ICANN 61
COMMUNITY FORUM

SAN JUAN
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ICANN Strategic Outlook

Trends Identification Overview

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An Annual Process

To ensure ICANN has a consistent way to:
- Identify and track trends
- Prepare for opportunities
- Mitigate or avoid challenges
- Inform strategic & operational planning and prioritization

Scope of Work / What is a Trend?

Community-wide trends

Organizational / Operational trends

Geo-political or economic trends

ICANN's strategic outlook will reflect thoughtful consideration and consolidation of so called 'trends' to keep an eye on that are specifically defined and may have an effect on ICANN, its mission, or operations, in the long run. Such trends may be externally or internally driven.

Top-12 Trends

Community-wide trends

- 1.01 - Increasing demands for transparency, openness, and accountability creating additional complexity and hampering execution.*

- 1.02 - Increasing changes in the domain name industry, and emerging Internet business and funding models.*

- 1.04 - Increasing discussion and debate about ICANN's mission, and increasing pressure to broaden ICANN's role and operational scope.

- 1.07 - Internet evolution and external technology advancement increasing pressure on DNS relevance and ICANN's legitimacy.

- 1.09 - Evolving dynamics relating to power balance of the ICANN community, Board, and organization.

- 1.10 - Scalability of the community, ability to effectively address increasing demand and capacity.

Organizational / operational trends

- 2.1 - Increasing demand on ICANN organization, staff, and resources.*

- 2.2 - Increasing risks on security – both physical and cyber.*

Geo-political or economic trends

- 3.1 - Increasing concerns about effectiveness and scalability of ICANN's multistakeholder model.*

- 3.2 - Increasing geopolitical and technical risks of fragmentation.

- 3.6 - Increasing pressure to integrate human rights, privacy, and law enforcement into governance mechanism.

- 3.7 - Increased government interventions via legislations into the Internet Ecosystem, and hence affecting ICANN.

(*) These trends were the five trends initially identified by the Board when the program was kicked off last year.

Alignment with Strategic Planning Process

The process will be part of the annual preparations of the operational plan to ensure alignment with the community-prepared Strategic plan.

This alignment is important as the community-driven Strategic plan also aligns with the mission reflected in the bylaws, and is part of what the newly established empowered community will assess in relation to the organization's operations and budget planning.

The agreed upon trends will be communicated to the community, and may be factored into the community preparations for the next round of Strategic planning process.

Planning Process

- VISION/MISSION STATEMENT
- STRATEGIC PLAN
- VALIDATE
- ACHIEVEMENT & PROGRESS REPORTING e.g. Quarterly Stakeholder Call
- 5yr FIVE-YEAR OPERATING PLAN
- Organizational Strategic Outlook Effort
- STAKEHOLDER CONSULTATION & INPUT
- 1yr ANNUAL OPERATING PLAN & BUDGET

What's Next?

- Strategic Outlook trends sessions:

  o Sessions with community groups at ICANN61 and ICANN62

  o Key trends will inform the strategic objectives, goals and priorities for the next plan period

  o These sessions are approximately 90 minutes in duration, and can only be held in person

  o Trend session structure:

  o Break-out into subgroups

  o Brainstorm on trends, and identification of priorities

  o Presentation of subgroups results to full group and discussion

Strategic Outlook

Thank You and Questions

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