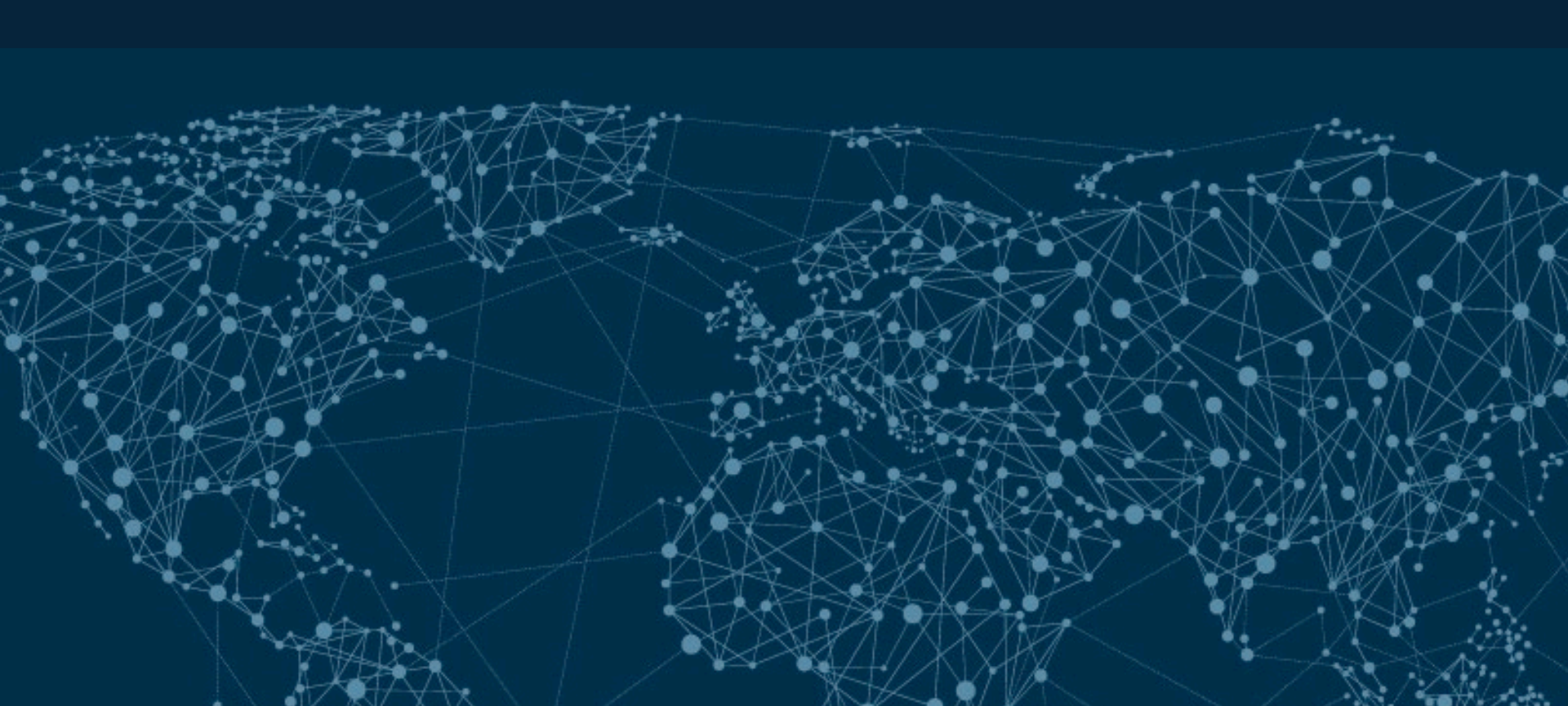


ICANN|56 | POLICY
HELSINKI | FORUM
27-30 June 2016





ICANN Engagement

SUMMARY PRESENTATION

Cross-Community Session | Helsinki | 28 June 2016

Our engagement approach

- **Our engagement mission: To work with our stakeholders around the world making everyone affected by ICANN's work aware of their rights and responsibilities and of how they can engage with the issues and policies that affect their future.**
- This takes on increased importance in the era of the IANA stewardship transition, as ICANN must ensure its decisions and actions include “broad, informed participation reflecting the functional, geographic, and cultural diversity of the Internet at all levels of policy development and decision-making.”

