would have liked to tried to finalized our common understanding of that scope in today's meeting, or at least have an understanding, at least for the purpose of this plan that we're talking about here for ICANN, that we can refer to these groups as Civil Society. I'm quite happy to continue to discuss whether that's a right, appropriate term.

Padmini, do you want to comment and offer something? Please.

PADMINI BARUAH: Padmini Baruah. I'm a law student from India, and I represent the Center for Internet and Society. This is my second ICANN meeting. I was introduced to ICANN purely by luck because I happen to be interning with this organization. I come from one of the more prominent law universities in India, yet there is very little, if any, knowledge about ICANN in this regard.

I do feel that, at least in technological institutions of excellence, as well as law schools, there is a huge pool for people who are interested in areas that ICANN works in. So I was wondering if you would consider it worthwhile to have outreach to educational institutions in different countries. Maybe liaisons or you maybe you reserve one fellowship for one student from whatever. Something like that. Just a suggestion. Thank you.

JEAN-JACQUES SAHEL: My understanding, and I know some of our groups [inaudible] but we have engaged with [inaudible] institutions, and we could definitely look at interesting vehicles and mechanisms for doing that it in a more structured manner.

I'd like to move onto the next item, which is all related anyway. But I wonder if there's any other points on definition and scope at this stage. I'd try to summarize a little bit where we're at in terms of definition. I sense that we have a broad understanding about the fact that this about non-profit, non-commercial, academia, and end users. I hope this is the sense of the room. I realize we are not exactly the same groups. This is heterogeneous. Sometimes we may be in the same countries, and often we are, but sometimes we might have just an academic conference, or just an NGO conference, so you tailor the messages.

But I think there is scope for having general messages that we can reuse. If we do briefings, for instance, on certain policy topics – privacy, freedom of speech, etc. – they will probably be relevant for all these groups. So hopefully that works.

Any who wants to react on that briefly before… Or I'd be quite happy with a nod or a cheer that you all agree with me.

UNIDENTIFIED MALE: We tolerate it.

JEAN-JACQUES SAHEL: So that's the new definition from rough consensus in ICANN. There's no wild objection, so I'll take that as adopted. Anyway, thank you very much for that.

Let's move on. Obviously, as we move to the next items, we can continue to make substantial points. I think I will pass it on to Adam. You've heard my voice far too much already. Just to finish on for Mr. [Bashara], thank you for raising the point about translation and interpretation. I certainly have a vested interest in that, and I will translate.

UNIDENTIFIED MALE: You're from Belgium, so you have to decide [inaudible] Flemish language [inaudible].

UNIDENTIFIED MALE: Just Flemish, yeah.

ADAM PEAKE: Good luck with that one. Good afternoon, everybody. We want to start moving ahead with what we're going to do on an ongoing basis with you all and supported by the core group that's here. Thank you very much for coming along.

We'll review some of the things we talked about on the last call. If you could pull up the catalogue of content. Nothing has particularly changed since then, but the difference is that we're going to start putting these available on a wiki page so that you can have easier access to them, which will be populated soon. It's available but needs to be developed.

Particularly, there's an enormous amount of content on the pages and website of the different organizations. What I've tried to do is pull out content that is relevant to probably people who would be new to ICANN and they would find useful in one way or another. It does not cover all of the many statements that groups have made for policy development processes, etc.

I would be helpful if you find mistakes, if you think there are missing documents, if you think that even categorization would be different. At the moment, what I've done is provided this by

the different stakeholder/constituency groups. Perhaps it would be possible to put it into sort of thematic areas. I tried to do that and it was quite difficult, but some of you may be much wiser at doing that than I am.

But there are certainly areas that are common, such as guides and beginner's introductions and so on and so forth, and then also reviews of different events that have gone on.

I want to go back to a point that was made earlier on about content and bandwidth and being able to access these things. We have a lot of information that is available on YouTube, which means it's streaming. We probably could get access to that to make it downloadable. And we also have a lot of work that's being done in Adobe chatrooms, as we're doing now. And it is possible, rather than going back to the URL and watching the stream, which is currently the main way that you access, we can also download those particular packages of meeting or webinar and put those on the Internet.

However, it's quite a lot of work to do that, so would this kind of thing be valuable or not? So if you can start looking at the content and thinking what the prioritization is, because we don't want to download stuff and stick it up there and then nobody uses it. That's no good for anybody. But if you think there's valuable content – I think there is – I think we should do that

collectively to try and identify which we want to prioritize at the moment. We'll do that and we'll make it available.

I know in many developing countries there are applications that allow you to download over breaking connections. You can download when you want in a period of time when your bandwidth is cheaper and so on. But we need to identify the content that you think would be useful and then move ahead with that.

We have people raising – yeah.

JEAN-JACQUES SAHEL: Maybe just to open –

UNDENTIFIED FEMALE: [inaudible]

JEAN-JACQUES SAHEL: Yeah. We can surely go down the document. If you are in this room and you're not yet on the mailing list, which Adam will cover later, please let us to know to make sure that you're on a mailing list. We'll have the Dropbox ready soon so you can get all these documents so you can comment, add documents from the communities which we might have forgotten. And of course, what will be really useful is to think about these two things: how

we can disseminate these documents better – and we'd like to put this on the website of ICANN, for instance, linked to it – but also how we might identify gaps. Is there more content that we need to develop? For instance, what Matthew referred to before in terms of talking about policy issues that might be relevant in a wider world? We focus on what's being done within ICANN and make it much more relevant to outside communities.

I've got –

ADAM PEAKE: One second. Could we [inaudible]?

JEAN-JACQUES SAHEL: Sorry. Please.

ADAM PEAKE: [Alana], could you give scroll control to – actually, not everybody's going to be in the AC room. But if you can give scroll control so that people can move around the document themselves, and then just – yeah. And then just scroll through on the main screen so that people can see what other information is there.

JEAN-JACQUES SAHEL: Thank you. So I'll open the floor, please, to people's comments. I've got Kathy, Judith, Stacie, Klaus, Padmini, and Marita. So, Kathy?

UNIDENTIFIED FEMALE: That was my intervention [inaudible].

JEAN-JACQUES SAHEL: Oh, okay. So I think [inaudible]. Thank you. Judith, please?

JUDITH HELLERSTEIN: Yes. I guess the question here is, are these just resources? Are we collecting a place for resources from all of ICANN? Really, what is this? Because there's a mixture of older resources and newer resources. So I'm not exactly sure where we're heading because, if you go back to the beginning, you have the ALS Beginner's Guide with the older versions. Then you have the new e-books that Glenn and Maureen have done in At-Large. These are the newer ones. So we're having a mixture of old and new, and it seems to be a little confusing.

Also, are we going to put up any of the ICANN Learn stuff, Academy? What really do we need? Some of the ICANN Learn, you have to subscribe to. So if you can clarify this a bit.

EN

ADAM PEAKE: What you're saying is precisely what I was hoping for, is that I don't know in enough detail what the content is. So if we can start to look at this list and say that, yes, this is necessary, this is not. I've seen multiple Beginner's Guides and tried to pick up the current one, but it may not be the current one. In fact, there may be different version of them. I think one was called Purple and one was called 2014 or something. And they seem to be similar.

What I'm trying to say is, if you can help me whittle this down into a logical collection that would be useful for people coming into ICANN, or we can show to people who are interested in ICANN, to see what their, let's call them, Civil Society peers have been doing. You've be doing an enormous amount of work over the years, so give a snapshot of what has been going on, and also how they can participate. But you guys know better than me what this content is, but I tried to put together a catalogue.

JEAN-JACQUES SAHEL: Thank you. I've got Stacie, Klaus, Marita, Padmini, and Kathy. Stacie, please.

STACIE WALSH: Hi. When I was joining ICANN, for me what was very difficult was figuring out how to join, where I could go, what constituency I could be part of. So I think on this document it'd be really useful

to say how to join. List the constituencies. List what kind of criteria you need to have to be a part of them, and then give that link to those forms online to fill out, because luckily someone eventually pointed me to Rafik, who sent me to NCUC. So it worked out, but it was very confusing.

I also wanted to point out, oh, that to facilitate engagement, it'd be really good to have something in this document that said, "Current working areas," and have them broken out by interest, such as security or Civil Society engagement, human rights, and list what's happening in those areas so that they could go and be an observer or they could join a working group if they were really that ambitious. If you get them to that step where they are joining, you want to give them the capacity to take that further and really get ingrained into what's happening.

JEAN-JACQUES SAHEL: Thank you very much. That's really helpful and a piece of learning, which is the evolution of ICANN. Do you guys want to be called NCUC? It's quite interesting. They normally say NCUC, right?