A Differentiated Engagement Model



How Engagement is Structured

- Global Engagement is rooted in the early days of ICANN's formation, when it was called Global Partnerships. This team had the difficult task of carrying ICANN's message with limited resources and staff. As awareness of ICANN has grown along with the need to increase the diverse stakeholder community supporting its activities, ICANN's engagement function has become more representative of the global Internet community.
- Engagement is handled cross-functionally by ICANN's community-facing teams: Global Stakeholder Engagement (GSE), Government Engagement (GE), GDD, Policy Development Support, Communications, Office of the CTO & Multistakeholder Strategy and Strategic Initiatives.
- Operating from ICANN's hubs and engagement centers throughout the regions, ICANN's GSE team is structured into regional and functional teams.

How Engagement is Structured

- The GSE team supports community-driven regional strategies in Africa, Asia Pacific, Latin America and the Caribbean, the Middle East and Oceania regions (with plans in development for Eastern Europe/Central Asia and sub-regional strategic plans in Europe).
- In addition, each Regional Vice President has a strategic work plan detailing key stakeholder relationships, interactions and activities by Fiscal Year. There are also functional area strategic plans for civil society engagement, global business engagement and technical community engagement.
- Engagement offices have been placed to serve the needs of our stakeholders. For example, the LAC engagement office was opened at the Casa de Internet in Montevideo. The Nairobi engagement office was opened after years of demand from the community in Africa.

Cross-Community Session

1

Regional Planning
and Strategy
Overview

2

Regional Strategic
Planning and
Development

3

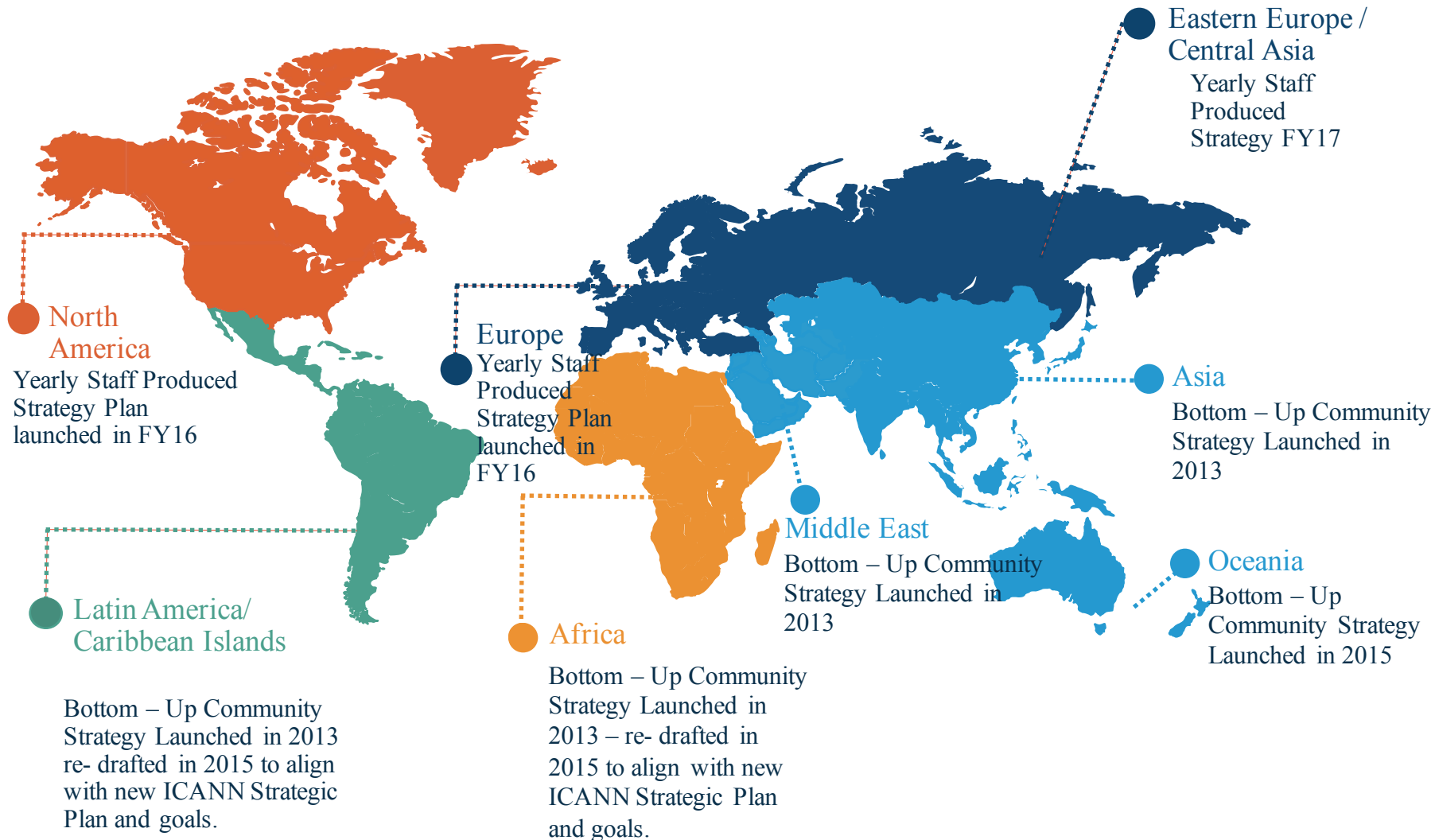
Next Steps:
Measuring the
Effectiveness of
Engagement