STACIE WASLH: Sorry. Yeah, that's me. See?

JEAN-JACQUES SAHEL: I know. That's what I'm saying.

STACIE WASLH: NCUC. Sorry, everyone. Sorry, Rafik.

JEAN-JACQUES SAHEL: So there's NCUC and NCUC. Anyways, Klaus, please.

KLAUS STOLL: I think we can build the best library in the world. If nobody is going to use it, it's senseless. And to be quite honest, if I see that and a newcomer comes and just sees that, they'd just turn around and go out of the door.

To reflect the person before, one way would be quite simply to list resources by topics. Then add to each topic basically an introduction. Use the introduction, and with this introduction, go to the organizations who are actually working out on these topics, roughly, outside ICANN and say, "Here. Can you link that? Can you feature an article? Can you just connect us to that part of, let's say, security or whatever?" And not just give stuff which basically reads like… Come on. I think the intention is extremely good, and I commend Adam for his work. But as it is at the moment, we are building an Alexandrian library where nobody knows where the entrance is.

JEAN-JACQUES SAHEL: Thank you, Klaus. This is just like the first break in Alexandria, right? So this is a working document for all of us. We're clearly not going to post this on a website. I don't want to read this. But at the same time, having seen it, I think it's an amazing resource. We've never had a compendium of all the content that's been produced here. Of course we need to adapt it. I thought it was a good idea, if I understood correctly, about going to the organizations, working on specific topics. So say it's EFF and we have something on intermediary liability, for instance. We might link to them, just as an example. I think that's what you were saying. That's a really good idea.

And we'll need everybody's help for that. I mentioned EFF. Luckily we're already a member, so we got the links. But there'll be others, and you will know them better than us. So we'll need to do this as a collaborative effort.

Just to recap, I've got – point well taken, Klaus, thank you – Marita, Padmini, Kathy, Matthew, Joan, Daniel, and Sam. And Cheryl, yes. Oh, sorry, Cheryl. Okay, but Marita first. Marita, please.

MARITA MOLL: Okay. Thanks. I'm here at my first ICANN meeting wearing quite a few different hats, but one of them is that I'm the president of an alliance of community networking groups in Canada called Telecommunities Canada. Some of you will remember our founder, Gareth Shearman, who was deeply involved this stuff through the years. He recently passed away and we really miss him.

This is a great list. I can have it put up on our website anytime. Mostly it will be read by me when I'm looking for this kind of stuff.

The people that we're dealing with are already overworked and under-resourced. It's really hard to get people interested in something as complex as this. I think the key to it breaking it down into small pieces, just giving people little things to chew on, little things to think about, and basically educating them bit by bit about what the… And these are not general public. These are people who work with the Internet, who work with Internet users. That's what they do.

So in this particular community, even there we need to start really small and get people interested. I think there's a resource there, but accessing it is hard.

JEAN-JACQUES SAHEL: Thank you. Again, I think everybody seems to be in agreement on this. After this meeting, please do come in with specific comments and suggestions. We're happy to do a lot of this work. I had already mentioned on the call that I'd like to break it into themes. It's not going to be easy, so if anyone would like to help more specifically with that aspect, or as well as making it look nice, please let us know if you want to volunteer to help us on this.

Padmini, please, if you want to come to the mic somehow. Thank you.

PADMINI BARUAH: Just to add to what Stacie said earlier, if I join ICANN today and I don't know anything about it and you present me with that document, I would be overwhelmed with so much information that I think I would be quite lost. So thematically arranging it would be very, very helpful. And if there could be a sort of executive summary with a [inaudible] of the main points each one of those documents, just like something I can quickly overview and then decide on what I want to read up on intensively.

For example, if I'm interested in, say, the IGF or the NCUC, I might not know not to read NPOC stuff if that's not immediately relevant. So, yeah. Thank you.

JEAN-JACQUES SAHEL: It's a good idea for a [inaudible] summary. I know for some of the documents that ICANN produces, we try to do that. When you have a, just for an example, 200-page CCWG proposal recommendation – just looking intently at [Robin] – it will be nice to do a little summary before. And we sometimes do that. I think our communications team has done a pretty good job on those. Once you've read the summary, it's a bit easier to go into the 200-pager. I think it's an absolutely good point. For this, again, it would be great to be working with you guys on this, somehow.