4

Questions

Regional Strategies and Planning

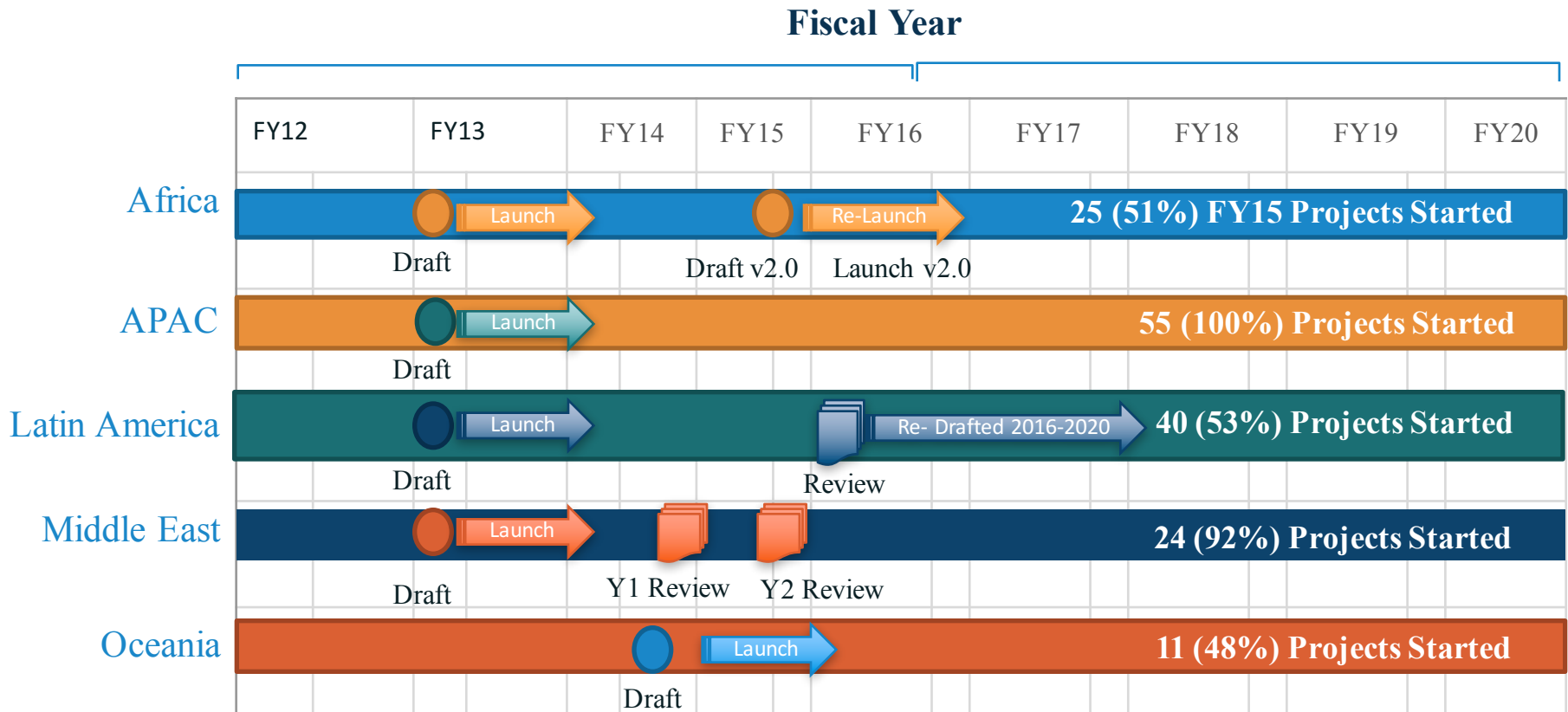
Bottom – Up Strategies and Staff Strategies



Regional Planning – At a Glance



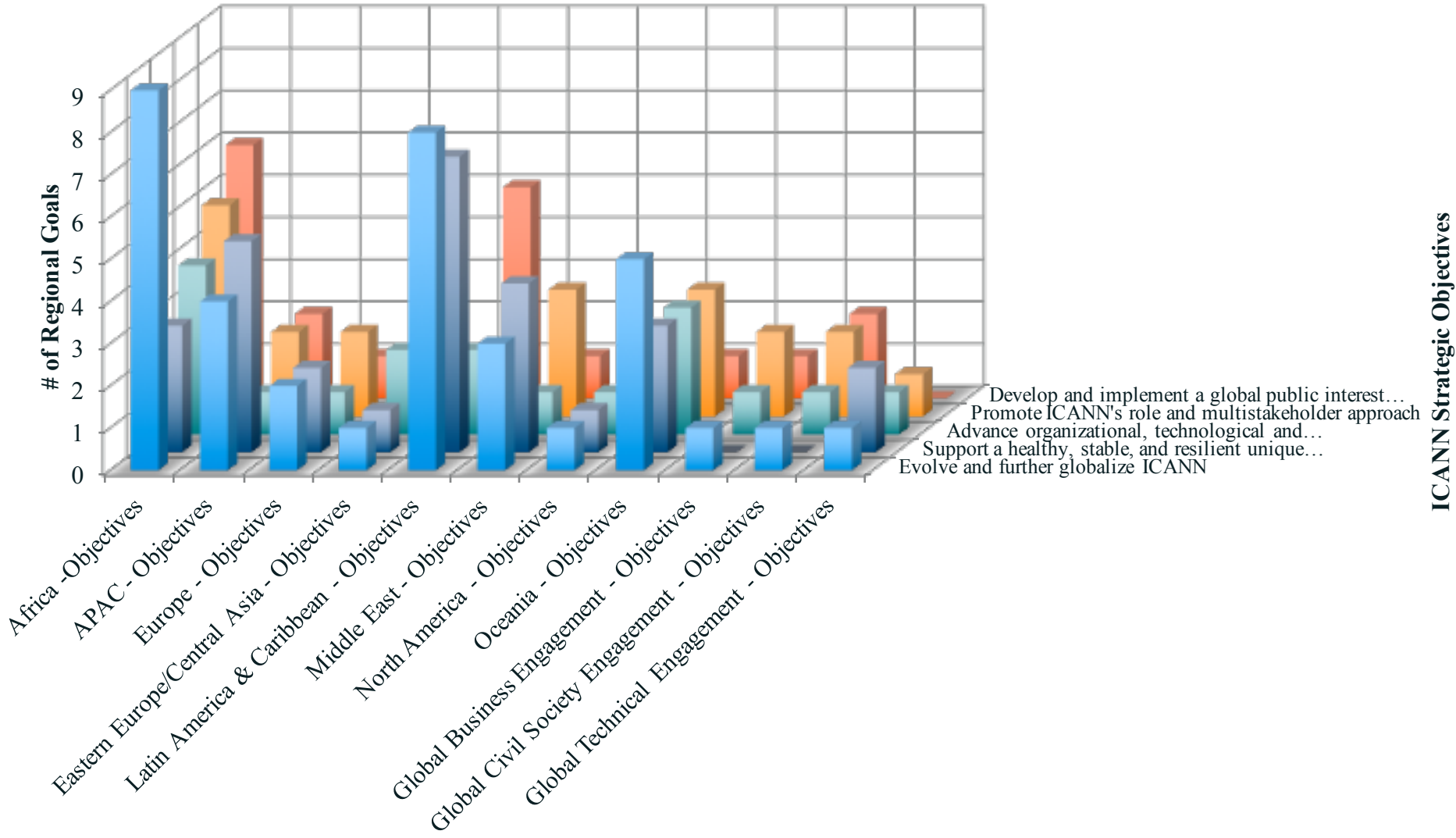
Bottom Up Strategies



All Projects are considered ongoing ◀

▶ Goal of most regional strategy initiatives is operationalization of projects and initiatives

ICANN Objectives in the Regions and Functions



Region / Functional Area

Key Regional Metrics

1

Africa

- Newcomer African Stakeholders Participation in ICANN (Continued participation)
- Number of training workshops held
- L-Root Deployment

2

Asia

- DNSSEC trainings held and attendance
- L-Root Deployment
- Outreach Metrics

3

Latin America & the Caribbean

- LAC DNS marketplace study
- Capacity Building (Webinars – e-learning Courses)
- LAC –i Roadshows (4 editions a year)
- L- Root Deployment
- ccTLD Internship program (2 editions a year)
- Supporting outreach through CROPP program
- Communications Metrics (Regional Website, Newsletters subscribers and social media)

4

Middle East

- L-root deployment
- Number of local trainers / subject matter experts
- ME stakeholder participation in ICANN
- Media roundtables, interviews and news articles

5

Oceania

- Increased participation from the Oceania region in Regional and Global IGFs
- L-root deployment
- DNSSEC /cybersecurity trainings
- Stakeholder participation in ICANN

Challenges and Solutions

Challenges

- Region specific goals and metrics
- Timelines and projects vary
- KPI Dashboards did not link up with regional level reporting structures