Sorry. Let's go back to the list. Kathy, please? And I will soon close the list. We'll move to the calendar of events. Thank you.

KATHY KLEIMAN: Sorry. I was looking for a roving mic, but it seems to have disappeared. Alas.

UNIDENTIFIED MALE: No. It got stolen.

KATHY KLEIMAN: Yeah. I think I'm going to echo things that Klaus said and that others have said. Great ideas need to be re-echoed.

EN

First, circling back to the translation question, I just wanted to recommend that, for all Civil Society groups meeting at ICANN, all of the groups that we see, at least translate into the language of the local area. We had a lot of French speakers in our meeting, and we were looking at empty translation booths right behind us when we had the morning Non-Commercial Users Constituency and the afternoon Non-Commercial Stakeholder Group. Rafik did some translation, but it would have been wonderful to have that simultaneous translation. I know in ALAC we'd like to have it at least in the local language.

In terms of looking at this, I would start – and I think Klaus said it – with an index so people can see all the topics. No acronyms, or at least define what they are. Don't just say NCUC or NPOC. Please define those acronyms in the index because we can't assume people will know them.

I'd ask every organization on this list to write what we might call a landing page for newcomers. Well, first, actually, I'd have them all write a description, or you can do the first draft and write a description, but let's have all the organizations edit it for their own language and the way they'd like to present themselves.

Then work with them to create a webpage, a landing page, for people who are interested in more information so that can go directly to – rather than just saying, "Contact Robin," or,

"Contact Cheryl." People may be on vacation and things. "Here's a generic e-mail that different people will answer within an organization. If you want more information about ALAC, tell us a little bit about yourself and we'll make sure somebody gets back to you in two or three days." Same for NPOC, same for NCUC.

I'd circulate these to see if there's more information. Like to the video, I did a multi-stakeholder video with Google in which I interviewed many people around this table, just talking about why the multi-stakeholder process is meaningful to them. It's out on YouTube. We could easily provide you the link. So there's more information.

And I don't know how you do it, but I'll certainly devote some time to it, how we take people into a deeper dive. We're going to have the people coming in for that first review, as Padmini said, the newcomers, the students wanting to learn more. But then how we create subject areas so you can do a deeper dive into material. I'll give that some thought.

Thank you for the first start. Appreciate it.

EN

JEAN-JACQUES SAHEL: Thank you. Again, very helpful suggestions. Of course, this is all transcribed, but noted. I notice that Klaus has volunteered to help already. He is keeping –

KLAUS STOLL: I would like to say I volunteer because I think that it's really a worthwhile effort, especially if we not only have subjects but subject entries, like an article, where you describe in a paragraph what the subject is about and you highlight specific words. You click on those words, you go to the relevant resources.

JEAN-JACQUES SAHEL: Yeah. Thank you. Yes, we can absolutely use [inaudible]. Hold on. I've got Matthew first, then Joan, then Daniel, then Sam, and Cheryl. [inaudible] another Daniel. I will close, unless there's a final hand on this one. Matthew, please.

MATTHEW SHEARS: Somebody in this session this morning said that they really didn't know where to go and why there wasn't one place to go to get all this information for newcomers. This is kind of the same thing we're talking about here.

We have the ICANN Learn program. I think we need to focus in on one space in ICANN where we can put all this information. I don't know if that's a right place, but that's certainly place that we should consider. It obviously needs more building out. It needs more resource dedication. But I think we need to find one place to go because it's incredibly confusing for anybody, for even those who have been in this for a while. But certainly for newcomers, I can only imagine it's quite confusing. Thanks.

JEAN-JACQUES SAHEL: Agreed. Taken into account. At the moment, you'll see – and then we'll show you a quick markup of a dedicated Civil Society page on the ICANN website. However, that will be linked to ICANN Learn, and Adam has had extensive coordination with our colleagues in ICANN Learn. So we will make it as seamless as possible. But, fully taken into account. Thank you.

Joan, please?

JOAN KERR: I really like the idea of this landing page and having a main page where new members can go to and get information. At NPOC, we've just designed, or are in the process of designing, a comprehensive outreach plan, which included that we would have an introductory page, etc.

So I'm thinking, in the spirit of collaboration, having a landing page where we would direct our outreach members to go to. It would be really great to go to the landing page, and they can see all the resources that's available within ICANN and become a little bit educated in that arena. So it actually would work for us to work together in a collaborative way.

Also, then, not to reinvent everything, which I never want to do, we can build on some of the starter kits and some of the guide. We were obviously going to promote NPOC within ICANN. Our responsibility, as well, is promote ICANN. But then this page and this resource would then serve that purpose for us. So, yeah, I really like it, and having this landing page, which Klaus has decided he's going to work on. It'd be really good. But I think it could be a really good collaborative tool.

KLAUS STOLL: Just a quick word, and you just solved another problem. Glenn, listen. When we are just doing –

JOAN KERR: He doesn't normally listen.

KLAUS STOLL:	We are just doing with Glenn a series of five infomercials about ICANN and Civil Society engagement, and at the end, it says basically, "For more information, go to blah, blah, blah, blah." If we could link that page, and especially to that topic, we actually save time and effort and streamline things very ,very nicely. So it would make life very easy for us. Or easier.
JEAN-JACQUES SAHEL:	Thank you. [inaudible] [Daniel], is it? Okay. Good. Please. Merci.
[DANIEL]:	Yes. I'd like to suggest that all the data that you collect not be curated, in a sense, or decreased in size, but instead that you publish it in an open format so that other bodies, other sites, can actively pick it up and present it and offer writing the best interface to the do the selection. So that's the way things are moving nowadays. If you look at the [inaudible], or the [inaudible] solution map, they are not creating content. They are going on the web and looking at syndicated content so that they can provide a synthesis, something that end users can actively profit from.

So I think it's not a question of maintaining status a page and doing some chaptering or something like that. It's to add semantics to the data on the ICANN side so it can be published

and reused by thousands of applications that will let you do the right thing.

JEAN-JACQUES SAHEL: Very useful point. Thank you. There's a bit of that message that is for us, if or when we develop new content, and I think it's also for constituencies because, of course, all this is for you guys. So, open format as much as we can. Absolutely take that and –

KLAUS STOLL: Syndicating [inaudible]

JEAN-JACQUES SAHEL: Yeah. [inaudible] Okay. Thank you. [Sam], I've got you on the list.

[SAM]:   Yes. This will be very short. It's one of the drums I keep beating, and that's that, whatever we do, we don't do it alone. I appreciate all the comments that have been made about the problems with the format that exists. But what I want to say is something about how wonderful is that exists because of a project I'm working on.

Shortly after Helsinki, I am in meetings with several hundred research institutes and research academics around the world that are interested in this topic, but they don't have the

background. They don't have the background to build the curriculum for their graduate programs and their undergraduate programs. They will descend on this pile of material like a bunch of vultures arriving at what was left over from last night's gala. They will pick through it and pick out what they need for what they do.

I'm not saying that that's the only thing, but I'm just reminding us that those are the other ways, and it should be an open access format, and so forth. It should be in whatever languages are possible because these are regional researchers from Latin America, Africa, and Asia.

So when we think about this stuff, there's this short game, how do we get engagement now? How do we use this now for what we do? But we shouldn't forget the longer games, and the longer games are, to whom to bring this to as a resource which they are going to mine the way they are going to mine it? So we may not get them for five years, but when we get them engaged, they are going to come engaged and aware.

So we've got the short strategies. We need the long strategies, too.

JEAN-JACQUES SAHEL: Thanks, [Sam]. We've exchanged on this, and I think it is very helpful. Again, good places for dissemination syndication, as [Daniel] was saying. Cheryl, please.

CHERYL LANGDON-ORR: Thank you very much. I wanted to pick up when Matthew first mentioned ICANN Learn in the chat because I think with the right use we can make this tool very much fit-for-purpose for some of what we want to do, particularly if we take the wisdom of small, bite-sized pieces and the use of a lot of introductory video material. So you get a visual representation. You can work out very quickly whether or not this is or is not something you want to pursue, and then, of course, as you've all said, drill down further.

But it does have the other benefit. At the moment, it is a multiple-lingual platform. In other words, you have to log on to each language. But it is there in multiple languages. But I gather that, very shortly, they'll be exploring a single log-in across multiple languages. Once we get to that stage, with the added ability of being able to subtext in whatever local scripts we particularly want to use – again, we've got even more than even the five UN languages we use.