- Measuring process does not measure outcomes
- Not all regions have a bottom-up strategy
- All yearly work objectives are region specific



Solutions

- Shared Contacts with activity updates
- Event Reporting
- Quantitative and Qualitative Data
- Task collaboration
- Goal and metric tracking
- Stakeholder Relationship Management
- Metrics and Goals tied to outreach
- KPI tracking
- Dashboards

What we are measuring now vs what we will in future

Now - Activities

- # of Meetings and type of meetings
- # of new stakeholders / contacts
- Current Stakeholders by type
- Meeting Attendees
- Fellowships by region / sector
- DNSSEC deployments
- Issue tracking / case monitoring
- IDN ccTLD delegations
- gTLDs
- Media engagement
- Social media metrics
- Qualitative meeting reports
- Stakeholder engagement gap analysis underway



Future – Outcomes and Impact

- Stakeholder Journey – Newcomers, Engagers, Leaders etc.
- Linking up various data points to measure impact of engagement efforts
- Outreach satisfaction measurements
- Website metrics
- Language services – usage metrics
- Participation at a more granular level

Further Information on Regional Initiatives



Thank You and Questions

[ICANN Quarterly Reports](#)

[Ongoing Africa Workspace - Regional Updates](#)

[APAC Workspace - Regional Updates](#)

[LAC Workspace - Regional Updates](#)

[Middle East Workspace - Regional Updates](#)

[Oceania Workspace - Regional Updates](#)

[Language Localization Toolkit](#)