There's just an awful lot of possibilities now, but I'm a little hesitant that it's packaging as Learn is right because we're not

trying to set this up as an academy or a self-guided tour through getting particular points back. I think we might need to use the platform but somehow have the marketing people help us for it to be just packaged right, and even what we call it, so it's attractive and people want to pick it up and work with it. Thank you.

JEAN-JACQUES SAHEL: Thank you. Our Comms Team marketing people will definitely help us. [inaudible] at the back here, who's our dedicated communications maestro for Civil Society engagement. Or maestra? Maestra, I guess? Okay, please.

UNIDENTIFIED FEMALE: Hi. This is my first ICANN meeting, so I think the confusion is very fresh in my head. So I hope that I can help this session.

The first thing I wanted to say, if you're going to be developing new content, what would be very useful is if it's developed in terms of skills and interests because, as a newcomer, when I'm just starting off ICANN work, working groups don't mean anything to me. Constituencies confuse me. So if I just had content that spoke to my specific interests, that would be really helpful. Once I'm figure out what I'm interested in and what I

think I can work on, then getting into the working groups make sense. But giving me an overview of the organization does not.

The second thing is I think there's a big difference between keeping the process open, which it is, and keeping it inclusive, which I'm not fully convinced that it is. By that, I mean that, for it to be sustainable for different people to come in and bring in new perspectives, you need to make sure that they're given support within the system. By that, I mean that, just in terms of geography, in terms of language, we need to have a system within the meetings because I've learned so much in the last four days, possibly more than I've learned in the couple of months, because I can speak English and because I'm fluent in the language. But that isn't the case with everyone. So I think you need to maybe think about that [inaudible] Thank you.

JEAN-JACQUES SAHEL: Thank you. It's very useful, and I think it goes back to some of the points made earlier about mentoring, etc. I think it's really important that you touched on linguistic aspects, again, regional aspects. So there's a lot of thinking around this that we'll definitely take into account.

Yes, [Daniel]. I think you're the last on the list for this item. Please.

[DANIEL]:   Thank you very much. Yeah, I really appreciate that ICANN Learn is really a great platform, but I've had the chance to interact with different fellows and different NextGens. One of the biggest challenges that we face is that they come in and they don't understand exactly what ICANN is. Even some complain, "Eh, there are so many acronyms," and they don't know. By the time when someone begins to search for the acronym in full, probably in Google, another acronym has come out. I think that should be one of the key action points.

And also, as far as the respective ALSs are concerned. Like in case a new ALS comes on board, I think a process of how they can easily get engaged – this may not only happen to the ALSs, but also to the respective NextGen and the Fellows – such that they go through a process, they understand what happens within the ICANN, then they should know which working groups are available, and then they can easily choose exactly where they can be able to be engaged. There it becomes easy to track the level of engagement between the participants.

It's just like one of the issues that came up in the AFRALO mailing list, that there are quite a number of ALSs, but the engagement of these ALSs in the different working groups is very minimal. So

this puts us to check on the methodology that we are using to engage the ALSs and the different working groups. Thank you.

JEAN-JACQUES SAHEL: Okay. Thank you very much. We better move ahead. We're running very, very short on time now, and I would like to – if you could just move onto the next slide, back into the presentation.

We've had descriptions of a list of events that we're considering, and that will be developed over time. What we'll try to do is – the next slide would be – yeah. So we a long list of events, and we will develop that and share those with you afterwards. We're going to have a mailing list, so if you subscribe to the mailing list, we can perhaps send those documents around, and there will also be the wiki Dropbox and the wiki page where they'll be available.

These are just some examples of events that we've held so far. We know that we've got to do better. We know that, now that we have this core group and we have you involved, we're going to be making sure that you are much more involved in this. We were invited to the Council of Europe World Forum on Democracy, and ICANN set up a panel there.

We were asked by some Dutch Civil Society people to hold a meeting. It was an ad hoc meeting which we supported, and

people came in to thee ad hoc event, and we were asked by some Civil Society groups.

There was engagement meeting in Nairobi, where there was some speakers from the community. I spoke and some others. We'll have reports on all of these meetings, or MP3s, available.

The ICANN Privacy Panel, which was at the – what was it, Computers Privacy Data Protection Conference in Brussels recently. Monica, who's here, held a session with us. We used some CROPP funding, and there was also an NCUC outreach event at the ICANN office. So these are the sorts of blending of things you can do.

The Global Knowledge Partnership and NPOC held a meeting in Washington recently, and an ICANN staff member came along and gave a presentation. Again, a different model that happens. You'll find a link to that report, and you may have seen a blog post about it.

In about ten days' time, there will be a meeting in London talking about enhancing ICANN accountability, and that will be trying to drill down into some of the issues that will be Civil Society-specific from the accountability program and Work Stream 2.

But what I want to stress is, at the moment, we're developing these with community members, but we're not doing so in a way that is inclusive, as we must do. And that is really the next step for the core group, that we work with you so that you can help us go to events, design events, participate in events, and so on.

Could you bring up the landing page? I'm sorry I'm rushing. It's because I've got about two minutes left. The mockup, yeah.

We've now should have very shortly, after sharing this with you and your opinions on it and what should be there, a landing page for Civil Society within ICANN. You will see that there's already a business engagement page. Mainly this will be about linking to constituency and stakeholder group – oh, that's very small. That's not too bad – mainly linking to stakeholder groups, constituency groups content because this is about you, not about staff, creating content. But when we create generic content together, then it will be linked from here. It's a basic page that someone can go into on ICANN and find out just some simple information about where to go next. There'll be a link to the wiki page. There'll be a link to the announcements that are relevant to Civil Society, a Twitter feed. Over time, if we develop YouTube videos, then those would be linked there. But the main part you see is actually how to get involved, and then linking in to the Non-Commercial Stakeholders Group and to the At-Large.

If we go down towards the bottom of that page… Yeah. There's the mailing list. That will be linked from there and various resources. If we could go back to the presentation. Sorry to flip around within these things.

The Civil Society mailing list is now up and running. You can subscribe. There we are. That's the subscription address. There's two parts. That will take you to a webpage where you use the typical signup things that you use to subscribe to a list.

At the moment, we're using it for announcements and information. If we want a discussion list, then request one, and we will create one. I think that's the way to go. But to start, it's probably a good idea not to spam you too much.

There's also a contact address, which is how you can reach staff for any questions you may have. Apologies for rushing through that, but we do –

UNIDENTIFIED MALE: [inaudible]

JEAN-JACQUES SAHEL: Yeah. I think everybody's eager to move onto the public forum. [inaudible], did you say you had a last thing to say?

UNIDENTIFIED MALE: One last thing, yeah. One last thing we'd like to do is create a digest coming out this meeting. What has Civil Society found interesting and important? If you would like to go ahead, then we can put that forward in a simple, probably PDF format, with some simple bullet points or paragraphs of the issues that you think were shareable with other Civil Society organizations globally, your opinions about what was important about the Marrakech meeting for you. We will then present that and start using this as information for others to gain access to ICANN.

One way to do that would be if you were to identify some people that we could simply interview about that, transcribe that interview, turn it back to you so you can decide if it's what you want to say, and then we can publish. So I will send an e-mail request around to the stakeholder leaders and see if we can get that moving forward quite quickly coming out of this meeting.

JEAN-JACQUES SAHEL: Final word. As we said before, we're going to have monthly calls. For those of you – let's put a previous – oh, no. You've got it here. That's fine. For those of you that are not already little mailing list and would like to be involved going forward, particular in participating in the calls and sending comments on the list of events, etc., simply just e-mail us at civilsociety@ICANN.org – one word for Civil Society – and we will send a little summary of

today, plus the transcript, etc., as soon as possible. So we really need your input and your support, etc.

I know everybody is rushing off –

UNIDENTIFIED FEMALE: May I ask a quick question?

JEAN-JACQUES SAHEL: Quick.

UNIDENTIFIED FEMALE: Is there any way we can just get on a list to get the summaries of the meetings?

JEAN-JACQUES SAHEL: Yeah. We will do a quick summary ASAP. You mean to this meeting?

UNIDENTIFIED FEMALE: [inaudible] meetings.

JEAN-JACQUES SAHEL: Of the [inaudible] meetings? Yeah, that's transcripts. We will post them in [inaudible]

UNIDENTIFIED FEMALE: [inaudible]

JEAN-JACQUES SAHEL: A summary. Well, we can do – okay. We can do summaries in the future. That's fine. So, please, just contact us at civilsociety@ICANN.org.

With that, thank you so much for the really useful – and there are lunches for those who want to pick something up. Okay. Thank you.

[END OF TRANSCRIPTION]